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**The Segmentation and Satisfaction of Visitors to the World Heritage:
Comparative Analysis of two Cultural Heritage Sites in Vietnam**

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A thesis submitted in fulfilment of the requirements for the degree of
Master of Arts in Museums and Cultural Heritage
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Abstract

In line with the exponential growth of global tourism, Vietnam has been an emerging tourist attraction in recent years. Renowned as a nation with a several thousand-year history and an abundance of cultural/heritage values, heritage tourism in Vietnam is one of the most fast-growing and prevalent aspects of modern times. Unfortunately, few studies taking heed of this increasingly important sector have been reported so far. This study endeavors to fill academic gaps by scrutinizing and comparing heritage visitors at two World Heritage Sites of Vietnam called the Thang Long Imperial Citadel and the Citadel for Ho dynasty. The fundamental objectives are to classify visitors based on their depth of heritage experience and their cultural motives for visiting; and to measure visitor's satisfaction in relation to the selected heritage attributes.

Visitors to the Thang Long Imperial Citadel and the Ho Citadel were identified as participants of this research. Primary data was collected through the use of self-administered questionnaires, in total a sample of 195 respondents. Statistical analysis was then applied to shed light on these results. The findings reveal that there were disparities in the classification of heritage tourists, leading to the diversity of heritage experiences. Through examining specific hypotheses, this study investigated relationships among the satisfaction of tourists, the heritage selected attributes, intentions to revisit, demographic characteristics and heritage tourist groups.

The research findings have implications for services for tourists at each heritage sites. Acknowledgement of this study's limitations and a call for future studies are noted in the concluding chapter.

Keywords:

Cultural heritage, heritage tourism, Thang Long Citadel, Ho Citadel, segmentation, satisfaction.

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Glossary

UNWTO	United Nations World Tourism Organization
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHS/s	World Heritage Site/s
VNAT	Vietnam National Administration of Tourism

CHAPTER 1: INTRODUCTION

1.1. Research background: global tourism

Global tourism is one of the largest and the most dynamic industries of modern times, thus creating tremendous effects on economies (Shih & Do, 2016). Living in the epoch of mass commercial travel, the number of worldwide tourists has accelerated from only 25 million in 1950 to 1,235 million in 2016. This industry also takes up one in every 11 jobs in the world, 10% of global GDP, 7% of total world exports and 30% of all service exports. The United Nations World Tourism Organization (UNWTO) predicts that international tourism will grow in a sustainable manner during a period from 2010 to 2030, with the quantity of international tourist arrivals globally rising by 3.3% per annum on average (as cited in Wu & Li, 2017). 2016 was the seventh consecutive year of growth in global tourism after the 2009 global financial and economic crisis (UNWTO as cited in Costa, 2017). The World Travel and Tourism Council expects that worldwide tourism is more likely to surpass \$10.8 trillion in tourism expenditure and \$296.2 million in occupations by 2018 (Guliling et.al, 2013). Consequently, many countries have channelled their efforts in boosting their tourism industry to grow their economies (Yang, Lin & Han, 2010).

Thanks to the increasingly economic globalization and cutting-edge advancements, global tourism is an agent of converging world tastes, product choices and lifestyles (Mowforth & Munt, 2015; Brondoni, 2016). The determining causes trace back to higher levels of income, increase in leisure time and a reduction in travel cost and travel time at specific destinations. The boom of mass media is believed to have raised millions of people's awareness about the outside world (Tisdell, 2004). Another notable point is that the concentration of power in worldwide hospitality is more likely to rise as big firms and corporations are conscious of shaping strategic alliances and networks. Managing the tourism sector therefore achieves greater economies of scale, marketing intelligence and quality control (Brondoni, 2015; Riboldazzi, 2015). Various coalitions between international airlines and accommodation providers have been formed substantially across the globe, thereby driving tourism up to performance indicators and business practices (Brondoni, 2016).

The exponential rise of global tourism has led to many countries prioritizing the shaping and developing of tourist destinations with distinguishing characteristics (Yang, Lin & Han, 2010). A growing number of developing countries across the globe have taken tourism as an economic growth engine to push other industries and the overall economy alongside tourism's functions to earn foreign exchange and create jobs (Zuo & Huang, 2017; Su, Wall & Xu, 2016; Holzner, 2011; Lee & Chang, 2008). To boost tourism, massive sums of money have been poured into building more recreational facilities including casinos, complex skyscrapers, safari parks and other amenities (Yang, Lin & Han, 2010). Many developing nations like Cambodia and Laos have been working on policies of promoting and improving this sector.

The Chinese government has paid special attention to cultural/ heritage tourism because of its abundance of cultural legacy (Yang, Lin & Han, 2010). These heritage values are considered as notable attractions to a variety of tourists (Su, Bramwell & Whalley, 2018). According to the World Heritage Committee (2017), China is ranked the second in the world in terms of World Heritage Sites (WHS/s), just behind Italy. These cultural and heritage sites have impacted on the international tourist arrivals to China, while modern facilities seem to have less appeal (Yang, Lin & Han, 2010).

In the case of Thailand, being at the forefront of Asia's tourism, diverse types of tourism such as medical, spiritual, dark and special interest have been long developed to meet the demands of tourists. The emergence of creative tourism has been considered an alternative travel paradigm in the recent years (Richards, 2011; Ohridska-Olson & Ivanov, 2010). According to Wattanacharoensil and Schuckert (2016, p. 1046), creative tourism is defined as "not only refer[ring] to actively engaging tourists in creative industries, but also capturing a continuum of 'low' to 'high' local creative consumption". Some provinces in Thailand are chosen as "creative city prototypes" like Chiangmai (Handicrafts), Yala (Bird city), Nan (Antiques and lively city atmosphere) and Ang Thong (Drum Making). Many tourists enjoy the opportunity to actively engage with local people as they learn craft making, cookery and folk activities. The prevalence of this type of tourism has strengthened and aided Thailand in keeping its high ranking with foreign tourist's arrivals at more than 32 million in 2016 (Thailand Tourism Statistics, 2017).

The popularity of World Heritage as a dominant of global tourism is undeniable (yu Park, 2010; Kempiak et al., 2017). Cultural/ heritage tourism is currently one of the most widespread and crucial types of tourism, appealing to hundreds of millions of people searching of pleasure, enjoyment, relaxation and other personal objectives (Herbert, 2001; Timothy, 2011; Hughes, 2013, Adie & Hall, 2017). A strong desire for travelling is expressed (Caust & Vecco, 2017) by tourists interested in memorable and engaging experiences, not just the conventional types of holiday with sea, sun and sand (Timothy, 2011; Bui & Lee, 2015).

The United Nations World Tourism Organization (UNWTO) stressed that in 2007 around 40% of all international trips were closely linked to cultural heritage sites (Timothy, 2011), with the field of heritage tourism being known as a substantially burgeoning niche market in many countries (Telfer & Sharpley, 2015; O'Leary, Morrison & Alzua, 1998; Kempiak et al., 2017). According to the European Association for Tourism and Leisure Education, the proportion of cultural/heritage tourists increased from 17% in 1997 to around 30% in 2007 (Zbucnea, 2012).

Heritage tourism consequently makes a significant contribution to local and national economies. In 2004, more than 10.6 million foreign tourists visited cultural events and historical sites in the United States of America. Heritage tourism in the UK is reliant on heritage sites and cultural events. Statistically, the United Kingdom's heritage sector generates £4.5 billion every year and directly creates around 100,000 full-time jobs (Timothy, 2011). At Stonehenge (in the United Kingdom) - a WHS, there are roughly 2000 visitors per hour in the peak months of July and August (Mason, 2015). A similar trend is seen in China when the China Tourism Academy showcased that three cultural/heritage attractions were among the 10 most prevalent destinations for domestic visitors in the National Day holiday and the Spring Festival holiday with regard to online inquires and booking (as cited in Chen & Huang, 2017).

Vietnam tourism, especially heritage tourism, has proliferated in recent years. Renowned as a country with a several thousand-year history, cultural heritage values in Vietnam have been shaped and handed down from generation to generation, resulting in the emergence and prosperity of heritage tourism. According to the Vietnam National

Administration of Tourism (VNAT), the Vietnam tourism sector's growth is forecast to stand at 9.6 % during the period from 2016 to 2021. Heritage tourism not only employs a massive number of people and generates a huge amount of revenues (Hitchcock, King & Parnwell, 2010), but it has also aided Vietnam in gaining international recognition for its achievements (Logan, 2014).

Current academic literature has only touched upon the annual growth of Vietnam heritage tourism (Suntikul, Butler & Airey, 2010; Hobson, Heung & Chon, 1994). Researchers have examined political aspects of heritage tourism (Bui & Lee, 2014; Logan, 2014), loyalty and expectation of tourists, destination image and aesthetic of the site (Vinh & Long, 2013; Bui & Le, 2016; Trinh & Ryan, 2016), tourism and community attachment (Adongo, Choe & Han, 2017), triangular relationship between heritage, identity and tourism (Bui & Lee, 2015) and the role of heritage sites and museums (Bui, Jolliffe & Nguyen, 2011).

Such an issue like why various groups of people are differently attracted to heritage sites is of critical importance to the heritage management and policy makers. Along with this, a question about how visitors feel fulfilled with their trips to cultural/heritage sites in Vietnam remains unanswered. These aspects have not yet been well researched and documented. This information would probably bolster the Vietnam tourism sector by leading to increased sales, lower cost and higher profitability (Morgan & Pritchard, 2000). Bearing these in mind, this research will seek out to fill the perceived gap in the existing literature of heritage tourism by examining visitors' motivation for travelling to heritage sites, and their satisfaction with heritage site attributes. It further aims to supply heritage management organizations and other stakeholders with a deeper understanding of visitors at these sites, thus assisting them in managing and promoting heritage tourism.

1.2. The objectives, questions and significances of research

As mentioned above, there has been a shortage of studies focusing on Vietnam's tourism, particularly from a demand perspective. Despite the significance of heritage sites throughout the country, little research has paid attention to the classification of tourists or their level of satisfaction. This study endeavors to fill the gap by surveying visitors at two different heritage sites in Vietnam, thereby contributing to the

understanding of heritage tourists in Vietnam as a whole. The primary objectives of the research are:

- (1) To classify visitors based on their depth of heritage experience and cultural motives for visiting;
- (2) To measure visitor's satisfaction in relation to the selected heritage attributes.

To obtain these objectives, this research will contribute to both the existing literature and Vietnam tourism. First, it adds to the existing literature on heritage tourism by segmenting different groups of visitors. In addition, the research provides heritage management boards and tourism companies with tourists' evaluation of heritage attributes. Hence marketing strategies as well as more appropriate tourist products could be proposed to satisfy the increasing demands of visitors.

1.3. Thesis structure

This thesis is composed of six chapters. This opening chapter contextualizes this new research within international and national tourism. Also, it introduces the research objectives, questions and significances.

The second chapter outlines recent developments in Vietnam tourism by focusing on its resources, with up-to-date statistics for tourists and primary markets. It then concentrates its focus on heritage tourism. This section notes fundamental conditions for the substantial growth of heritage tourism in the world, then in Vietnam, before moving into the research case studies.

Chapter three sets up the theoretical background for this research by means of an extensive literature review. It directly emphasizes issues connected to the research objectives, tourist segmentation and tourist satisfaction. Analysis of the literature highlights a research gap that requires further study.

In the fourth chapter the focus is on the methodology utilized throughout the research. The selection of quantitative approach is measured and detailed explanations in

affiliation with data collection and analysis are justified. Overall data assessment is supplied. Limitations of methodology are acknowledged.

Chapter Five conveys the research findings. Two main aspects of the visitors receive emphasis: socio-demographic characteristics and travelling behaviors. In addition, the classification of heritage tourists is undertaken in this chapter with the usage of McKercher's model. Measuring the satisfaction levels of visitors vis-à-vis the heritage attributes is explained, together with justifying the research hypotheses through the use of the statistical tools like factor analysis, variables correlations and ANOVA analysis.

The final chapter summarizes, discusses and correlates the research findings to previous research. This chapter sheds light on implications deriving from the findings and proposes recommendations for heritage management boards, stakeholders and tourism practitioners. Acknowledgement of the results, limitations and suggestions for future studies are included in this concluding section.

CHAPTER 2: RESEARCH CONTEXT

2.1. Vietnam tourism

Vietnam is situated in the Indochina peninsula of Southeast Asia, bordering with China to the north, Laos and Cambodia to the west, and adjacent to the *Biển Đông* (or South China Sea) to the east. According to the General Statistics Office of Vietnam, Vietnam has a total land area of 332,000 square kilometres, a long coastline of 3,200 kilometres with approximately 3,000 off-shore islands and an estimated population of about 90 million (2014). Facing the Pacific Ocean in the east and having ideal conditions of the development of seaports and airports, Vietnam lies in a strategic location, a gateway to the region (Bui, 2009; Luong, 2005). Consequently, it has been long argued that a growing number of international tourists are likely to visit Vietnam as a stopover on their regional tours (Jansen - Verbeke & Go, 1995; Bui, 2009).

Vietnam seems a melange of natural and cultural values with 28 national parks, 53 natural reserves and 250 caves as well as handicrafts, food and traditional ceremonies, all of which show great potential for sustainable tourism (Lam, 2002). Vietnam is rich in cultural heritage with 40,000 tangible values and 60,000 intangible values throughout the country (Bui, 2009; Phuong Chi & Nguyen, 2016; VNAT, 2017c). Vietnam has a higher density of historical sites than any other Southeast Asian country. The heterogeneity of 54 ethnic groups across the country leads to the fact that Vietnam culture is characterized by diverse values from ancient, modern arts, music, folklore, dance festivities and religious customs, all of which are strongly appealing to international tourists (VNAT, 2017b). Vietnam has become one of the most attractive tourism destinations in Asia because of its safety and its stunning landscapes, its well-preserved nature and its authentic cultures.

Vietnam's economy has exponentially bounced back and expanded by the *Đổi mới* (or economic renovation) since 1986. The reform has turned Vietnam from a stagnant, centrally-planned Soviet-style economy into a macroeconomic stability to mixed market-oriented economy (Kokko, 1998). The growth of its economy can be split into three different stages: a centrally planned mechanism, market mechanism and global economic integration (Bui, 2009). The economic reform has further opened new

opportunities and assisted Vietnam in having greater access to the global economy with capital, foreign investors and international tourists (Suntikul, Butler & Airey, 2010). Despite the world economic crisis and uncertainties, Vietnam economy remained resilient and stood at around 6% in the 2000s (World Bank, 2017).

Vietnam has a relatively young tourism industry with only 40 years of growth. It faced with a massive number of obstacles as a severe result of the Vietnam War such as demolished infrastructure, capitals and being embargoed by many countries in its initial growth stages of 1970s - 1980s (VNAT, 1995). The tourism industry in Vietnam has become one of the biggest and fastest growing industries in recent years when it comes to foreign exchange earnings, income generation, career creation and percentage of gross domestic product (Bui, 2009; Hampton, Jeyacheya & Long, 2017). The government is aware of the possible societal and cultural effects of tourism, through which has introduced legislation to assure respect for individual visitors as well as to group tourists, and to further facilitate the growth of tourism (Lask & Herold, 2004).

Tourism management is put under the control of the Ministry of Culture, Sports and Tourism at the national level, and is managed by regional or local departments of culture, sports and tourism at lower levels like provinces or districts (Hildebrandt & Isaac, 2015). The Vietnam National Administration of Tourism concentrates on strategic planning, training and easing formalities for the tourism industry and provides support in making “plans for the introduction of new standards and licensing policies” (Chon, 2013, p. 160).

Together with management policies, the Vietnam government has strengthened its international relations in the category of tourism by signing tourism agreements and establishing relationship with travel companies around the world. Vietnam has actively participated in the regional and international cooperation forums like the World Tourism Organization, Sub-Mekong Region Tourism Development program, West-East Corridor, ASEAN, thereby improving Vietnam’s international stature (Bui, 2009).

In terms of economic contribution, tourism generated about US\$17.6 billion, accounting for 6.6% of GDP in 2016, a 22-fold increase from US\$809 million in 2000 (VNAT, 2017). Considering the role of tourism as a spearhead industry (Truong, 2013), a key

sector (Shih & Do, 2016) or a centrepiece of the economy (Gillen, 2014), the Vietnam government has implemented a variety of policies like “socialization of tourism” (Dang, 2009) so as to strengthen and promote tourism in the long term (Truong & Le, 2016). As a direct result of policies, Vietnam tourism has increased at one of the fastest rates in the world and become the only country making the top ten in 2016 in Southeast Asia, according to the United Nations World Tourism Organization (VNAT, 2017). The following data (Table 1 & Table 2) provide some of the latest information about Vietnam tourism.

Table 1: Number of international and domestic tourists in Vietnam from 2000 to 2017

Year	No. of international tourists	+/- (%)	No. of domestic tourists (thousand)	+/- (%)
2000	2,140,100		11,200	
2001	2,330,050	8.9	11,700	4.5
2002	2,627,988	12.8	13,000	11.1
2003	2,428,735	-7.6	13,500	3.8
2004	2,927,876	20.6	14,500	7.4
2005	3,467,757	18.4	16,100	11
2006	3,583,486	3.3	17,500	8.6
2007	4,171,564	16.4	19,200	9.7
2008	4,253,740	1.2	20,500	6.8
2009	3,772,359	-11.3	25,000	22
2010	5,049,855	33.9	28,000	12
2011	6,014,032	19.1	30,000	7.1
2012	6,847,678	13.9	32,500	8.3
2013	7,572,352	10.6	35,000	7.7
2014	7,874,312	4	38,500	10
2015	7,943,651	0.9	57,000	48.1
2016	10,012,735	26.1	62,000	8.8
2017	12,922,151	29.1%		

Source: Vietnam National Administration of Tourism (2018)

The number of both foreign and domestic tourists in Vietnam experienced strong growth over the period from 2000 to 2017. When it comes to foreign tourists, with a start at around 2.1 million in 2000 tourist arrivals went up to approximately 4.2 million eight years later, before reaching to a record of about 10 million in 2016. The quantity of international tourists in 2003 and 2009 witnessed a rapid decrease by 7.6% and 11.3% respectively. An obvious reason was that the year 2003 saw the considerable outbreak of the Severe Acute Respiratory Syndrome (SARS) which was conducive to the plunge of tourists. One year later, Vietnam’s attempts to attract more foreign tourists led to favorable outcomes in return when the tourism growth rate recovered at 20.6% .

In the year 2009, the number of tourist arrivals plummeted by 11.3%, largely due to the world economic crisis. One year later, a record increase of tourists at 33.9% occurred due to the government’s efforts and particularly the anniversary of 1000th year of Thang Long - Hanoi (VNAT, 2010). Vietnam was considered one of ten countries having the quickest growth rate after the worldwide financial crisis (Hampton, Jeyacheya & Long, 2017). In parallel with international tourists, domestic visitors also underwent an exponential increase over the surveyed period. With the start at 11.2 million in 2000, the figure for domestic tourists nearly doubled in the next 8 years, before setting a new record at 62 million in the final year of the survey.

Table 2: International visitors by counties to Vietnam in 2017

Nationality	No. of tourists	% of total
China	4,008,253	31.02
South Korea	2,415,245	18.69
Japan	798,119	6.18
Taiwan	616,232	4.77
America	614,117	4.75
Russia	574,164	4.44
Malaysia	480,456	3.72
Australia	370,438	2.87
Thailand	301,587	2.33
Britain	283,537	2.19
Singapore	277,658	2.15

France	255,369	1.98
Cambodia	222,614	1.72
Germany	199,872	1.55
Laos	141,588	1.10
Canada	138,242	1.07
Philippines	133,543	1.03
Indonesia	81,065	0.63
Holland	72,277	0.56
Spain	69,528	0.54
Italia	58,041	0.45
New Zealand	49,115	0.38
HongKong	47,721	0.37
Sweden	44,045	0.34
Denmark	34,720	0.27
Switzerland	33,123	0.26
Belgium	29,144	0.23
Norway	24,293	0.19
Other	548,045	4.24
Total	12,922,151	93.28

Source: Vietnam National Administration of Tourism (2018)

Some major markets for Vietnam tourism are China, South Korea, Japan, America and Taiwan. In 2017, Chinese tourist arrivals to Vietnam were the largest market with around 4 million, followed by South Korea with about 2.4 million. Other primary markets consisting of Japan, Taiwan and America ranked as the third, fourth and fifth biggest market with approximately 798 thousand, 616 thousand and 614 thousand respectively. It is worth noting that China has been the largest origin of tourists to Vietnam since 1996; however, many Chinese visitors only cross the border for a few hours of shopping (Chan, 2006; Truong & King, 2009).

2.2. Heritage tourism

2.2.1. World Heritage status and its implications

The birth of the 1972 Convention Concerning the Protection of World Natural and Cultural Heritage has hitherto made tremendous impacts on the development and conservation of the WHS/s. Article 5 of this Convention emphasizes that its common goals are:

- To adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programmes;
 - To set up within its territories, where such services do not exist, one or more services for the protection, conservation and presentation of the cultural and natural heritage with an appropriate staff and possessing the means to discharge their functions;
 - To develop scientific and technical studies and research and to work out such operating methods as will make the state capable of counteracting the dangers that threaten its cultural or natural heritage;
 - To take the appropriate legal, scientific, technical, administrative and financial measures necessary for the identification, protection, conservation, presentation and rehabilitation of this heritage; and
 - To foster the establishment or development of national or regional centres for training in the protection, conservation and presentation of the cultural and natural heritage and to encourage scientific research in this field.
- (UNESCO, 1972)

Following the 40th Session of World Heritage Committee in Istanbul, Turkey in July 2016, there are 1052 properties on the World Heritage List, including 814 cultural, 203 natural and 35 mixed (UNESCO, 2017). According to the criteria for selection, in order to be included on the World Heritage List, sites must be of outstanding universal values and meet at least one out of ten selection criteria. Being included on the World Heritage List creates tremendous benefits for the countries and the sites such as: strong commitments to the conservation of heritage legacy for our children and grandchildren have quicker access to funds for conservation and preservation; attracting international cooperation; becoming an operational framework for a comprehensive master plan; boosting tourism and the economy as a whole (UNESCO, 2008).

Even though the objective of the UNESCO list is to preserve, conserve and enhance these places, WHS/s status leads to an exponential growth in the number of visitors, particularly foreign tourists, thus creating a strong tie between WHS list and tourism (Breakey, 2012). The recognition of these places turns a unique attraction into a new tourist destination and a novel experience (López-Guzmán et al., 2017). The UNESCO designation is persistently pursued by policy makers with the purpose of bolstering destinations in which the sites are situated, thereby generating positive overflow in the local economy and triggering a more efficient access to the tourism industry (Ribaudo & Figini, 2017).

WHSs are contingent upon tourists' desire for the gaze, and a listing provides a directory of international sites to gaze upon. The listing provides tourists with suitable magnet and helps the site be more competitive (Leask & Fyall, 2006). At the same time, both developed and developing countries have fiercely competed for the acquisition of the WHS label which has undoubtedly significant effects on many aspects. The inscription would probably trigger higher flows of tourists and create more career opportunities for local economies (Cuccia, Guccio & Rizzo, 2016; Caust & Vecco, 2017). The figure below (Figure 1) is a particularly salient example of the triangular relationship between UNESCO's listing, Tourism and Cultural heritage sustainability.

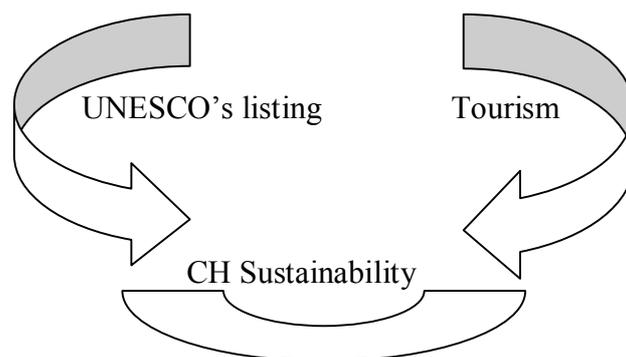


Figure 1: Model of CH (Cultural Heritage) sustainability constraints

Source (Caust & Vecco, 2017)

Aside from its positive impacts, the inscription of WHS/s might be viewed as a double-edged sword (Smith, 2002). The physical environment of these sites can be severely damaged by overcrowding or huge amount of visitation, especially for those which are

fragile, sensitive or not well-managed (Jimura, 2011; Baral et al., 2017; Gu et al., 2013). In the space of roughly 30 years (1984 - 2012), the number of tourists has rocketed by 130 times, causing serious environmental degradation and threats to biodiversity in Jiuzhaigou as one of the most visited places in China by virtue of its stunning lakes and waterfalls.

Alongside the issues of environment and biodiversity, commercialization might occur as a direct result of enhanced publicity of a newly proclaimed WHS. The commercialization process reflects an issue of particular relevance to heritage sites which has resulted in long tension in many countries such as Japan, Australia and other developed/ developing countries (Zhang, Fyall & Zheng, 2015). One example is the rapid emergence of shop houses as one of the compulsory destinations in Malaysia once the World Heritage Committee recognized Melaka and George Town, Penang as a WHS. Unfortunately, many shop houses have been left unprotected or even deteriorated because some owners only pay attention to their business, rather than to maintaining their traditional physical features of their properties (Samadi & Yunus, 2012; Azmi, 2012).

Another implication of cultural/heritage tourism might lead to the marginalization of certain groups of residents. A large number of local people could be coerced to convert their houses into souvenir shops, guest houses and facilities for tourist consumption. The imbalanced distribution between the costs and the benefits takes place among stakeholders, which usually makes the least powerful people bear a most of the costs (Chi, Cai & Li, 2017; Su et al., 2016). The case of Lijiang has been condemned for being overcommercialized lately, which shows that traditional values are at risk (Bao & Su, 2004).

2.2.2. Vietnam heritage tourism

To showcase the value of the abundance of cultural heritage, the Vietnam government has attempted to boost heritage tourism by creating a wide range of tourism products for the leisure market (Henderson, 2000). This is supported by favorable legislation on culture and heritage. For instance, Henderson observes that “heritage attractions in Vietnam and more widely remain a highly political issue and the influence of

government policy cannot be ignored, with recent history being used to promote a message of unity and solidarity, directed as much at the resident population as visitors” (2000, p. 276). Article 34 of the 1992 Constitution of Vietnam states that “the state and society seek to preserve and develop national cultural heritage, they take good care of preservation and museum work; they look after the repair and maintenance of, and seek to obtain the best effects from, historical vestiges, revolutionary relics, items of the national heritage, artistic works and places with beautiful scenery” (as cited in Suntikul, Butler & Airey, 2010, p. 207).

There is no doubt that seeking a marker of World Heritage status has become an undeniable trend amongst ambitious Asian cities, wishing to achieve more favourable positions in the global hierarchy of cities (Logan, 2014). In an interview carried out in 2007, Vietnam’s Deputy Minister of Foreign Affairs Nguyen Van Tho stated the five following reasons for boosting the World Heritage program: “building an advanced Vietnam culture with strong national identity; it promotes national pride and Vietnam’s image in the world; it offers a global brand, and was prerequisite to developing human resources, attracting foreign investment, especially in tourism; and it could be a good and convincing tool to introduce Vietnam’s national identity to the world, especially its age-old history and rich culture” (as cited in Bui & Lee, 2014, p. 2). Suntikul, Butler and Airey emphasize that “heritage tourism can aid in conservation, and encourage the restoration of historical sites and areas by tying economic gain to the degree of preservation of the qualities of the physical artefacts that bind a place to its history” (2010, p. 219).

There are eight WHS/s in Vietnam including Ha Long Bay, the Complex of Hue monuments, Hoi An Ancient town, My Son sanctuary, the National Park of Phong Nha - Ke Bang, the Central sector of the Imperial citadel of Thang Long - Hanoi, Citadel of the Ho dynasty and Trang An Complex Landscape (World Heritage Centre, 2017). Being listed on the World Heritage List is probably the most outstanding designation for an attraction site (Hitchcock, King & Parnwell, 2010; Caust & Vecco, 2017). WHS/s are broadly used in marketing campaigns, which grow the global visibility of destinations and attract an astronomical number of international tourists which leads to increasingly economic growth (Yang, Lin & Han, 2010; Adie & Hall, 2017; Adongo, Choe & Han, 2017; Caust & Vecco, 2017).

Being recognized as a WHS in Vietnam normally has important ramifications on the local and national economy. Ha Long Bay - a World Natural Heritage Site has become one major tourist attraction in Vietnam and received approximately 4 million visitors (50% foreigners) on a yearly basis since its inscription in 1994 (Figure 2). Fundamental tourist activities include cave visits, sight-seeing, swimming, walking and kayaking and experience of culture and nature (Bui & Le, 2016). Notably, Ha Long Bay - as one of the country's premier tourism destinations, welcomed more than 7 million tourists (2.6 million foreign tourists) in the first nine months of 2016 (Vietnam Tourism, 2016; Hampton, Jeyacheya & Long, 2017).



Figure 2: The view of Ha Long Bay as one of the most unique heritage sites in Vietnam
© Nguyen Duc Tang

Following the similar trend, Hoi An ancient town received about 2.6 million visitors in 2017, a 19.92 % increase over the previous year (Quang Nam Newspaper, 2017). This statistic is very high because Hoi An is a fairly small town by the riverside with just

12,000 estimated residents (Figure 3). This site has been widely known among domestic and foreign visitors thanks to its original features of authentic architectural buildings, old buildings, hand-made fabrics, living customs and intangible values (Adongo, Choe & Han, 2017).



Figure 3: A souvenir shop by the river within the confines of Hoi An Ancient Town

2.2.3. Glimpse of case studies as cultural tourism destinations

The case studies for this research, the Thang Long Imperial Citadel and the Citadel for Ho dynasty, were selected among eight sites in Vietnam as a whole. Both sites used to be the capital city of the Vietnam feudal regime. According to the Figure 4, Thang Long Citadel with its 1000-year history was the capital city or an important part of the Viet people from Ly dynasty to Nguyen dynasty. The Ho Citadel was used to be the seat for Ho dynasty in the early 15th century. Thang Long Citadel is situated in the heart of Hanoi, Vietnam's capital city. The latter is in Thanh Hoa province, about 150 km from Hanoi. Each site has its own geographic and historically cultural features, thus creating particular and unique tourist experiences.

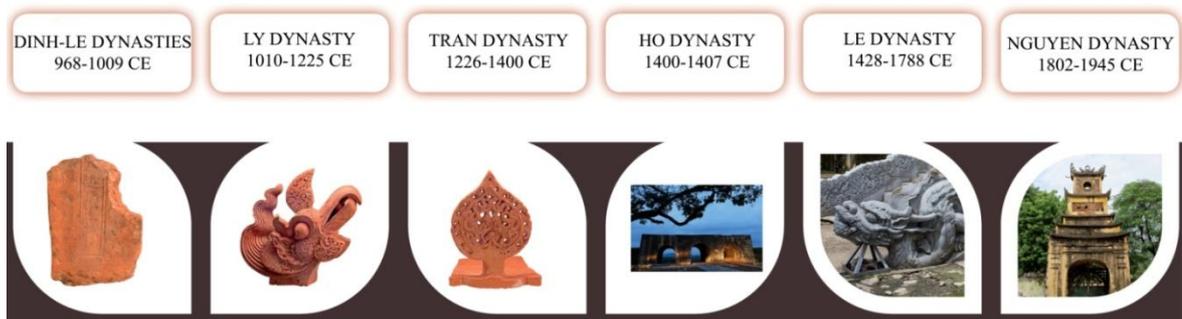


Figure 4: Timeline of the Vietnam feudal regime (from the 10th to the 20th century)

Thanh Hoa province is renowned for its tourism based on various attractions such as stunning beaches (Sam Son, Hai Tien and Hai Hoa), a national park (Ben En), a wide range of mountains and landscapes and historical and cultural attractions (Lam Kinh palace) (VNAT, 2013). Recently the local authorities have been trying to bolster heritage tourism.

As the heart of Vietnam for a long period of time, Hanoi has become an economic, political and cultural centre of the country. There is much potential for tourism growth in Hanoi such as nearly 5,000 historical cultural sites, Hanoi Old Quarter, traditional villages and folk festivals. Since Vietnam's economic reform, Hanoi tourism has grown at a startling pace and given tourists a variety of packages. Nonetheless, Hanoi tourism is thought to be dependent on its hand-made and old villages (Vinh & Long, 2013; Quach, 2013). In the first seven months of 2017, around 3 million foreign visitors came to Hanoi, an approximate 21% increase over the previous year (Hanoi Tourism, 2017).

Thang Long Imperial Citadel

Thang Long is the ancient name of Hanoi, the capital city of Vietnam founded in 1010 by the King Ly Cong Uan. He ordered to relocate the capital from Hoa Lu (Ninh Binh) to Thang Long (Hanoi), thus marking the establishment of an independent country of Dai Viet. Whitmore (2013) contends that the transformation of the Thang Long follows a cyclical pattern; the city began as the provincial capital of an external power from China, before becoming the capital city of an independent state of the Vietnamese. The city served as a political and economic center of Vietnam from the Ly dynasty (11th century) to the Le dynasty (18th century). During the Nguyen dynasty although the capital city was once again relocated to Hue, the Thang Long remained its political center in northern Vietnam.

In the face of colonialism, the Thang Long Citadel was demolished by the French army and there are still remnants of French attacks on the Thang Long Citadel's walls in the late nineteenth century. After capturing Hanoi, the French army decided to construct French military headquarters of colonial power for the vast region resemble of French Indochina (present Vietnam, Laos and Cambodia) (Bui & Lee, 2015). After the war against the French (1945 - 1954), Vietnam was divided into two different entities in 1954 by another war call *Kháng chiến chống Mỹ cứu nước* (or a resistance war against America) from 1954 to 1975. The Thang Long Citadel by this time was used as the military headquarters for the Northern Vietnam.

Thanks to the preparations for the Parliament Hall, many archaeological remains were uncovered. Subsequently the Institute of Archaeology was commissioned to conduct excavations so as to study the site. In 2010, the Central sector of Imperial citadel of Thang Long - Hanoi (or the Thang Long Imperial Citadel) was designated the UNESCO World Heritage status at the 2010 World Heritage Committee in Brasilia, Brazil on its 1000th birthday. The property is composed of the Central axis and the archaeological site covering an area of around 18,000 ha (Figure 5).



Figure 5: Plan of the whole heritage site with five landmarks on the right and the archaeological site on the left

© Thang Long - Hanoi Heritage Conservation Centre

In order to be contained on the World Heritage List, the Thang Long Imperial Citadel met requirements of the Outstanding Universal Values (OUV). These are reflected in the criteria (ii), (iii) and (iv) in its longevity and continuity of a political power center as mentioned in the description of the property on the World Heritage List (2017). Concerning the criterion (ii), the citadel features cross-cultural interactions among regional countries that led to the formation of a unique culture in the lower Red river delta. As for criterion (iii) was justified by the almost continuous role that citadel has

played as the political center since the 11th century. The criterion (iv) shows the citadel, with its political and symbolic role is directly involved to crucially cultural and historical events that have marked the formation and growth process of an independent country over around one thousand years, including the colonial period and the two modern wars of national liberation and reunification (Figure 6).



Figure 6: A vista of the Đuan Gate as the main gate entering the ancient royal citadel, dated back in the 15th century

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The Citadel for Ho dynasty

Ho Citadel was constructed in 1397 by Ho Quy Ly after he relocated the capital from Thang Long (Hanoi) to Vinh Loc (Thanh Hoa). It used to be home to the capital city of Dai Viet state under both late Tran dynasty and Ho dynasty. In 1407 the kingdom of Dai Viet was conquered by Chinese Ming Empire and then the political power center. The political center was again moved back to Thang Long, the citadel remaining the political, economic and cultural hub of the north central Vietnam region during 16th - 18th century. The citadel consists of the Inner Wall, La Thanh Outer Wall and the Nam Giao Alter covering around 150 ha, surrounded by a buffer zone of approximately 5000 ha (Figure 7).



Figure 7: The Southern gate of the Citadel for Ho dynasty

© Conservation Center for Ho Citadel

The citadel is situated in accordance with geomantic principles in a beautiful landscape between the Ma and Buoï River in Vinh Loc, Thanh Hoa province. It represents particular architectural elements when it comes to space management and decoration for a designated royal imperial citadel (Figure 8). The citadel is claimed as one of the best examples of fortification in Southeast Asia for its impregnable appearance, magnificent structure and conservation status (Garcia, 2017).



Figure 8: Part of the Ho Citadel is surrounded by rice fields and rivers

© Conservation Center for Ho Citadel

The citadel of Ho dynasty was designated as a WHS in 2011 at the annual meeting of World Heritage Committee in France. The site met the criteria (ii) and (iv) to be included on the World Heritage List. Given the criterion (ii), the heritage site truly reflects Chinese Confucianism influence on a symbol centralized power during the period from the late 14th century to the early 15th century. It also unveils new developments in the architectural style in relation to technology and takes advantages of geomantic city planning principles in the context of East Asia and Southeast Asia. The property makes use of the natural surroundings, its incorporate numerous elements featuring Vietnamese, East and Southeast Asia into its monuments and landscape.

The criterion (iv) reveals that the Ho Citadel is a particularly salient example of an architectural ensemble in a landscape setting, which portrays a flowering of Neo-Confucianism in the late 14th century in Vietnam. At that time it became widespread across East Asia and became the primary philosophical approach of the regional governments. The use of large blocks of stone embeds the organizational power of the Neo-Confucian state. The change in the main axis helps differentiate the Ho Citadel from the Chinese style.

CHAPTER 3: LITERATURE REVIEW

3.1. Introduction

The previous chapter addresses two main objectives of this research. The first target is to identify and classify heritage tourists based on their reasons for visiting and their depth of heritage experience. The second objective is to determine tourists' satisfaction with their trips to the WHS/s in Vietnam. It is important to develop an appropriate methodology to carry out empirical research. A comprehensive study of the theoretical background for the study is needed. A review of existing literature contextualizes the overall project.

This chapter will highlight existing literature through the research questions. First, the literature reviews of definitions and core concepts of cultural/ heritage and heritage tourism are explored to gain an insight into the current state of heritage tourism. Second, the literature pays attention to how cultural/ heritage tourists are classified based on various criteria like motivations, depth of experience, interest, intention, experience, behaviour and socio-demographic characteristics. Finally, tourist satisfaction is put into a larger context by utilizing different theories and approaches drawn from published previous studies (Figure 9).

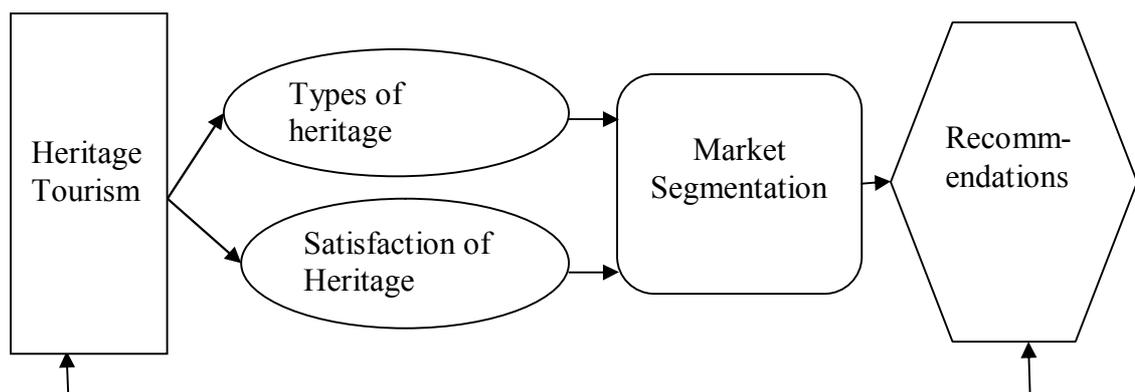


Figure 9: The framework of the research

3.2. Heritage tourism

Tourists are inspired to visit heritage sites for different motives: from the fulfilment of personal demand, to the realization of learning objectives (Trinh & Ryan, 2017). It is

worth considering the plethora of definitions of heritage, before defining heritage tourism. There appears to be a consensus between academics and practitioners that it is tricky to define heritage, despite its increasingly economic, social and cultural importance, so there is no single viewpoint on heritage (Stupart, 2013).

The following table (Table 3) shows that heritage or cultural heritage is generally defined as anything which is inherited from the past, consisting of tangible and intangible values (Hewinson, 1987; Kirshenblatt - Gimblett, 1998; Dewar, 2003; Timothy & Boyd, 2003; Lowenthal, 2005; Ren, 2016; Cambridge Dictionary, 2017). Many countries across the globe have acknowledged economic and developmental potential of heritage destinations, especially WHS/s (Stupart, 2013).

Table 3: Definitions of heritage from diverse perspectives

Sources	Interpretation
Hewinson (1987)	Heritage is defined by the transmission of past images into the present reality.
Kirshenblatt-Gimblett (1998, p. 149)	Heritage is the transvaluation of the obsolete, the mistaken, the outmoded, the dead, and the defunct. Heritage is created through a process of exhibition (as knowledge, as performance, as museum display). Heritage is a new mode of cultural production in the present that has resource to the past.
Dewar (2003, p. 224)	Heritage is part of the fabric of everyday life and gives the individual the idea of the past and permanency, and/or something of importance. Heritage means ‘the property which parents handed on to their children’. Its synonym might be legacy: what the past gives to the present
Timothy & Boyd (2003)	Heritage represents some of inheritance passed down from the past to the present and future generations which is composed of the tangible and intangible values.
Lowenthal (2005, pp. 81 - 82)	Heritage denotes everything we suppose has been handed down to us from the past. Heritage is uniformly desirable and is widely viewed as a precious and irreplaceable resource,

	essential to personal and collective identity and necessary for self-respect. The buildings and engineering works, arts and crafts, languages and traditions, humans themselves have created out of nature's raw materials.
Prats as cited in Ballesteros & Ramírez (2007, p. 681)	Heritage is more of a social construction than a discovery made by specialists.
UNESCO as cited in Ung & Vong, (2010, p. 159).	Heritage as a concept has gradually come to include new categories such as the intangible, ethnographic or industrial heritage.
Ren (2016, pp. 422 - 423)	Heritage is anything that is inherited, or acquired, from the past. It includes natural resources (physical, biological, and geological features) and cultural assets in both tangible (artefacts, buildings, and cultural landscapes) and intangible (oral traditions, social practices, and craftsmanship) forms.
Cambridge Dictionary (2017)	Heritage features belonging to the culture of a particular society, such as traditions, languages, or buildings, that were created in the past and still have historical importance.

Alongside cultural heritage, heritage tourism is judged as one of the earliest forms of tourism when it comes to the records of explorers, sailors and traders (Timothy, 2011). The definition of heritage tourism is a matter of dispute. There is no agreement on a single definition amongst both researchers and institutions.

Table 4: Definitions of heritage tourism

Sources	Interpretation
Yale (1991)	Heritage tourism is focal point of what we have been given by which literally means anything ranging from historic architecture, artworks to beautiful scenery.

Richard (2000, p. 9)	Heritage tourism is largely concerned with the cultural legacy of the past, or the “hard” cultural resources usually contained in old buildings, museums, monuments and landscapes or represented and interpreted in specialized “heritage centres”.
Besculides, Lee & McCormick (2002, pp. 303-304)	Cultural/ heritage tourism includes visiting historic or archaeological sites, being involved in community festivals, watching traditional dances or ceremonies, or merely shopping for handcrafted art.
McCain & Ray (2003, p. 713)	Heritage tourism includes tourism related to what we have inherited. This may mean interest in our connections to anything from history, art, science, lifestyles, architecture, to scenery found in a community, region, population, or institution that we regards as part of our collective lineage.
Hitchcock & King (2003)	Heritage tourism might be both narrow and broad definitions. From a narrow perspective, it looks at what sites or areas that may be inherited. A broader definition is considered as notions of activities in relation to ethnicity, nationalism and global identity.
Poria, Butler & Airey (2003)	Heritage tourism is a phenomenon based on tourists’ motivations and perceptions rather than on specific site attributes.
World Tourism Organization as cited in Timothy & Boyd (2003, p. 1)	Heritage tourism is an immersion in the natural history, human heritage, arts, philosophy and institutions of another region or country.
Jamal & Kim (2005, p. 78)	Heritage tourism can be viewed similarly within the context of global social life today. Heritage tourism brings pasts, peoples, places and cultures into performative contestation and dialogue. It is a social-cultural phenomenon important to personal, local and global social life.
Donaire & Galí (2008, p. 31)	Heritage tourism. This is tourism that evokes the past. In the words of the author ‘any act of heritage tourism is actually a

	way of projecting the legends of the past onto its objects.
Chen & Chen (2010)	Heritage tourism like other leisure and tourism activities is suggested as an experimental consumption.
yu Park (2010, pp. 116 - 117)	The notion of heritage tourism is inextricably linked “between material (tangible) and socio-psychological (intangible) remnants of the past”.
Timothy (2011, p. 4)	Heritage tourism refers to travellers seeing or experiencing built heritage, living culture or contemporary arts. Its resources are tangible and intangible and are found in both rural and urban settings. Heritage tourism encompasses a multitude of motives, resources and experiences and is different for every individual and every place visited.
Tourism in Australia (2015)	Heritage tourism is tourists participating in at least one of the following activities: attend theatre, concerts or performing arts; visit museums or art galleries, visit art, craft workshops, attend festivals, fairs or cultural events; experience aboriginal art, craft and cultural displays; visit an aboriginal site or community; and visit heritage buildings, sites or monuments.
Trinh & Ryan (2016)	Heritage tourism is received by the public as a dynamic process, and it is far from static.

The above table (Table 4) supplies a myriad of definitions about heritage tourism, which can be grouped. According to Su and Wall (2011), there are currently two ways of investigating heritage tourism: (1) through the definition and classification of heritage properties and heritage tourism; and (2) through the affiliation between heritage preservation and tourism development. In a similar manner, Timothy and Boyd (2003) presume that the question of heritage tourism might be addressed through two main approaches. The first is through the presence of tourists at places in which heritage or historic monuments are displayed or qualified as heritage destinations. The second is through the perception of the site in connection with the cultural heritage of visitors.

The idea of heritage tourism is defined as activities by tourists at places where artefacts are presented (Garrod & Fyall, 2001). The relationship between the locals and heritage

destinations can have a tremendous impact on the indigenous people's attitude towards development (Uriely, Israeli & Reichel, 2002). According to researchers' perspectives on heritage tourism, there are some main approaches in the core of heritage sector:

First, many sites for tourism are categorised as heritage or historical places. Bryce (2015) writes of visitors to heritage areas/sites, and Nguyen and Cheung's example is a classification of tourists visiting an old citadel, based on their characteristics, trip profiles and perceptions (2014). In another example, Halewood, Chris and Kevin (2001) refer to museums as a part of heritage tourism as they represent history. This approach suggests that actual presence of tourists is efficient (Poria, Butler & Airey, 2003).

Second, a link between the attributes of sites and heritage tourism is emphasized. This approach is illustrated by Strauss and Lord (2001, p. 199) "history is a popular theme for recreational travel" and other activities associated with artefacts. The heritage sites become a fundamental place for educational activities, and tourists can achieve many benefits (Svels, 2015). It can be understood that history is a part of experience and is inextricably bound up with motivations for the trip. The other approach is that heritage tourism is regarded as a phenomenon in relation to demand rather than objects represented (Poria, Butler & Airey, 2003).

3.3. Segmentation of heritage visitors

Considering the diverse definitions of heritage and heritage tourism regarded above, the question of who the heritage tourist is remains highly debated. A quick explanation may be that due to the shortage of conceptual clarity in figuring out heritage/cultural tourists (Timothy, 2011). Garrod and Fyall (2001) believe that heritage tourists are virtually anyone paying a visit to a heritage attraction. From another perspective, Altunel and Erkut (2015) view a cultural/heritage tourist as a person who consumes cultural/heritage products. Stylianou-Lambert (2011) takes a broader view about a heritage tourist as anybody who visits cultural places such as museums, archaeological and heritage sites, operas, theatres, festivals or architecture which are away from home. A great number of researchers appear to accept the definition of heritage tourists as people who make a

visit to a heritage site (Nguyen & Cheung, 2014). However, the controversies over this concept are still being debated (Timothy, 2017).

The segmentation of cultural/heritage tourists plays a critical role in managing various destinations, as re-design of tourism products may seem necessary, in response to different demands (López-Guzmán et al., 2017). Targeting certain segments of tourists characterized by various factors such as motivation, experience and interest that truly embodies the destination's strengths and supports to understand the relationship between tourists and heritage destinations, brings about competitive advantages (Chen & Huang, 2017; Dolnicar, 2002; Bloom, 2005).

Academic writers have diverse ways of identifying and classifying heritage tourists (Vong, 2016). One popular strategy is to identify types of heritage tourists based on their motivations, behaviours and perceptions which are supposed to be essential (Nguyen & Chung, 2014) because World Heritage tourists tend to visit certain places (Adie & Hall, 2017). The literature has shifted to identify and classify heritage tourists based on some predictors of expressed tourist behaviour for instance, the reason tourists visit specific places and which experiences they obtain (Issac, 2008). Both tourism practitioners and academics affirm the tourist segmentation as an efficient way for deeper understanding of tourists to explain or even forecast their behaviour (Issac, 2008).

Heritage tourists are not a homogenous group and might be categorized by their motivations and the experiences they seek (Alazaizeh et al., 2016). Through analysing the profile of European cultural tourists, Richard (2004) concludes that there have not been huge differences in the demographic features over the years. He also finds two various groups of cultural tourists: the specific cultural tourists and the general cultural tourists. This classification is measured by whether the frequency of cultural interaction is habitual or occasional. Galí - Espelt (2012) supposes that cultural tourists might be separated into two groups: tourists consuming cultural heritage because of their motivation, and tourists considering heritage as a complement, secondary or accidental, element.

While some tourists are passionately motivated to explore heritage destinations, for others heritage might not exert any important influence in their travel decisions (McKercher & Du Cros, 2012). Many researchers have observed that segments of heritage tourists have different motivations and behaviours, and look for dissimilar experience (Nguyen & Cheung, 2014; McKercher, 2002; Hughes, 2002) as heritage destinations offer different meanings to different individuals (Park, 2014). Therefore, it is important to search and understand heritage tourists' typologies, motivations, behaviours, perceptions and experience. Based on this empirical evidence, viable tourist management plans together with appropriate marketing strategies may be created.

Given diverse segments of heritage tourists, many studies have been undertaken with the purpose of identifying certain groups of heritage tourists, characterizing and defining their profile (Ramires, Brandão & Sousa, 2017). Some pioneering work could go back to Bywater (1993), Silberberg (1995) and Stebbins (1996) who uncovered different types of heritage tourists according to their demographic characteristics, behaviours and levels of interest.

According to International Council on Monuments and Sites (ICOMOS) (1993), heritage tourists are normally classified according to the purpose of knowledge and experience they seek. Four types of tourists are identified including scholar visitors, general visitors, students and reluctant visitors. *Scholar visitors* are well-prepared and familiar with the history of the heritage sites while *general visitors* come to the sites as they accidentally hear or read about. *Students* are regarded as a frequent segment of visitors. *Reluctant visitors* are a final segment of visitors who are taken to heritage sites as a part of their package tour.

Silberberg (1995) found four different types of heritage tourists when it comes to ascending level of interest in visiting heritage destinations: accidental cultural tourists, adjunct cultural tourists, in part cultural tourists and greatly cultural tourists. *Accidental cultural* tourists are composed of those who travel without intension or planning to a cultural destination and end up by taking the cultural opportunities by chance. *Adjunct cultural tourists* refer to people for whom culture is considered an adjunct motivation. People who are keen to travel for both cultural opportunities and non-cultural

opportunities are regarded as *in part cultural tourists*. Finally, *greatly cultural tourists* are linked to those who are strongly motivated for travelling due to opportunities to enjoy cultural festivals, museums, theatres.

Poria, Butler and Airey (2001, p. 1048) also came up with the classification of heritage tourists while giving a definition of heritage tourism. Three different types of tourists are proposed “those visiting what they consider as a heritage site through it is unconnected with their own heritage”; “those visiting a place that deem to be part of their heritage, even though it may not be categorized as a heritage site” and “those visiting a site specifically classified as a heritage place although being unaware of this designation”.

With regard to museums, historic buildings, art galleries and theatres, Hughes (2002) classifies visitors into 4 groups. Accordingly, four primary groups of tourists are reported including *accidental tourists*, *incidental tourists*, *multi-primary cultural tourists* and *primary cultural tourists*. Putting them differently, the first two groups can be named as the culture- peripheral tourists because culture is considered as their second reason for visiting. The remainder are called the culture-core tourists who have higher incentives to see certain aspects or features of culture.

McKercher (2002, p. 29) pays attention to two dimensions of cultural heritage: (1) “the importance of cultural motives in the decision to visit a destination” and (2) “depth of experience”. In common with the researchers referred to above, he argues that cultural/ heritage tourism would be a critical reason for visiting some destinations. He demonstrates this by showing specific data from the United Kingdom and America. The level of engagement is judged by several factors which consist of educational level, knowledge about the site prior to their trips, pre-conceptions of the site, interest, time availability, meaning and competing activities. One tourist spending some hours visiting the site is extremely dissimilar from a coach-trip tourist who just stays there for a few minutes when it comes to experience, demand and behaviour.

Crossing two different - dimensions the depth of experience and the role of cultural factor for visiting - McKercher gives a five-type definition of heritage tourists:

- (1) Purposeful heritage tourist (high centrality/ deep experience): a tourist who posits that the main reason for visit is to learn and experience culture and heritage and has a deep experience of heritage destinations.
- (2) Sightseeing cultural tourist (high centrality/ shallow experience): a tourist who supposes that the main reason for visit is to learn and experience culture and heritage. However, this tourist has shallow and entertainment-oriented experience.
- (3) Casual heritage tourist (modest centrality/ shallow experience): a tourist who suggests that understanding about a heritage destination plays a limited role in the travel decisions. This type of tourist has a shallow interaction with heritage site.
- (4) Incidental heritage tourist (low centrality/ shallow experience): a tourist who indicates that studying information about a heritage site occupies little or no meaningful role in the decision-making process, but this person will take part in cultural tourism activities and end up having a shallow experience.
- (5) Serendipitous heritage tourist (low centrality/ deep experience): a tourist who shows that cultural/ heritage tourism plays little or no role in the decision for visiting a heritage site. Yet, this tourist will end up with engaging deeply in the heritage tourism activities while at the heritage destination.

This model by McKercher was applied and successfully tested within the context of Hong Kong as a case study. McKercher acknowledges that various segments of tourists reveal different sorts of behaviour at one heritage site, although their demographic and trip profile patterns proved to be the same. Thanks to empirical studies used this categorization, McKercher's model is examined to be the most comprehensive through various cases studies carried out by various researchers like Kantanen and Tikkanen (2006), Liu (2014), Nguyen and Cheung (2014) and Vong (2016).

Through research conducted in the monumental city of Girona, Spain, Espelt and Benito (2006) uncover four types of tourists according to their behaviour: non-cultural tourists, ritual tourists, interested tourists and erudite tourists. The *non-cultural tourists* are those who represent very low or below average values. This group visits 1.82 nodes on average, at a noticeable speed and over a short trip, thus justifying their superficial relationship with the heritage site. The *ritual tourists* are similar to the average profile:

3.2 nodes in a 1.5-hour visit, spending 0.5 hour at nodes, with distance greater than 2km. Those people are guided more by a collective ritual than by distinctive experience. The *interested tourists* are those who show more genuine interest in their visit. Specifically, more nodes (4.23), a prolonged stay (2 hours), more time in the nodes (41 minutes) and slower speed are represented. Tourists are guided more by individual experience than by universal cannons of heritage, thereby creating an actual heritage experience. The *erudite tourists* are the real cultural tourists who are in search of experience as well as knowledge. Those people show a high profile with an average of 6 nodes, an hour itinerary, at a slow speed with a contemplative attitude towards the city's features and itinerary.

While researching tourists to the Native American Heritage sites, Nyaupane, White and Budruk (2006) utilize the cluster analysis which is based on motivations for understanding cultural history. These authors uncovered three segments of tourists: (i) *culture focused*, (ii) *culture attentive* and (iii) *culture appreciative*. Further to the analysis of heritage tourists, homogenous groups of tourists based on motives are totally different from each other according to their own behaviour and experience. Among these three groups, culture -focused tourists were enthusiastic about learning not only cultural heritage and human history but also scientific values and biological diversity.

Nyaupane and Andereck (2014) suggest that heritage tourists at cultural heritage sites might be split into two big groups based on their main activities at the destinations: the *true cultural heritage tourists* and the *spurious cultural heritage tourists*. The first group is further divided into two subgroups, *tangible* and *intangible heritage tourists*, who are very different in terms of demographics, various importance of cultural attractions and motives. The latter group embodies extra motivations among heritage tourists, including engaging with nature, sports and business activities.

With the purpose of understanding tourists' behaviour consuming Italian cultural resources, Di Pietro et al., (2015) attempt to investigate and identify various needs and expectations of cultural consumers. In this context, authors picked up various criteria to split tourists into different groups, including internal arrangement, path organization, opening time, ticket price, informative panels, technology support, comfortable

environment, tourist guide, audio guide and accessibility for the disabled. Analysis of these factors showed segmentation of visitors: the *connoisseurs (or experts)*, the *demanding tourists*, the *practical tourists* and the *inattentive tourists*. The connoisseurs were those who were primarily interested in cultural content while the demanding tourists were receptive to the experiential elements. The practical tourists were those who mostly took into consideration practical aspects and logical elements. Ultimately, the inattentive tourists deemed uninterested in any aspects of those analysed.

Unlike other researchers, Yankholmes and McKercher (2015) investigate the slavery heritage in Ghana and divide heritage tourists into four different groups based on their connection to slavery and the purpose of their trip. The first group is called the *connected slavery heritage tourists*, people tightly linked to slavery heritage. The *connected vacationers* were those who were travelling to Ghana fundamentally for their holiday. Two other groups included the not connected bicultural tourists and the not connected Caucasian tourists, who had no connection with the local heritage values.

Through the application of two dimensions such as culture and leisure and value for money, Ramires, Brandão and Sousa (2017) unveil three types of heritage tourists: *conventional*, *spontaneous* and *absorptive tourists*. The conventional tourist pays more attention to “culture and leisure” aspects in the decision-making process and less to “value to money”. Their main motivation is holiday and leisure, followed by heritage and culture. On the contrary, the second cluster of spontaneous tourists gives the lowest importance to culture and leisure, while making up their minds about destinations as well as to all attributes of heritage sites in comparison with other clusters. Their fundamental motivation is holiday and leisure. The absorptive tourists take holidays and leisure as their main form of travel, followed by cultural purposes. This cluster represents a greater degree of engagement in all experiences and activities than other segments, notably nightlife and entertainment and cultural events.

In the context of Europe, Pérez emphasizes three profiles of heritage tourists:

(a) The culturally motivated are a small market segment that is attracted to a destination due to cultural reasons or causes, which leads them to spend several nights at the place of destination.

(b) The culturally inspired are enticed by cultural sites and heritage such as the Alhambra in Granada and Venice in Italy. They want to see the same places, which imply problems of property management. These tourists spend short periods of time in culture destinations and are not motivated to return to the same place.

(c) The culturally inspired are those who carry out a day visit to cultural sites and heritage but are not strictly motivated by cultural reasons (as cited in Remoaldo et al., 2014, p. 208).

Table 5: A review of existing literature on cultural/ heritage tourists

Author (s)	Time	Research variables	Types of cultural/ heritage tourists
ICOMOS	1993	Knowledge, information and experience	<ul style="list-style-type: none"> ○ Scholar visitor ○ General visitor ○ Student ○ Reluctant visitor
Silberberg	1995	Visitors' motivation for cultural/ heritage tourism	<ul style="list-style-type: none"> ○ Accidental cultural tourist ○ Adjunct cultural tourist ○ In part cultural tourist ○ Greatly cultural tourist
Poria, Butler & Airey	2001	Personal preferences concerning heritage site	<ul style="list-style-type: none"> ○ Considered as heritage site/ unconnected ○ Not classified as a heritage site ○ Categorized as a heritage site
Hughes	2002	Interest of seeing cultural/ heritage sites	<ul style="list-style-type: none"> ○ Accidental tourist ○ Incidental tourist ○ Multi-primary cultural tourist ○ Primary cultural tourist
McKercher	2002	Importance of cultural motives and depth of experience	<ul style="list-style-type: none"> ○ Purposeful cultural tourist ○ Sightseeing cultural tourist ○ Casual cultural tourist ○ Serendipitous cultural tourist ○ Incidental cultural tourist
Espelt & Benito	2006	Behaviour	<ul style="list-style-type: none"> ○ The non-cultural tourist ○ The ritual tourist ○ The Interested tourist ○ The erudite tourist

Nyaupane, White & Budruk	2006	Motivations for understanding cultural history	<ul style="list-style-type: none"> ○ Culture-focused tourist ○ Culture-attentive tourist ○ Culture-appreciative tourist
Nyaupane & Andereck	2014	Experiences	<ul style="list-style-type: none"> ○ The true cultural heritage tourist ○ The spurious cultural heritage tourist
Di Pietro et al.	2015	Behavioural elements (ticket price, opening time, tour guide, path organization, technology support, comfortable environment, internal arrangement, audio guide, informative panels and accessibility)	<ul style="list-style-type: none"> ○ The connoisseur (expert) ○ The demanding tourist ○ The practical tourist ○ The inattentive tourist
Yankholmes & McKercher	2015	Visitors' connection to slavery and trip purpose	<ul style="list-style-type: none"> ○ Connected slavery heritage tourist ○ Connected vacationers ○ Not connected bicultural tourist ○ Not connected Caucasian tourist
Ramires, Brandão & Sousa	2017	Culture & leisure and values for money	<ul style="list-style-type: none"> ○ The conventional tourist ○ The spontaneous tourist ○ The absorptive tourist

Table 5 conveys how studies on heritage tourist segmentation can be grouped into two main trends. The first trend is based on one single segmentation variable including prior knowledge, experiences and information (ICOMOS, 1993; Nyaupane & Andereck, 2014), travel motivation (Silberberg, 1995; Nyaupane, White & Budruk, 2006), personal preferences (Poria, Butler & Airey, 2001), levels of interest (Hughes, 2002), behaviour (Espelt & Benito, 2006), behavioural characteristics (Di Pietro et al., 2015), personal connection (Yankholmes & McKercher, 2015). The other way of stratification links to the usage of multiple variables which are proven by McKercher (2002) and Ramires, Brandão and Sousa (2017). McKercher came up with two variables: the centrality of cultural tourism in the decision of visiting and the depth of cultural experience; while two different criteria such as culture and leisure and value for money are selected for studying (Ramires, Brandão & Sousa; 2017).

Along with the attempts to segment heritage tourists, a number of studies have been undertaken to investigate characteristics of these people. According to Light and Prentice in an early study (1994, p.112) “heritage consumers tend to be from the middle classes, well-educated, in a group without children, on holiday away from home, and with a prior interest in history”. These findings have been justified and replicated in recent research which seems to refer to a general heritage tourist type (Adie & Hall, 2017). For instance, Chandler and Costello (2002, p. 163) posit that “the ‘average’ respondent at each site was a middle aged (between 35 and 63) college graduate who was employed full-time and married with older children”. Through recent research on tourists in Hue city, Vietnam, Nguyen and Cheung (2014) reveal a similar demographic result that for the majority of international tourists (83.2%) aged from 20 to 60, more than two thirds of them having at least a college degree. The proportion of young and middle tourists with high level of education is even higher with around 86.7%, according to research conducted by Remoaldo et al., in 2014. One study in Australia reveals that women are more likely to visit a WHS than their male counterparts - just 63% compared with females (Remoaldo et al., 2014).

These characteristics of tourists can be subject to change depending on places and various types of heritage tourists. There is a growing trend that heritage tourists in America are likely to be older. Serious heritage tourists are generally better educated (Timothy, 2011). With regard to annual income, there is no doubt that heritage tourists stay longer, spend more time at heritage destinations (Timothy, 2011; Kerstetter, Confer & Graefe, 2001) and have a high level of income of \$80,000 or higher (Huh, Uysal & McCleary, 2006).

3.4. Tourist satisfaction

Tourist satisfaction has been scrutinized as one of the key constructs in the terms of tourist behaviour. There is currently growing literature (He & Song, 2009; Hosany & Witham, 2010; Lee, Kyle & Scott, 2012). This section illuminates two main issues: definitions of tourist satisfaction and their effects on tourism; and theoretical studies on tourist satisfaction.

The definition of tourist satisfaction has drawn much attention from scholars. Within the confines of tourism, the term satisfaction has been defined as an outcome of the experience of tourists in a specific destination in comparison with their expectations about the visit (Pizam, Neumann & Reichel, 1978). The United Nations World Tourism Organization (1985) advises that visitor satisfaction is a psychological concept based on a pleasurable feeling of well-being which begins when someone's expectations about a site interact with the experience. Tourist satisfaction is understood based on a customer's estimated experiences a provider's service which fulfils his or her expectations (Gerpott, Rams & Schindler, 2001); or is stated as a subjective perception made by clients depending on their experience with service (Greenwell, Fink & Pastore, 2002). It commonly refers to a feeling or a pleasure fulfilment that can be conceptualized as a tourist's post assessment of prior expectations and perceived performances of the site (Oliver, 1993).

Satisfaction may be conceptualized as a consumer's comment on whether the level of fulfilment of expectation is pleasant or unpleasant (Palau-Saumell et al., 2013) or "a collective evaluation of individual experiences" (Lee, Kyle & Scott, 2012, p. 756). Satisfaction is contended as "a judgement that a product/service feature/ or the product or service itself, provided a pleasurable level of consumption-related fulfilment, including levels of under - or overfulfilment" (Oliver, 2014, p. 8). The satisfaction of tourists deems to be "as the global evaluation of a service received that a client makes in comparison to the service expected" (López-Guzmán et al., 2017, p. 5) or a post-purchase comment about the products offered by consumers vis-à-vis their expectations (Antón, 2017).

Despite various definitions of tourist satisfaction, this can be broadly understood as tourists' evaluation about the services or products at the destinations. The satisfaction of tourists about heritage destination's attributes is a vital factor in judging the success of destination's marketing strategies and potential economic growth (Bui & Le, 2016). Tourists take their satisfaction in their trips into account before re-visiting or recommending the sites to others.

There is no definite consensus amongst researchers over definitions of customer satisfaction. Some researchers perceive it as an outcome (Churchill & Surprenant, 1982) while others view it to be a process (Pizam & Ellis, 1999), a cognitive evaluation (Chadee & Mattsson, 1996), an emotional response (Westbrook, 1980) or a growing popular view and a combination of both (Oliver, 1993; del Bosque & San Martín, 2008). Aside from the lack of consensus, there is a continuing discussion about whether tourist satisfaction and service quality are similar constructs (Dabholkar, 1993) or two distinctive constructs (Taylor & Baker, 1994). Recent studies have adopted the two-structure approach, justified by Cronin and Taylor (1992) as a decision of the service suppliers which is aimed at achieving satisfied visitors or delivering maximum levels of perceived service quality (Agyeiwaah et al., 2016).

There appears a strong point of agreement among researchers about the role of tourist satisfaction towards the success of tourism industry. Tourist satisfaction is said to have had tremendous impacts on tourism managers and marketers when it comes to selecting destinations, the consumption of goods and services, recommendations to family members or friends and further the desire to return (Kozak & Rimmington, 2000; Yoon & Uysal, 2005; Chi & Qu, 2008; Vareiro, Ribeiro & Remoaldo, 2015; Muñoz-Fernández et al., 2017). The high level of satisfaction related to a tourism destination is seen to be conducive to increased revenues for service suppliers (Dmitrović et al., 2009). Therefore, the role of tourists' expectation and motivation prior to their trips should not be neglected in a bid to study the overall satisfaction of tourists (Yao, 2013; Yoon & Uysal, 2005). For instance, by combing empirical and theoretical evidence at heritage destinations, Chi and Qu (2008) unveil that "tourist overall satisfaction was determined by destination image and attribute satisfaction, tourist attribute satisfaction was also directly influenced by destination image" (p. 632). Both authors conclude that destination loyalty is strongly affected by tourists' overall satisfaction. This conclusion is consistent with a research conducted by Yoon and Uysal (2005).

It is evident that tourist loyalty has indirect advantages such as repeat visitation and repurchase of tourism products (Vareiro, Ribeiro & Remoaldo, 2015; Wang, 2004; Kozak, 2001), positive word-of-mouth (Hui, Wan & Ho, 2007; Antón, Camarero & Laguna-García, 2017); few complaints (Pizam & Milman, 1993), reduced marketing expenditure (Özgener & İraz, 2006), strengthened company reputation and market share

(Song et al., 2012). These could be a vital focus for destination management boards' marketing efforts and success strategies (Agyeiwaah et al., 2016); resulting in a significant boost to tourism. Consequently, tourists, who are satisfied with their trips to heritage destinations, are more likely to re-visit or to share their positive experiences, thus making some recommendations to their family members, friends and other networks (Vareiro, Ribeiro & Remoaldo, 2015). With all these important meanings, the issue of figuring tourist satisfaction becomes critical for both scholars and service suppliers as well.

Various paradigms, theories and models for comprehending and assessing tourist satisfaction have been proposed and widely employed in social science. Included are such concepts as perceived overall performance (Tse & Wilton, 1988), importance performance (Martilla & James, 1977), equity (Oliver & Swan, 1989). One of the most prevalent theories is expectancy disconfirmation, which has been used frequently and broadly, thereby receiving the widest acceptance among researchers (Oliver, 1980), Chen & Chen, 2010; Hsu, Chiu & Ju, 2004, Kozak, 2001; Yen & Lu, 2008; Huh, 2002; Wang & Hsu, 2010). The expectancy disconfirmation model depicts that tourist satisfaction might be a result of the disparity between expectations and perceived performance (Oliver, 1980). Expectation is the pre-conceived belief of a visitor about the nature of a product, a performance or a service (Oliver, 1987). Meanwhile, disconfirmation is known as the post experience evaluation in comparison to expectation (Oliver, 1980).

The expectancy disconfirmation paradigm has been criticized for supposing that tourists have solid expectation prior to performance. It fails to recognize assessments of visitors who are not satisfied as expected (Yuksel & Yuksel, 2001), so it does not supply a reliable measure of satisfaction (Johns, Avcı & Karatepe, 2004). From an empirical perspective, this model has been critiqued for the fact that requesting visitors' expectation usually elicits high levels on expectation; they might not wish to present low points (Teas, 1993). In addition to this, perception is not separated from expectation, so perception would be contingent upon expectation in many cases (Huang, Hsu & Chan, 2010). In spite of these proposed demerits, the expectancy disconfirmation remains a focal tourism satisfaction model which has been employed in many studies. It has also informed the later development of the cognitive - affective satisfaction theory

(del Bosque, San Martín & Collado, 2006; del Bosque & San Martín, 2008). Hence, the expectancy disconfirmation theory is not totally distinctive to the cognitive affective model from a theoretical perspective (Huang, Weiler & Assaker, 2015).

Secondly, the attribution model has been widely engaged in studies about tourist satisfaction in diverse settings such as destination interpretation, guiding or services (Kandampully, Mok & Sparks, 2001; Truong & King, 2009; Alegre & Garau, 2011). This theory generally assumes that tourist satisfaction is measured by tourist assessment of the site attributes or services. Alternatively, the theory of attribution might be limited due to the fact that it captures more the cognitive aspects of satisfaction than the affective ones (Huang, Weiler & Assaker, 2015).

Research undertaken by Mok, Sparks and Kadampully (2013) posits that the tourism product is the combination of goods, activities, and services supplied to tourists in various areas of the tourism industry, to fulfil their travel demands. Different people have various needs and seek dissimilar experiences or benefits from the same services or products. Tourists' experiences and perceptions are heterogeneous. As a consequence, they may be different outcomes of the level of tourist satisfaction.

According to Truong and King (2009), the primary characteristics or attributes of tourism destinations exercise influence on tourists' satisfaction and their visitation repeats. Those factors have been basically grouped and listed as "the Five A's" by Vinh and Long (2013, p. 32):

- (1) Attractions: desirable attributes which attract tourists to specific destinations
- (2) Activities: available recreation and entertainment
- (3) Accessibility: ease of travelling which includes visas, accommodation, perceptions of health and safety
- (4) Accommodation: standard and variety of accommodation at tourist destinations
- (5) Amenity: essential facilities consisting of banking, shopping, telephone, and now internet.

Both authors conclude that these features play a momentous role in luring and keeping more tourists at the tourist attractions. Having a quite similar approach to destination's competitiveness, Dwyer and Kim (2003) pinpoint that price and travel cost are two main factors which influence tourists' decision-making processes. Apart from these, the local's attitudes towards tourists are a crucial social factor, which shapes part of macro-environment and further has an impact in the prosperity of destinations.

Third, the cognitive-affective model has been explicitly and implicitly utilized in the process of tourist satisfaction (del Bosque & San Martín, 2008; Yoon & Uysal, 2005; Prayag, Chen, Hosany & Odeh, 2016). According to Huang, Weiler and Assaker (2015), unlike the two above-mentioned theories, the cognitive - affective model highlights an integrated approach which puts emphasis on both tourists' cognition and their emotions while examining tourist satisfaction. For instance, Prayag, Chen, Hosany and Odeh (2016) endeavour to identify the antecedents and consequences of tourist satisfaction based on participating in festivals.

In their study at a museum, Chen and Ryan (2012) indicate that the satisfaction of tourists is the sensations or feelings which are made by both cognitive and emotional dimensions of the visit experience. This experience involves the viewing of artefacts, interpretation and the social interaction which strongly encourage tourists to make use of "hot" and "warm" spots and to have discussions. With regards to behaviour science perspective, this model investigates "tourist inner mind states" of satisfaction, which results in new insights into the psychological mechanisms (Huang, Weiler & Assaker, 2015, p. 346).

Fourthly, the three-factor satisfaction theory has been used for research on tourist satisfaction by many researchers (Deng, Kuo & Chen, 2008; Fuller & Matzler, 2008; Oh et al., 2017). The three-factor satisfaction is composed of basic factors (dissatisfiers), excitement factors (satisfiers) and performance factors (hybrids):

- (1) Basic factors: these are minimum requirements which can cause dissatisfaction if not fulfilled but do not lead to customer satisfaction if fulfilled or exceeded. The fulfilment of basic requirements is a necessary but not sufficient

- (2) Excitement factors: these factors lead to satisfaction if fulfilled or exceeded and lead to dissatisfaction if not fulfilled. Hence, they can cause both satisfaction and dissatisfaction
- (3) Performance factors: these are the factors that increase customer satisfaction if delivered but do not cause dissatisfaction if they are missing. (Matzler & Sauerwein, 2002, p. 318).

This model has been applied in various research contexts of tourist satisfaction. It segments the external factors in numerous tourism services scenarios, thus extending the root causes of satisfaction when it comes to the relationship between customers' inner minds and other environmental factors (Huang, Weiler & Assaker, 2015, p. 346). In this case, the model three-factor satisfaction is identical to the attribution theory, so researchers have proved it while applying the three-factor satisfaction (Alegre & Garau, 2011; Caber, Albayrak & Loiacono, 2013). In other words, given the emotion - evoking delight factors, the three-factor satisfaction model represents that people interact with the nature of tourism services more completely (Crofts & Magnini, 2011).

In line with the review of the existing literature, the hypotheses to scrutinize would be the following:

Hypothesis 1: There is no relationship between the overall tourist satisfaction and the heritage selected attributes.

Hypothesis 2: There is no relationship between tourists' overall satisfaction and their intentions to revisit.

Hypothesis 3: There is no difference in the overall satisfaction and the participants' demographic characteristics: gender, age, education level and occupation.

Hypothesis 4: There is no difference in overall satisfaction between heritage tourist groups

3.5. Conclusion

This chapter has showcased existing literature related to the topic "Segmentation and satisfaction of visitors to World Heritage: Comparative analysis of two Cultural Heritage Sites in Vietnam". Starting with broad definitions of cultural/heritage and heritage tourism, this section moves on to investigate classification and satisfaction

among visitors at heritage sites. By examining the current literature, research gaps could be identified and several vital issues might be considered, such as:

- Defining heritage tourists sounds a complicated task; different researchers come up with various way of dealing with this. Each type of tourist has her/his own preferences in relation to the heritage site. Being known as one of the most important aspects of Vietnam tourism, little research has been done in relation to these sites in Vietnam, so there is a pressing demand to dig into this topic.
- To provide better services and heritage management for visitors, it is imperative to measure tourists' satisfaction level in accordance with the existing heritage attributes. No scientific research has been reported so far at either the Thang Long Citadel or the Ho Citadel; this gap shows an urgent issue to be fixed.

This research endeavours to fill the gaps in the literature by examining the visitors to the heritage sites in Vietnam. Based on the theoretical foundation that has been provided in this chapter, my methodology chapter is presented in the next section.

CHAPTER 4: METHODOLOGY

4.1. Introduction

The previous chapter provided a theoretical background for my research. In order to undertake an empirical study, a reliable and valid methodology is necessary. It has been long argued that choosing an appropriate paradigm according to the nature and objectives of the research is considered a crucial task for researchers. In this study, both quantitative and qualitative methods are used. According to Crewell (1994), qualitative research is an inquiry process of comprehending a social or humankind issue, the investigation undertaken in a natural setting. This study aims to create a complex and holistic picture with detailed features of informants. Alternatively, quantitative method is based on testing theoretical evidence by analysing variables. This chapter explains the methodology employed to obtain the research objectives of this study. The chapter is arranged first with a summary of the selection of study cases. It then discusses the survey design process and data collection, finally dealing with the data analysis.

4.2. The selection of the study sites

Selecting case studies plays a vital role in the research process. This study is subject to the research of cultural/ heritage visitors; consequently, heritage sites maybe the most appropriate choice. As explained in the introduction chapter, the Thang Long Imperial Citadel and the Citadel for Ho dynasty have become two of the most appealing sites in Vietnam since they were granted World Heritage status in 2010 and 2011 respectively. Each site receives a large number of visitors annually and plays an indispensable role for its local tourism industry. As a result, according to the Vietnam National Administration of Tourism, in 2017 the Thang Long Imperial Citadel was selected as one of the top seven tourist attractions in Vietnam.

Table 6: The number of international visitors at the Thang Long Citadel (2016)

Month	Country/ Region				Total
	Japan	Asia	Europe	Other	
01/2016	1,960	661	765	330	3,716
02/2016	1,630	559	902	348	3,439
03/2016	745	2,383	636	245	4,009
04/2016	1,478	1,837	4,367	174	7,856
05/2016	1,658	1,111	1,529	84	4,382
06/2016	1,424	991	1,425	45	3,885
07/2016	2,016	1,545	1,478	616	5,655
08/2016	1,628	2,425	1,241	1,181	6,475
09/2016	1,705	2,804	1,306	2,194	8,009
10/2016	2,520	4,734	1,817	2,183	11,254
11/2016	1,115	7,683	1,426	1,421	11,645
12/2016	1,749	6,160	1,918	1,739	11,566
Total	19,628	32,893	18,810	10,560	81,891

Source: Data was supplied by the Thang Long - Hanoi Heritage Conservation Centre, 2017.

According to Table 6 and Table 7, annual quantity for tourists at the Thang Long Citadel and the Ho Citadel stays at around 300,000 and 100,000 visitors respectively (Thang Long - Hanoi Heritage Conservation Centre, 2017; Conservation Centre for Ho Citadel, 2017). Regarding origins of visitors, Table 6 reveals that Japanese people are the most prevalent group visiting the Thang Long Citadel, accounting for nearly one fourth of the total foreign tourists in 2016. Meanwhile, Table 7 reflects a sharp contrast in the number of domestic (104,229) and international visitors (771) to the Ho Citadel.

Table 7: The quantity of domestic and foreign visitors at the Citadel for Ho dynasty (2009 - 2016)

Time	Domestic	International	Total
2009	11,715	22	11,737
2010	11,673	89	11,762
2011	24,501	320	24,821
2012	55,393	668	56,061

2013	53,751	490	54,241
2014	52,595	178	52,773
2015	98,680	1,320	100,000
2016	104,229	771	105,000

Source: Data was provided by the Conservation Centre for Ho Citadel, 2017

There are a few reasons explain why the Thang Long site and the Ho Citadel site are used for this study. First, once these sites were designated as World Cultural Heritage Sites, they attracted extensive attention from members of the public both inside and outside Vietnam. This leads to exponential growth of heritage tourism at each site. However, there has been no prior research concentrating on visitors to these sites. An empirical study on the heterogeneity and experience of tourists is of critical importance. Another point is that these two sites present different aspects of Vietnam culture, history and traditions. While the Thang Long Citadel represents its one-thousand-year history and is located in the crowded urban heritage site in the heart city of Vietnam, the Ho Citadel reflects a short-standing dynasty in a rural area of Thanh Hoa province. Finally, my employment as a researcher at the Thang Long Citadel for five years (2010-2015) and co-launching some joint exhibitions and public-based programs with the Ho Citadel, I am in a privileged position to understand these sites first-hand.

4.3. The survey design

Once study sites have been chosen, it is crucial to decide a method of garnering primary data. The existing literature on tourist segmentation and satisfaction has postulated that questionnaire surveys are one of the most commonly used methods (López-Guzmán et.al, 2017; Ramires, Brandão & Sousa, 2017; López-Guzmán & Santa-Cruz, 2017; Nguyen & Cheung, 2014; Liu, 2014; Vong, 2016; Molera & Pilar Albaladejo, 2007).

According to Robson (1993), the term “survey” encapsulates the collection process of standardized information based on certain segments of population through means of a questionnaire or interview. This method is proven to have several undoubted merits: (1) covering a reasonable number of sample sizes and strengthening the generalisability of result at low costs; (2) recognizing even small dissimilarities; (3) having huge

advantages in administering, coding, analysing and interpreting; (4) being capable of utilizing a myriad of statistical analysis and (5) supplying a quite simple and straightforward approach to the research on attitudes, values, beliefs and motives (Robson, 1993; Hair, Bush & Ortinau, 2003; Malhotra, 2007). A self-completed survey was selected for data collection, drawing on actual conditions at both sites.

Variables

The research focuses on two different World Cultural Heritage Sites in Vietnam with cultural heritage attributes which are considered important in satisfying tourists. To design an instrument for this study, existing literature was examined to identify and measure various instruments used with similar purposes (Table 8). For instance, a preliminary questionnaire was made which was based on instruments developed in some previous studies (López-Guzmán, Gálvez & Muñoz-Fernández, 2018, López-Guzmán et al., 2017, Remoaldo et al., 2014; Vinh & Long; 2013; Ung & Vong, 2010; Joppe, Martin & Waalen, 2001; Huh, Uysal & McCleary, 2006; Yoon & Uysal, 2005; Heung & Cheng, 2000).

Table 8: Variables of the research

Categories	
Dependent variable	The satisfaction of tourists
Independent variables	Heritage attributes: interpretation, souvenirs, exhibitions, archaeological remains, guiding, indoor facilities, accessibility, atmosphere, architecture, landscape, education programs, services (cafes/restaurants)
Control variables	Demographic characteristics of tourists: age, gender, level of education, occupation, origin of residence. Travel behaviour features of tourists: trip arrangement, companion, length of visit, sources of information.

Questionnaire development

A self-administered questionnaire was created with the purpose of accumulating responses from tourists in terms of motivation and satisfaction when visiting the WHS/s in Vietnam. Additional information can be obtained through questions in relation to social and demographic features (i.e. age, occupation, level of education, nationality)

and trip-related characteristics (i.e. travel arrangement, travel partners, sources of information.).

The final questionnaire (Appendix 2) is composed of 19 questions, including closed (structured) and open-ended (unstructured) questions. Among 16 structured questions, there are three questions using the Likert scale. These questions are subject to the evaluation of cultural motives for visiting (1); the expectation and satisfaction of tourists while visiting sites (2) and the overall satisfaction of visitors.

Given the large number of Vietnamese, Japanese and English-speaking tourists at the sites, a set of questionnaire was delivered in three languages (Vietnamese, English and Japanese). In order to attain the consistency and accuracy of the questionnaire, translation and back-translation procedures between English, Vietnamese and Japanese were carried out based on the first version of English.

Reviewing the academic literature provided useful inputs for building questions about the tourists visiting the heritage sites and their expectations and satisfactions. With those in mind, a section of the questionnaire is created based on McKercher's model of heritage tourists (2002), which is further examined and applied through a variety of studies made by Liu (2013); Nguyen and Cheung (2014); Hurtado, Dowling and Sanders (2014); Croes and Semrad (2015).

The questionnaire is designed in three A4 size pages and consists of three different sections:

- Section A (question 1 - 10) aims to study the tourists' pattern given their trips including travel arrangement, sources of information, reasons for visiting and their own experience at the site.
- Section B (question 11 - 12) seeks to rate and evaluate the tourists' expectation, satisfaction when visiting and withdraw their overall satisfaction.
- Section C (question 13 - 19) aspires to understand the tourists' demographic information and their intentions to return as well as comments and recommendations.

Ethical consideration

The questionnaire and other required ethics documents were submitted to the University of Auckland Human Participants Ethics Committee on 10th May 2017 and were subsequently approved on 28th July 2017 with the reference number 019321. Respondents in the survey were delivered the participant information sheet, which outlined objectives, an invitation to participate, research procedures, data storage, right to withdraw, anonymity and confidentiality and researcher's contact information.

4.4. Data collection

Pilot test

The study instrument was pre-tested on a small scale at both selected sites. This stage is vital to check the validity of the research instrument and to bolster the data collection method. The researcher was assisted in conducting pilot tests at the Thang Long Imperial Citadel and the Citadel for Ho dynasty from 5th to 20th August 2017. The respondents were tourists visiting these sites. They were approached at the entrance of the sites and briefed on the purpose of the survey before being given questionnaires

All twenty five questionnaires (response rate 100%) were collected from both sites (15 from the Ho Citadel and 10 from the Thang Long site). Apart from filling in the questionnaires, tourists were asked to comment on the questionnaire's clarity, readability and ease of understanding. Feedback and comments gathered ensured that all questions in the main study were clear and understood.

During this pioneering phase, it was observed that many Vietnamese visitors were neither familiar with nor unwilling to participate in the survey. As a result, most of questionnaires done by Vietnamese visitors were unfinished or just a few questions were filled in. The results showed that quantitative self-administered questionnaire surveys have not been widely utilized and conducted in Vietnam. Alternatively, Vietnamese tourists were prone to being less open to share their private opinions about heritage sites which they were visiting in comparison with international people. This is reflected in the result of participants in the Thang Long Imperial Citadel.

Primary data collection

Data was collected and accumulated thanks to the involvement of both domestic and international visitors at the Thang Long Imperial Citadel and the Citadel for Ho dynasty. During a six-week survey, 230 questionnaires were collected, 195 were usable (84.7% response rate). The quantity of questionnaires gathered in this study is similar to research conducted by Poria, Reichel and Biran (2006), in which 205 interviews were undertaken at a historic site and Yankholmes and Akyeampong's research (2010), where 218 questionnaires were collected as well as a study made by Remoaldo et al., (2014) with 276 questionnaires.

The respondents were approached and given the participant information sheet by the researcher at the entrance to each site (Appendix 1). The visitors were then offered a questionnaire if they agreed to take part in the survey. There was an effort made to avoid any prejudice in the selection of participants when it came to their ethnicity or nationality. They could fill out the questionnaire any time during their visit. In many cases they completed the questionnaire at the end of their trip, and then placed them in boxes at the venues. These questionnaires were later returned to the researcher. Respondents younger than 16 years old were automatically excluded from the research.

According to Richards (2010, p. 20), "surveying all visitors enables an analysis to be made of the relationship between visitor groups and to contrast motivations, behaviour and background of local residents and tourists." While I was collecting data at the study sites, I realized that it was more difficult to approach domestic visitors than international ones. Those people expressed their scepticism, distrust and unwillingness by saying the fact that they were busy, they were in need a greater amount of time and they were in a rush for instance. This is why the participation of foreign visitors outweighed the domestic tourists at the Thang Long. The opposite trend was seen at the Citadel for Ho dynasty.

Secondary data

Along with data gathered from the survey, secondary data was sought to provide richer contexts for primary data. A gathering of sources like books, journals, internet, magazines and reports from heritage management institutions were synthesized and compiled into a contextual framework, research questions, which supported the

researcher in designing a set of questionnaires. Other types of documents were the master plans, tourist arrival statistics and annual reports supplied by the Thang Long - Hanoi Heritage Conservation Centre and the Conservation Centre for Ho Citadel. These were of vital importance to making analysis and comparison when studying the sites.

4.5. Data analysis

Data preparation

To facilitate the data entry process, all closed questions in the survey were pre-coded. The code for each answer was noted at the right-hand corner of the tick box. After the survey was completed, data from the questionnaires were entered into the computer by the researcher. Regarding the open-ended questions, every single word written by the participant was entered into the database. Common themes were analysed and then named as short descriptions before being coded as numbers for SPSS's analysis

Data description

The survey data was summarized thanks to the use of descriptive functions of SPSS version 20 (test of frequencies, means, standard deviation and range). It is interesting to note that mean values are utilized in this research yet they are regarded as measures of central tendency in research (Punch, 2005). For the purpose of better interpreting mean values, standard deviations are taken as well to study the variability of the scores. These descriptive analyses help provide an overview about the survey participants when it comes to their personal characteristics and travel experience.

Factor analysis

In the field of heritage tourism research, factor analysis is used widely to identify the underlying variables, forming different groups of tourists (Malhotra, 2007). The main purpose of this method is to convert the original data into a small and easy-to-understand number of factors based on the correlation among variables (Punch, 2005; Robson, 1993).

It is crucial to check the suitability of data before conducting factor analysis. Concerning this study, the study sample of the Thang Long Citadel (103) and the Citadel for Ho dynasty (92) is 8 and 7 times higher than the quantity of variables (12).

The sum of observations should be at least five times the variables which need to be analysed (Hair et al., 1998; Sharma, 1996). As shown in Table 9 and Table 10, the Bartlett test of Sphericity was significant at both sites ($p=0.000$), and Kaiser-Meyer-Olkin Measure of Sampling Adequacy stood at 0.805 (Thang Long Citadel) and at 0.862 (Ho Citadel) which meant that factor analysis could be applied (Hair et al., 1998; Sharma, 1996; Hair, Black, Babin & Anderson, 2014).

Table 9: KMO and Bartlett's Test at the Thang Long Citadel

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of	Approx. Chi-Square	498.337
Sphericity	df	66
	Sig.	.000

Table 10: KMO and Bartlett's Test at the Citadel for Ho dynasty

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of	Approx. Chi-Square	573.088
Sphericity	df	66
	Sig.	.000

The Principle Component Analysis with Varimax orthogonal rotation was utilized as the factor extraction way. This method has been long recognized as the most relevant technique for creating the most interpretable results (Field, 2005; Mahotra, 2007). In regard to correlation analysis, this method was used to identify the relationship between respondents and heritage sites. Specifically, the dependent variable as the tourists' overall satisfaction was analyzed against factor scores of the independent variables (heritage attributes) which were derived from the factor analysis. Analysis of Variance (ANOVA) was taken to notice the differences between the respondents' overall satisfaction and their demographic characteristics.

The overall assessment of data

Before representing the findings it is necessary to make an overall evaluation of the data gathered from the survey. The findings of the research need to be judged in the light of the method's positive and negative points. To begin with, there are some good points in terms of the research's methodology. The self-administered questionnaire survey was considered appropriate to collect responses randomly from the participants. The sample size of both sites ($n = 195$) was sufficient for the purpose of analysis. The thorough data

collected from the respondents and the usage of quantitative approach helped enable the research to segment types of tourists and measure their levels of satisfaction as well. With the use of statistical analysis the researcher had solid and well-structured results.

Apart from its strong points, some limitations can be withdrawn throughout the research process. The duration from September to October was considered to be the out-of-peak tourist season in Vietnam. Especially at the Citadel for Ho dynasty, fewer tourists go to Thanh Hoa for their holiday in Sam Son beach, Hai Tien beach or *suối Cá thần* (a holy fish spring) as local tourist attractions. Accordingly, the quantity of tourists travelling to the Ho Citadel is considerably influenced by people who visit those sites. Ho Citadel did not receive as many tourists as the summer time, especially foreigners. Secondly, the questionnaire was designed in three different languages: Vietnamese, English and Japanese, thus creating language constraints. Thirdly, some drawbacks of a self-administered questionnaire should not be ignored in this research. For instance, failure to clearly understand the questions results in the incompleteness of the survey. Some participants missed ticking either their expectation or their satisfaction, thus resulting in unfinished questionnaires. Those questionnaires were deleted afterwards.

4.6. Conclusion

This chapter represented the research's methodology. The quantitative approach was conducted according to the existing literature's suggestions along with the requirements of the research objectives. The selection of two different WHS/s was deemed to be suitable when studying heritage sites in Vietnam. Considering the demand to accumulate a large number of responses in limited amount of time the self-administered questionnaire was considered the most appropriate. The questionnaire design covered all necessary attributes and information for the purpose of this study: travel behaviour, the reasons for visiting, the depth of cultural heritage, the expectation and satisfaction towards heritage attributes and personal information. In spite of some weaknesses, this study has used a relevant methodology to examine the visitors at the heritage sites of Vietnam.

The results of the study will be showcased in next chapter, with a general description to detailed demonstration of the visitors. The following chapter will supply an overview of

the respondents, concentrating on two main aspects: the respondents' demographic characteristics and the participants' travel behaviour, before it presents experiences and classifications of heritage tourists, and the analysis of respondents' expectation and satisfaction about heritage attributes.

CHAPTER 5: RESULTS

5.1. Introduction

This chapter is split into three parts. The first section describes the socio-demographic characteristics and travel behaviour of the surveyed participants. The second part focuses on experiences and classification of heritage tourists. In order to categorize tourists, this research uses the McKercher model (2002), based on two factors: the depth of experience and cultural motives for visiting. The final portion pays attention to the participants' expectation and satisfaction with heritage attributes and justifies the research hypotheses by utilizing factor analysis, correlation and Analysis of Variance (ANOVA).

5.2. Respondent features

The participants for the survey were tourists who had visits to either the Thang Long Imperial Citadel or the Citadel for Ho dynasty in Vietnam from September to October 2017. The survey was undertaken within a 6-week period at these two sites. The respondents' socio-demographic profile is presented to achieve an overall understanding of various sorts of tourists who visited heritage sites. The survey demographic information includes the participants' gender, age, education level, occupation and nationality. Among 230 questionnaires collected, 195 were usable (84.7% response rate). Unusable questionnaires were discarded because the respondents had missed some sections, such as their reasons for travelling, or their experience at heritage sites. Only fully completed questionnaires were included.

5.2.1. The demographic characteristics of respondents

There has been no prior research on types of heritage tourists at the Thang Long Imperial Citadel and the Citadel for Ho dynasty, so no comparisons with prior studies are possible. My research first of all pays attention to the distribution of genders.

Gender distribution

The first feature analysed by demographic characteristics was gender distribution (Table 11). At the Citadel for Ho dynasty, there were 10.8% more female than male visitors

while there were just 3% more at the Thang Long Citadel. These may be viewed as small differences; there was no prevalent group at either site. The findings of gender distribution are in line with other studies on heritage tourists (King & Prideaux, 2010; Remoaldo et al., 2014; Ramires, Brandão & Sousa, 2017).

Table 11: Gender distribution

Gender	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Male	50	48.5	41	44.6
Female	53	51.5	51	55.4

Age group of respondents

Based on literature on the average age of heritage visitors (Nguyen & Cheung, 2014; Alazaizeh et al., 2016; Ramires, Brandão & Sousa, 2017; Kempniak, Hollywood, Bolan & McMahon-Beattie, 2017), it was expected that dominant groups of people should be young and middle-aged. At both sites surveyed people aged from 19 to 49 accounted for 82.5% at the Thang Long site and 76.1% at the Ho Citadel (Table 12). This is consistent with a recent study on a World Heritage City in Portugal undertaken by Ramires, Brandão and Sousa (2017). People of 19 - 29 year old group were the most numerous at the Thang Long site with 42.7% whereas 34.8% of visitors in their thirties were by far the most prevalent at the Ho Citadel. Another notable point in the distribution of age is that older people had more visitations to the Ho Citadel than Thang Long site. The figures for the 50 - 59 year old group and the 60 - 69 year old group were only 5.8% and 4.9% respectively. By contrast, a total of 18.5% of all respondents from 50 to above 70 years old visited the Ho Citadel: 9.8% (group 50 - 59); 5.4% (group 60 - 69) and 3.3% (group >70).

Table 12: The distribution of ages among respondents

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
16 – 18	7	6.8	5	5.4
19 – 29	44	42.7	25	27.2
30 – 39	26	25.2	32	34.8
40 – 49	15	14.6	13	14.1
50 – 59	6	5.8	9	9.8
60 – 69	5	4.9	5	5.4
>70			3	3.3

Education level

Previous demographic analysis (Huh, Uysal & McCleary, 2006; Timothy & Boyd, 2003; Palau-Saumell et al., 2012; Remoaldo et al., 2014; Adie & Hall, 2017) has postulated that heritage visitors have a high level of education in comparison with other types of tourists. This proved correct when it came to the results of this research; the vast majority of respondents achieved their bachelor degrees, with 37.9% at the Thang Long site and 46.7% at the Ho Citadel site. Those who have completed their post-graduate at the Thang Long site were also the most dominant group taking up 42.7%; whereas a much smaller percentage of post-graduates visited the Ho Citadel with 3.3%. Also at the Ho Citadel, 20.7% of all respondents indicated that vocational school was their highest level of education. There were more 10.8% people at the Ho Citadel who just completed their secondary and high school than those at the Thang Long site (Table 13).

Table 13: The distribution of the respondents' education level

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Primary School			1	1.1
Secondary School	6	5.8	11	12.0
High School	12	11.7	15	16.3
Vocational School	1	1.0	19	20.7
Tertiary	39	37.9	43	46.7
Post-graduate	44	42.7	3	3.3
Other	1	1.0		

Occupation of the respondents

Along with these similarities in the educational background, both sites witnessed a huge percentage of respondents claiming themselves as employees or self-employed 70.9% (Thang Long site) and 49% (Ho Citadel) (Table 14). These results correspond with a recent study conducted by Adie and Hall (2017, p. 75) reckoning that the respondents' jobs might be explained as "a logical response rate due to the fact that the majority of tourism-based leisure activities require at least some basic form of capital, either for entrance fees...transport to the location, or other various items necessary to complete the experience". Another notable feature is that approximately 10% of the respondents considered as housewife/man at both sites. At the Ho Citadel, there was a higher

percentage of civil servants than the counterpart 25% versus 7.8%. This probably relates to the fact that a high proportion of Vietnamese people work as public servants in the government. Lastly, the figures for retired, unemployed and student comprised a small proportion.

Table 14: Occupation of the respondents

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Employee	61	59.2	34	37.0
Self-employed	12	11.7	11	12.0
Retired	1	1.0	4	4.3
Civil servant	8	7.8	23	25.0
Unemployed	3	2.9	2	2.2
Housewife/man	11	10.7	11	12.0
Student	7	6.8	7	7.6

The residence of the respondents

With regard to the residence of the respondents, there is a strong contrast between the Thang Long Citadel and the Citadel for Ho dynasty (Table 15). In contrast to the dominance of the foreign tourists at the Thang Long site (more than 90%), the biggest percentage of respondent at the Ho Citadel was Vietnamese, taking up 92.4%. During the field trip, it was more challenging to persuade domestic visitors in taking part in the survey than international visitors at the Thang Long site. An unknown middle aged man said: “I am very busy and cannot fill the survey right now. I am in need of more time to think and read it out”. Another reason is that as a cultural and political capital of Vietnam, Hanoi hosted around 5 million international visitors in the year 2017 (VNAT, 2018). Meanwhile, the Ho Citadel, due to its geographic location, international tourists find it more difficult to reach, so Vietnamese visitors were by far the most prevalent. There were small percentages of foreigners (under 9% of the respondents) including Japanese, French, Australian, American, German and Filipino who visited the site.

Table 15: The original residence of the respondents

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Japanese	15	14.6	2	2.2
French	10	9.7	1	1.1
Australian	9	8.7	1	1.1
Vietnamese	7	6.8	85	92.4
Polish	5	4.9		
British	5	4.9		
American	5	4.9	1	1.1
New Zealander	4	3.9		
Singaporean	4	3.9		
Spanish	4	3.9		
German	4	3.9	1	1.1
Indian	3	2.9		
Irish	3	2.9		
Belgian	3	2.9		
Czech	3	2.9		
Korean	3	2.9		
Dutch	2	1.9		
Bangladeshi	2	1.9		
Italian	2	1.9		
Canadian	2	1.9		
Filipino	2	1.9	1	1.1
Other	6	5.8		

As presented in the above table, Japanese, French and Australian are the top three nationalities of the respondents at the Thang Long site. To be specific, 14.6% of respondents indicated their nationalities as Japanese, followed by French (9.7%) and then Australian having the percentage at 11.7%. The attendance of Vietnamese was ranked the fourth position with 6.8%, followed by Polish, British and American with 4.9% each. American visitors represented 4.9% and other nationalities including New Zealander, Singaporean, Spanish and German constituted the same figure at 3.9%. Other nationalities consisted of Indian, Irish, Belgian and Czech, each having 2.9%, followed by Dutch (1.9%), Bangladeshi (1.9%), Italian (1.9%), Canadian (1.9%) and Filipino (1.9%). The rest of nationalities with only 6 respondents took up 5.8% of the total respondents.

Whilst dominant in the statistics of international arrivals to Vietnam in recent years, Asian nationalities including Chinese, Korean, Taiwanese, Thai and Malaysian were under-represented in the figure (VNAT, 2017). This finding is consistent with what represented in the Introduction chapter. There were a large number of Chinese people who crossed the border for a few hours shopping, who were counted in the total foreign arrivals to Vietnam. Japan was the only Asian country recorded and the proportion is the highest (14.6%) of all the respondents. It is probably related to the fact that a version of questionnaire is designed in Japanese, therefore convenient for Japanese tourists to complete the survey. Europeans (except French and British) and Australasian people were more numerous in comparison with total annual international tourists to Vietnam. The lack of some Asian nationalities in the research could be linked to the language barrier. Through my observation, Chinese people who visited the Thang Long Imperial Citadel were unable to take part in the research because of language barrier. Questionnaires were available in English, Japanese and Vietnamese, which would have excluded non-English speakers.

5.2.2. Travel behaviour characteristics of respondents

With the respondent's socio-demographic background described, I can now turn to the travel behavior characteristics of the participants. This section concentrates on domestic and foreign tourists in terms of mode of travelling, companion, length of visitation and their sources of information, thus providing a broad description of the respondents' behavior features.

Table 16: The frequency of visits to the two attractions

Frequency	Thang Long Citadel		Ho Citadel	
	N	%	N	%
First time	101	98.1	72	78.3
Second	2	1.9	14	15.2
Third			4	4.3
Fourth			1	1.1
Fifth			1	1.1

Table 16 reveals that most respondents were visiting to either the Thang Long or the Ho Citadel for the first time. It should be noted that 98.1% of the Thang Long respondents stated that this was their first visit. This result shows an analogous pattern published by the Vietnam visitor statistics, which shows that a majority of foreign tourists to Vietnam

were there for the first time (Pham, 2006). Only 1.9% visitors visited for the second time. Likewise, a large number of tourists came to the Ho Citadel for the first time as well (78.3%). The number of returnees at the Ho Citadel was much higher than those at the Thang Long site. The second-time visitors accounted for 15.2%, followed by the third-time tourists with 4.3%. There were notably some tourists supposing their fourth or fifth time with 1.1% for each.

Table 17: Arrangement of the respondents' visit

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Part of a package tour	8	7.8	4	4.3
Self-organized	83	80.6	52	56.6
Taken by friends/ relatives	8	7.8	16	17.4
Private tour	2	1.9	16	17.4
Others	2	1.9	4	4.3

Table 17 highlights that 80.6% of tourists visited the Thang Long Imperial Citadel were self-organized, 24% higher than those visiting the Ho Citadel. This is easily explained: the Thang Long site is situated in the central part of Hanoi close to other tourist attractions such as the Hanoi Old Quarter, the Temple of Literature, the Ho Chi Minh Mausoleum and Museum. The figure for people whose tours were part of the package tour or taken by friends or relatives was 7.8%. Private tours and other arrangements were 1.9% each. The figures for those who visited the Ho Citadel thanks to their friends or relative were similar to those who booked private tours, accounting for 17.4% each. Just 4.3% of the respondents were on their trips as a part of a package tour. The remainder had other travelling arrangements. Research by Kempiak et al., (2017) found that a relatively small percentage of visitors to six heritage sites across Northern Ireland travelled as part of package tours, private tours or organized tours, meaning the majority were independent travellers. These results are consistent with research by Gaffar, Wetprasit and Setiyorini (2011) and Ashworth (2004), who highlighted that the independent visitors constituted a large proportion of tourists at heritage sites.

Table 18: Respondents' travel companions

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
Alone	12	11.7	10	10.9
Friends	28	27.2	25	27.2
Partner	41	39.8	21	22.8
Family/relatives	18	17.5	24	26.1
Colleagues	4	3.9	10	10.9
Other			2	2.1

The majority of tourists at both sites travelled in groups with their friends, partners or family/relatives (Table 18). These findings correspond with Adie and Hall's research (2017) showing that a large number of tourists at all sites travelled in groups comprising between two and five members. Travelling to the Thang Long Imperial Citadel with their partners was the most prevalent among tourists (39.8%), followed by people with their friends (27.2%). Those who went with their family or relatives comprised of 17.5%, whilst travelling alone involved 11.7%. Having a visit the site with colleagues was the least popular choice among international tourists, with only 3.9%. Considering the visitors at the Ho Citadel, the quantity of respondents travelled to the site together with their friends were the biggest with 27.2 %, followed by those who were with their family or relatives making up 26.1%, and 22.8% of respondents visited the sites with their partners. It would appear that the quantity of visitors travelling alone was exactly the same as visitors going with colleagues (10.9%). "Other" was the least noted among visitors with 2.1% only.

Table 19: The World Heritage Site's trip duration

Category	Thang Long Citadel		Ho Citadel	
	N	%	N	%
1 - 2 hours	92	89.3	71	77.2
3 - 5 hours	9	8.7	18	19.6
½ day	1	1.0	3	3.2
1 day	1	1.0		

As illustrated, spending from one to two hours on their visitation was the most favoured choice amongst the majority of respondents 89.3% at the Thang Long Citadel and 77.2% at the Ho Citadel (Table 19). These findings could be because of the links between sites, such as four different gates (North, South, East and West gate), Nam

Giao Open Worship place and adjacent temples that are not well connected at the Ho Citadel. Though my observation, many tourist groups only visited the south gate of the Ho Citadel and exhibition hall for a short period of time. At the Thang Long site, due to a limited number of attractions tourists visited for short period of time and then left. The quantity of visitors spending 3 - 5 hours at the Ho Citadel roughly doubled those at the Thang Long site 19.6% versus 8.7%. Tourists who allocated half day or a day for visiting were negligible. These results are in line with a research conducted by Kempniak et al., (2017) that the cross tabulation presented nearly 90% of respondents who spent less than one hour at attraction site.

Table 20: Sources of information

Category	Thang Long Citadel	Ho Citadel
Family/Relatives	6	22
Other travellers	9	8
Friends	11	22
Internet	48	47
Newspaper and Magazines	1	5
Travel guidebooks	54	6
Movies about the Vietnam World	2	7
Heritage Sites		
TV channels		11
Travel agents	1	1
Accommodation provider	1	

There were similarities and differences in the sources of information which visitors obtained before visiting (Table 20). The internet was the prevalent source of information for tourists at both the Thang Long site (48) and the Ho Citadel (47). The internet was also ranked the first position among the Ho Citadel respondents. Meanwhile, travel guidebooks were the most dominant for visitors at the Thang Long site (54). This can be attributed to the travelling habit of foreigners using travel guidebooks as a reliable source of information before exploring new destinations. Vietnamese people sought information on the internet for their trips. In addition, friends and family/relatives were judged as popular sources among the respondents with 22 times each at the Ho Citadel. These sources were less popular with only 11 (friends) and 6 (family/relatives) at the Thang Long site. Other sources of information including movies about Vietnam WHS/s, Travel agents and Accommodation providers made up only a small percentage.

5.3. Tourist experience and segmentation

The emphasis in this section is on tourists' prior experiences, to classify heritage tourists. Tourist experiences focus on the participants' overall experiences at some other WHS/s both inside and outside Vietnam, before they nominate their most interesting experiences and their recommendations. This part attempts to divide tourists into different groups based on their responses, combining two main aspects: the depth of experience and cultural motives of visits, as explained by McKercher (2002).

5.3.1. Tourist experience

World Heritage Sites in Vietnam

Table 21 showcases other WHS/s in Vietnam and their prevalence among the respondents. As can be seen, apart from visiting either the Thang Long Imperial Citadel or the Citadel for Ho dynasty, the respondents were interested in seeing other WHS/s in Vietnam. Ha Long Bay was the most visited place amongst the respondents with 49.5% (Thang Long site) and 59.8% (Ho Citadel). Also, there were a huge number of respondents who planned to visit this destination with 42.7% (Thang Long site) and 28.3% (Ho Citadel). The popularity of Ha Long Bay is inextricably linked to its history and its widely applauded unique beauty. This site has been designated as WHS status since 1994.

The second famous destination was the Hoi An ancient town which is located in the central coast of Vietnam visited by 34% (Thang Long site) and 44.6% (Ho Citadel) and to be visited by 22.3% (Thang Long site) and 28.3% (Ho Citadel) of the respondents. The Complex of Hue Monument was ranked the third among the respondents from both the Thang Long Citadel and the Citadel for Ho dynasty. These three sites are situated in or close to main tourist attractions in Vietnam, therefore easily accessible to a large number of tourists. Other sites were less visited or to be visited largely due to their less convenient locations.

Table 21: List of other World Heritage Sites in Vietnam visited by the respondents

Sites	Visited				To be visited			
	Thang Long Citadel		Ho Citadel		Thang Long Citadel		Ho Citadel	
	N	% (n=103)	N	% (n=92)	N	% (n=103)	N	% (n=92)
Ha Long Bay	51	49.5	55	59.8	44	42.7	26	28.3
Trang An Landscape Complex	8	7.8	43	46.7	12	11.7	15	16.3
Phong Nha - Ke Bang National Park	3	2.9	28	30.4	9	8.7	18	19.6
Complex of Hue Monuments	13	12.6	38	41.3	21	20.4	25	27.2
Hoi An Ancient Town	35	34.0	41	44.6	23	22.3	26	28.3
My Son Sanctuary	15	14.6	28	30.4	15	14.6	26	28.3

World Heritage Sites outside Vietnam

After reporting their experiences of WHS/s in Vietnam, respondents could note their visits to any WHS/s globally. This question was left open, to enable any global WHS to be mentioned. Participants were asked to name sites they had visited over the past two or three years. A broad range of answers was gathered and scrutinized.

Table 22: World Heritage Sites outside Vietnam and their prevalence among the participants (Thang Long Imperial Citadel)

Site	Respondents	% (n =103)
Angkor Wat (Cambodia)	12	11.7
Great Wall (China)	9	8.7
Historic Monuments of Ancient Nara(Japan)	9	8.7
Forbidden City (China)	7	6.8
Taj Mahal (India)	6	5.8
Anuradpurta (Sri Lanka)	5	4.9
Kinabalu (Malaysia)	3	2.9
Acropolis, Athens (Greece)	11	10.7
Cologne Cathedral (Germany)	8	7.8
Auschwitz (Germany)	8	7.8
Vatican city (Vatican city State)	7	6.8
Stonehenge (England)	6	5.8
Iguazu Fall (Brazil)	4	3.9
Machu Picchu (Peru)	3	2.9
City of Cuzo (Peru)	4	3.9

Comparing Table 22 with Table 23, overall more respondents who visited the Thang Long Imperial Citadel were interested in seeing other sites in Asia, Europe and America than those visited the Citadel for Ho dynasty (102 responses versus 37 responses). Another striking feature was the dominance of Asian attractions which were by far the most prevalent among tourists' choices (7 sites). Concerning the Thang Long Citadel's tourists, a number of responses to sites in Asia, Europe and America were 51, 40 and 11 respectively. Likewise, the figures at the Citadel for Ho dynasty were overwhelmed by Asian sites with 32 responses, followed by European sites (3 responses) and American sites (2 responses).

Table 23: World Heritage Sites outside Vietnam and their prevalence among the participants (Citadel for Ho dynasty)

Sites	Respondents	% (n=92)
Luang Prabang (Laos)	7	7.6
Great Wall (China)	6	6.5
Angkor Wat (Cambodia)	5	5.4
Watphu (Laos)	5	5.4
Forbidden City (China)	4	4.3
George Town (Malaysia)	3	3.3
Borobudur (Indonesia)	2	3.3
Stonehenge (England)	3	2.2
Macchu Picchu (Peru)	2	2.2

It is notable that Asian sites achieved popularity among the respondents: Angkor Wat - Cambodia with 11.7% (Thang Long site) and 5.4% (Ho Citadel); Great Wall - China with 8.7% (Thang Long site) and 6.5% (Ho Citadel); Historic Monuments of Ancient Nara - Japan with 8.7% (Thang Long site); Luang Prabang - Laos with 7.6 % (Ho Citadel); Forbidden City - China with 6.8% (Thang Long site) and 4.3% (Ho Citadel); Taj Mahal - India with 5.8% (Thang Long site). Other WHS/s in Asia occupied smaller percentages including Anuradhapura (Sri Lanka), George Town (Malaysia), and Borobudur (Indonesia). Together with the prevalence of Asian sites, some European destinations had been visited by the respondents, especially for those who visited the Thang Long site: Acropolis - Greece (10.7%); Cologne Cathedral (7.8%); Auschwitz - Germany (7.8%); Vatican City - Vatican City State (6.8%) and Stonehenge - England (5.8%). The popularity of Asian and European sites might be bound up with the large proportion of European visitors of the total sample. Conversely, a quantity of respondents had been to American sites, accounting for a small percentage ranging from 2 to 3% each.

‘The most interesting experience’

This section highlights the most interesting experiences among the respondents when they visited either the Thang Long or the Citadel for Ho dynasty. As shown on Table 24 and Table 25, the participants offered varied responses, comprising both tangible and intangible aspects. Regarding similarities, the original architecture of the Thang Long

Citadel and Ho Citadel stood out as the most interesting features in the respondents' trip: 14.6% (Thang Long site) and 13 % (Ho Citadel). An Australian middle -aged woman said: "The Thang Long Citadel was amazing. Its architecture showcased continuous dynasties in Vietnam's history. I enjoyed walking and watching through different ages in here". Several respondents said they found the history of citadel very interesting, accounting for 6.8% (Thang Long site) and 9.8% (Ho Citadel). Having a chance to see archaeological remains and relics was another standout for some tourists with 4.9% at the Thang Long site and 9.8% at the Ho Citadel noting this. Photography was considered as an exciting activity at both sites.

Table 24: The most interesting aspects of the respondents' trip at the Thang Long Imperial Citadel

Aspects	No of Respondents	% of responses (N=103)
Unique architecture of the citadel	15	14.6
The history of Hanoi	7	6.8
The existing and demolished buildings	7	6.8
Military bunkers and objects in relation to the American war in Vietnam	6	5.8
Plants and gardens	5	4.9
Royal gates	5	4.9
The archaeological relics and remains	5	4.9
Exhibitions about old photos, archaeological artefacts, Hanoi citadel's history	4	3.9
Taking photos	4	3.9
Ceramic objects	3	2.9
Cultural stratigraphy	3	2.9
The tranquillity of the Thang Long site	2	1.9

Apart from these similarities, some differences were noted by the respondents. At the Thang Long Citadel, tourists were interested in stories behind the existing and demolished buildings (6.8%). 5.8% of all visitors were impressed by the military bunkers and objects relating to the American War in Vietnam. Others were fascinated by plants and gardens (4.9%). The Royal Gates were appreciated by the same number. Exhibitions about old photos, archaeological artefacts and Hanoi citadel's history; ceramic objects; cultural stratigraphy and the tranquillity of the site were enjoyed by smaller percentages of visitors, ranging from 1.9% to 3.9%. Participants at the Ho Citadel were interested in how people in former times constructed such an amazing

citadel (12%), followed by a stated pleasure in the natural landscape (6.5%). The figure for those who were keen on the structure and technique of building stone gates was consistent with those intrigued by historical significances of the site (5.4%). Finally, some visitors were the most excited about the Ho Citadel's recent discoveries of archaeology (3.3%).

Table 25: The most interesting aspects of the respondents' trip at the Citadel for Ho dynasty

Aspect	No of respondents	% (N=92)
The original architecture of Ho Citadel and its building time	12	13.0
How the old people built such an amazing citadel	11	12.0
The history of the Ho Citadel	9	9.8
Remaining artefacts	9	9.8
Natural landscape	6	6.5
Photo taking	6	6.5
Structure and technique of building stone gates	5	5.4
Historical significances	5	5.4
The recent discoveries of archaeology	3	3.3

Recommendations

As to recommendations to improve the heritage site's attributes, tourists at the Thang Long Citadel and Ho Citadel made suggestions and recommendations (Table 26 and Table 27). Visitors were interested in improving facilities and landscapes at these sites: 13.6% (Thang Long site) and 9.8% (Ho Citadel). In other words, some differences in recommendation were reported in line with each heritage site. Concerning the Thang Long Citadel, a large proportion of tourists were not satisfied with guiding and marketing (24.3%). They would have preferred more signage, guides, and water taps (11.7%), followed by a simpler and easier-to-understand plan of the citadel (9.7%). More English directions and write-ups were suggested by 7.8% of the visitors. The information about objects should be made more specific, and a need for installation of

power outlets throughout the site were expressed by 5.8% and 3.9% of the visitors respectively.

Table 26: Recommendations to improve the heritage site from the respondents at the Thang Long Imperial Citadel

Aspects	No of Respodents	% (N = 103)
Guiding and marketing activities should be further enhanced.	25	24.3
More money should be allocated to improve the heritage's facilities to serve more international visitors in the coming years	14	13.6
More signage, guides and water tap should be deployed	12	11.7
The plan of the citadel should be simplified and made easier to understand	10	9.7
More English directions and write-ups	8	7.8
Objects' information need to be specific	6	5.8
More power points/ outlets should be made throughout the site	4	3.9

With regard to the Ho Citadel, a large number of tourists (16.3%) were not entirely pleased with their tours. They demanded a comprehensive tour with stone citadels and worship alters (Table 27). They expressed their preference for better services such as accommodation and souvenirs (14.1%). 12% of the visitors suggested that more exhibitions and more frequent community-based programs. 9.8% of tourists at the Ho Citadel (9.8) were not happy about the cost of entrance ticket, they wanted it reduced. The same figure (7.6%) said that that the entrance reception could be improved and the inner citadel should be excavated very soon to satisfy the demand of public.

Table 27: Recommendations to improve the heritage site from the respondents at the Citadel for Ho dynasty

Aspects	No of respondents	% (N = 92)
Different relics such as stone citadels, Nam Giao worship alter should be combined in a comprehensive tour	15	16.3
Services such as accommodation, souvenirs have to be strengthened and diversified	13	14.1
More exhibitions and community-based activities	11	12.0

The ticket fee should be reduced	9	9.8
The infrastructure and landscape should be improved	9	9.8
The entrance reception needs to be made more good looking	7	7.6
The inner circle of citadel needs excavating and studying in the coming years	7	7.6

5.3.2. Classification of heritage tourists

Regarding the heritage classification, a set of questions were constructed and delivered to the participants. First, the depth of experience of heritage tourists was measured by a four-point scale question ranging from 1 (mostly sightseeing/photography or seeing interesting and unusual sites) to 4 (a chance to develop a deep understanding of the WHS).

Table 28: The depth of experience among the respondents

Categories	Thang Long site		Ho site	
	N	%	N	%
Mostly sightseeing/ photography or seeing interesting and unusual sites	27	26.2	20	21.7
An opportunity to learn a little bit about this WHS	43	41.7	14	15.2
An opportunity to learn a lot about this WHS	17	16.5	26	28.3
A chance to develop a deep understanding of this WHS	16	15.5	32	34.8
Total	103	100.0	92	100.0

Table 28 shows that tourists at the Thang Long Imperial Citadel had different experiences from those at the Citadel for Ho dynasty. Concerning the Thang Long Imperial Citadel, the biggest group was those who had an opportunity to learn a little bit about the heritage site, accounting for 41.7%, followed by people who considered their trips as mostly sightseeing/photography or seeing interesting and unusual sites (26.2%). The figures for those who claimed their visit as an opportunity to learn a lot or a change to develop deep understanding of the Thang Long site were smaller than previous groups, taking up 16.5% and 15.5% respectively. Based on these statistics, it can be

concluded that tourists at the Thang Long site generally had sought shallow heritage experiences.

Conversely, the largest group of tourists presented their deep understanding of the heritage site (34.8%), and the runners-up were those who had an opportunity to learn a lot via their visitation making up 28.3%. The quantity of tourists who suggested their trip as mostly sightseeing/photography or seeing interesting and unusual sites, constituted 21.7%. Finally, the group of respondents who had an opportunity to learn a little bit about the heritage site was the least (15.2%). Consequently, the Ho Citadel’s tourists had deeper heritage experiences than the Thang Long Citadel’s visitors. This result is inextricably linked to the socio-demographic analysis with the prevalence of Vietnamese visitors. Those people had a deep connection to their heritage site and considered the Ho Citadel as their own heritage or precious treasure.

Table 29: Motives for visiting the Thang Long Imperial Citadel

		Not important at all	Un-important	Neutral	Important	Very Important	Sum
Culture/ Heritage values	N	13	11	8	26	45	103
	%	12.6	10.7	7.8	25.2	43.7	100
Nature/ Landscape	N	2	8	31	43	17	101
	%	2.0	7.9	30.7	42.6	16.8	100
Included in the tour	N	33	11	7	10	4	65
	%	50.8	16.9	10.8	15.4	6.2	100

Apart from the depth of experience, McKercher’s model (2002) also identified cultural motives in the decision of tourists who visited either the Thang Long Imperial Citadel or the Citadel for Ho dynasty (Table 29 & Table 30). In this study, this is represented through a five-point Likert scale question from “Unimportant” coded as 1 to “Very important” coded as 5, regarding rationales for visiting the Thang Long Citadel or the Citadel for Ho dynasty. Accordingly, culture/ heritage value was considered the most prevalent at both site, accounting for 68.9% at the Thang Long site and 64.1% at the Ho Citadel. Selecting nature or landscapes as a reason for visiting was the second popular choice with 59.4% at the Thang Long site and 64.3% at the Ho Citadel. These figures are consistent with the fact that both aforementioned sites are well-known for their

cultural heritage values which attract a large number of tourists each year. Apart from heritage values, these sites are famous for their own nature/landscape attractions, especially the Thang Long site is considered as opposite to the nearby bustling and hustling environment. By contrast, just a small quantity of respondents 21.6% (Thang Long site) and 30.3% (Ho site) claimed their visit as it was included in the tour.

Table 30: Motives for visiting the Citadel for Ho dynasty

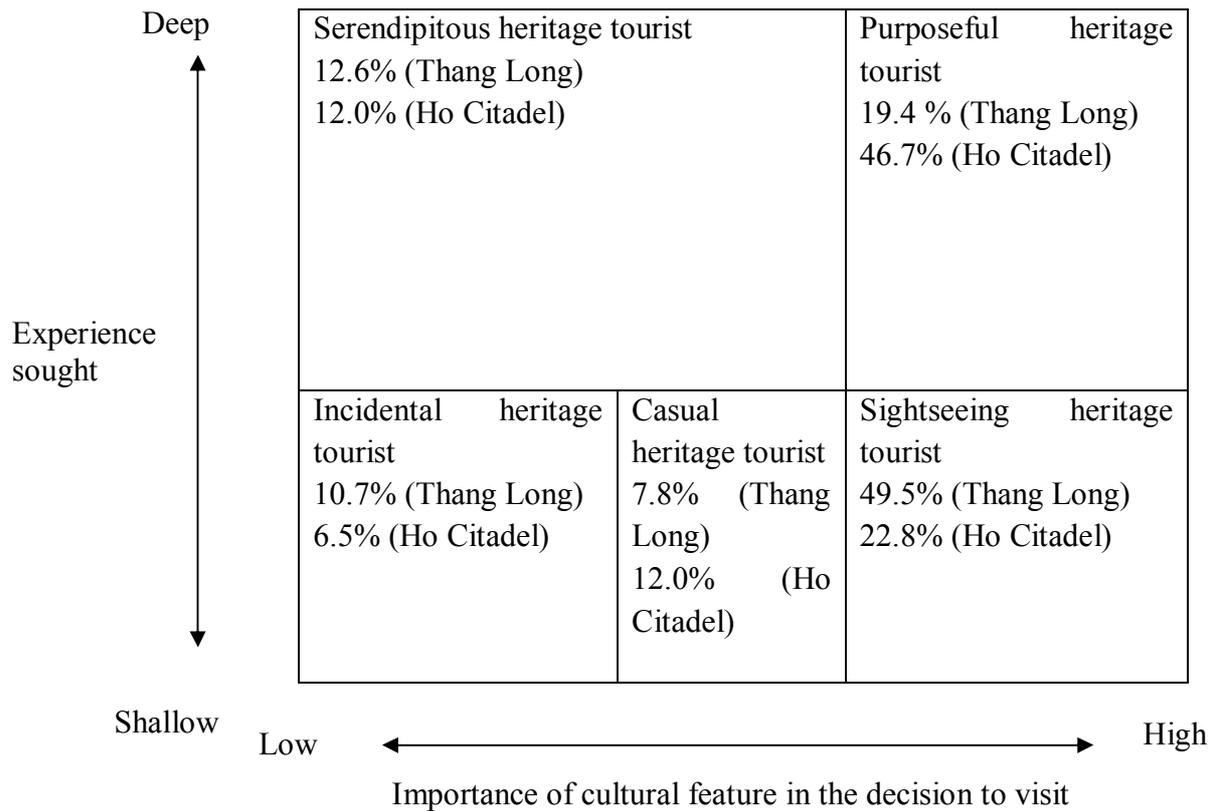
		Not important at all	Un-important	Neutral	Important	Very Important	Sum
Culture/ Heritage values	N	9	12	12	30	29	92
	%	9.8	13	13	32.6	31.5	100
Nature/ Landscape	N		4	26	35	19	84
	%		4.8	31.0	41.7	22.6	100
Included in the tour	N	25	5	9	12	5	56
	%	44.6	8.9	16.1	21.4	8.9	100

According to McKercher's classification of heritage tourists (2002), purposeful heritage tourists are those who suppose that heritage played a strong role in their final decision to visit (4 or 5) and had a deep heritage experience (3 or 4). Sightseeing heritage tourists are those who claim that heritage played a strong role in their final decision to visit (4 or 5), but their heritage experiences were quite shallow (1 or 2). Casual heritage tourists are those who were claimed to be at the mid-point in the motivation (3) and they had shallow experiences (1 or 2). Incidental heritage tourists are those who indicate that heritage tourism played a little or no role in their visit (1 or 2) and ended up with shallow experiences. Serendipitous heritage tourists are those who assert that heritage just played a little role in their final decisions to visit (1 or 2), but they ended up with having deep experiences (3 or 4).

By applying McKercher's model to this study (2002), five types of heritage tourists were identified at each site. Generally speaking, both the Thang Long Imperial Citadel and the Citadel for Ho dynasty witnessed the same trend that the majority of tourists were either sightseeing heritage tourists or purposeful heritage tourists, accounting for 68.9% (Thang Long Citadel) and 69.5% (Ho Citadel). Meanwhile, the figures for

incidental heritage tourists, casual heritage tourists and serendipitous heritage tourists were much lower. Specifically, the percentage of casual, incidental and serendipitous were 7.8%, 10.7% and 12.6% respectively (Thang Long Citadel) and the figures for Ho Citadel were 12%, 6.5% and 12% respectively (Figure 10).

Figure 10: Classification of heritage tourists



5.4. Tourist satisfaction

This section pays attention to tourist satisfaction in relation to their trips at the Thang Long Imperial Citadel or the Citadel for Ho dynasty. It begins with the results of the participants’ expectation and satisfaction with heritage attributes. Then this part represents the results of research hypotheses by using factor analysis, correlation analysis, Analysis of Variance (ANOVA), T-test and one-way ANOVA.

5.4.1. Tourist expectation and satisfaction with heritage attributes

The two tables (Table 31 & Table 32) represent 12 different attributes which are split into satisfaction, indifference and dissatisfaction categories. It seems apparent that heritage tourists were satisfied with 10 attributes (Thang Long site) and with 8 attributes (Ho site). Meanwhile there were two attributes at the Thang Long Citadel and three attributes at the Ho Citadel that tourists were unhappy. Visitors were also neither satisfied nor dissatisfied with one heritage attribute at the Ho Citadel.

Satisfaction

In this research, satisfying attributes are measured by the fact that scores of satisfaction exceed expectation scores and t-value significance is at the 0.5 level. As a result, heritage visitors to the Thang Long site expressed their highest degree of satisfaction with “interpretation” (0.75), followed by “archaeological remains” (0.5). They had lower expectation levels with heritage attributes: “accessibility”, “education programs”, “exhibitions”, “landscape”, “atmosphere”, “indoor facilities”, “architecture” and “services (cafés and restaurants)”, which spanned from 0.48 to 0.34.

With regard to the Ho Citadel, tourists were by far the most impressed with “archaeological remains” (0.63) in comparison with other attributes. The satisfaction levels of tourists with “landscape”, “interpretation”, “accessibility”, “architecture”, “atmosphere”, “education programs”, and “guiding” ranged from 0.54 to 0.43. The satisfactions of the respondents with heritage attributes were positively disconfirmed with their expectations, resulting in various levels of satisfaction in line with those attributes.

Indifference

Indifferent attributes were in principle defined as those heritage attributes with a non-significant t-Value ($p \geq 0.05$), irrespective of a positive or negative median difference. Looking at the table, only heritage tourists to the Citadel for Ho dynasty felt neither satisfied nor dissatisfied with “exhibitions” (t-value = - 0.288). This represents that the satisfaction of the respondents was consistent with their expectations, which was conducive to neutral feelings or indifference related to this attribute.

Dissatisfaction

The attributes of dissatisfaction were considered as those attributes with expectation levels exceeding satisfaction scores, regardless of a significant or non-significant t-Value at the level of .05 or below. Both tables reveal that heritage visitors were unhappy with two attributes at the Thang Long site and with three ones at the Ho Citadel. Specifically, the Thang Long visitors were dissatisfied with “guiding” (Mean difference = -0.84), closely followed by “souvenirs” (Mean difference = - 0.9). Meanwhile, “indoors facilities” at the Ho Citadel were considered as the least satisfying (Mean difference = -1.59), “services (cafés and restaurants)” ranking the second (Mean difference = - 1.48) and finally “souvenirs” (Mean difference = -0.43). Therefore, the satisfactions of respondents in relation with these attributes were negatively disconfirmed with their expectations, causing their dissatisfaction.

Table 31: The results of paired T-test between the respondents' expectation and satisfaction with heritage attributes (Thang Long Imperial Citadel)

Attributes	Expectation		Satisfaction		Mean difference	t-Value	Sig. (2-tailed)
	Mean	SD	Mean	SD			
Satisfaction							
Interpretation	4.32	1.203	5.07	1.285	0.75	-6.186	0
Archaeological remains	4.8	1.430	5.3	1.282	0.5	-3.459	0.001
Accessibility	4.61	1.490	5.09	1.314	0.48	-3.351	0.001
Education programs	4.28	1.417	4.71	1.594	0.43	-2.566	0.012
Exhibitions	4.52	1.290	4.94	1.282	0.42	-3.146	0.002
Landscape	4.87	1.304	5.29	1.250	0.42	-3.291	0.001
Atmosphere	5.05	1.070	5.44	1.226	0.39	-2.9	0.005
Indoor facilities	4.41	1.224	4.79	1.355	0.38	-2.603	0.011
Architecture	5.29	1.218	5.65	1.126	0.36	-3.184	0.002
Services (cafés/ restaurants)	4.15	1.517	4.49	1.680	0.34	-2.123	0.036
Dissatisfaction							
Guiding	3.9	1.575	3.06	1.342	-0.84	4.566	0
Souvenirs	3.62	1.573	2.72	1.115	-0.9	5.087	0

Table 32: The results of paired T-test between the respondents' expectation and satisfaction with heritage attributes (Ho Citadel)

Attributes	Expectation		Satisfaction		Mean difference	t- Value	Sig. (2-tailed)
	Mean	SD	Mean	SD			
Satisfaction							
Archaeological remains	4.8	1.400	5.43	1.252	0.63	-3.775	0
Landscape	5.12	1.436	5.66	1.225	0.54	-3.581	0.001
Interpretation	4.49	1.387	5.02	1.467	0.53	-3.603	0.001
Accessibility	4.72	1.252	5.25	1.450	0.53	-3.221	0.002
Architecture	5.22	1.333	5.73	1.159	0.51	-3.575	0.001
Atmosphere	5.03	1.235	5.54	1.226	0.51	-2.962	0.004
Education programs	4.66	1.424	5.16	1.535	0.5	-2.611	0.011
Guiding	4.62	1.466	5.05	1.626	0.43	-2.597	0.011
Indifference							
Exhibitions	4.62	1.459	4.67	1.018	0.05	-0.288	0.774
Dissatisfaction							
Souvenirs	4.03	1.478	3.6	1.059	-0.43	2.513	0.014
Services (cafés/ restaurants)	4.28	1.401	2.8	1.141	-1.48	7.325	0
Indoor facilities	4.58	1.328	2.99	1.074	-1.59	8.932	0

Note: Means of satisfaction range from 1 (very unsatisfied) to 7 (very satisfied)

Means of expectation run from 1 (very low) to 7 (very high)

*p<0.05

SD: Standard Deviations

5.4.2. Overall satisfaction and intention to revisit

As part of the questionnaire, the respondents were further asked about their overall satisfaction concerning their trips to either the Thang Long Citadel or the Citadel for Ho dynasty. Table 33 reveals that more the Thang Long Citadel's respondents felt satisfied than those visiting the Ho Citadel (88.4% versus 78.2%). The figures for those who felt neither satisfied nor dissatisfied were 5.8% (the Thang Long Citadel) and 17.4% (the Ho Citadel). One notable figure was that only 5.8% of all respondents were little dissatisfied with their trips at the Thang Long site, whereas the number of visitors felt extremely dissatisfied and very dissatisfied, sharing the same proportion at 1.1% and just 2.2% respondents felt a bit dissatisfied at the Ho Citadel.

Table 33: The overall satisfaction of the respondents

Categories	Thang Long site		Ho site	
	Frequency	% (N = 103)	Frequency	% (N = 92)
Extremely Unsatisfied	0	0	1	1.1
Very Dissatisfied	0	0	1	1.1
Little Dissatisfied	6	5.8	2	2.2
Neutral	6	5.8	16	17.4
Satisfied	46	44.7	33	35.9
Very Satisfied	38	36.9	32	34.8
Extremely Satisfied	7	6.8	7	7.6
Mean	5.33		5.21	
SD	0.912		1.075	
Range	4		6	

Note: overall satisfaction is measured based on a 7 point Likert scale from 1 (extremely dissatisfied) to 7 (extremely satisfied)

SD: Standard Deviations

The results also reflected that the range of overall satisfaction for respondents at the Thang Long site and the Ho Citadel was 4% and 6% respectively. In addition, the mean value of the respondents' satisfaction at the Thang Long was fairly higher than that at the Ho Citadel (5.33 versus 5.21). Based on the overall satisfaction scale these mean values were towards the high end, suggesting that visitors at both the Thang Long

Citadel and the Citadel for Ho dynasty had generally satisfactory experiences with their visits.

Table 34: The respondents' revisiting plan

Categories	Thang Long Citadel		Ho Citadel	
	Frequency	%	Frequency	%
Yes	24	23.3	72	78.3
No	25	24.3	4	4.3
No idea	54	52.4	16	17.4
Total	103	100.0	92	100.0

According to Table 34, there are two main opposite streams in the respondents' intention to revisit the Thang Long or the Ho Citadel. At the Thang Long Citadel, a majority of visitors had no clear idea (52.4%), followed by those who were not going to visit again (24.3%). Only 23.3% of all respondents agreed that they intended to come back to the site. By contrast, nearly 80% of all participants indicated that they would revisit the Ho Citadel in the future. Those who had no idea or were not interested to come back accounted for around one fifth of the tourists. The results could be explained due to the difficulties of long-haul trips among the tourists who visited the Thang Long site as foreigners. Besides, many tourist attraction sites in Vietnam are not so attractive, thus around 80% international visitors do not return to Vietnam (Zing, 2017).

5.4.3. Hypotheses testing

According to the objectives of this research, four hypotheses were proposed. Every hypothesis is reiterated and the results of statistical analysis are showcased in the following.

Hypothesis 1: There is no relationship between the overall tourist satisfaction and the heritage selected attributes

Factor analysis

As presented in the methodology chapter, data of this research was justified to be relevant for factor analysis in order to extend the comprehension of respondents' expectation of the heritage sites. The objective of factor analysis was to uncover the

possible interdependence between original variables and the factor (Hair et al., 1998). However, it is vital to figure out the quantity of factors to extract. High loadings create the variable representatives of the factor, and the result of loadings from 0.5 is considered relevant and significant.

The principal component factor method with varimax rotation was used to generate the underlying dimensions. The factors with eigenvalue equal to or more than 1.0 were used and reported (Sharma, 1996; Hair et al., 1998). Eigenvalue showcases the sum of standardized variance taken up by a factor. The quantity of eigenvalues is the proportion of variance made up. Therefore, four different factors at Thang Long site, including “General attraction”, “Natural features”, “Cultural features” and “Maintenance factors” were measured and selected which reflect 70.23% of the total variance.

In the next step, in order to test reliability and internal consistency of each factor, the Cronbach’s alpha was run. The result confirms that variables within each factor ranged from 0.677 to 0.770. The result was considered more than consistent; because, $\alpha > 0.50$ is the minimum value accepted as an indication of reliability in basic research (Nunnally, 1967; Hair et al., 1998; as cited in Mehmetoglu, 2005). The communality of every variable was from 0.465 to 0.796.

Table 35 depicts the results from the factor analysis at the Thang Long Imperial Citadel. Four factors were labelled according to its common characteristics. The first factor, “General attraction”, was composed of four items which were “Services (cafés and restaurants), the items accounting this factor had the highest loadings, which represented a strong connection with the factor. Furthermore, variables within this factor were significantly linked to each other since $\alpha = 0.759$. With an eigenvalue of 4.892, this factor made up the largest proportion of variance explained (40.768%).

The second factor labelled “Natural features” consisted of three various variables “Atmosphere”, “Architecture” and “Landscape”. The reliability alpha of this factor was 0.770, thus showing a strong tie between variables under it. With eigenvalue of 1.367, this factor constituted 11.393% of total variance.

The third factor called “Cultural features” was composed of three attributes “Exhibitions”, “Interpretation” and “Archaeological remains”. The reliability alpha of this factor was 0.699 which showed a reasonable correlation between variables. The eigenvalue of this factor was 1.167; and it occupied 9.725% of total variance.

The final factor “Maintenance factors” was generated by two different attributes “Accessibility” and “Indoor facility”. With eigenvalue of 1.001, this factor represented 8.344 of all variance. Two variables within this factor were reasonably connected to each other with a reliability alpha of 0.677.

Table 35: Factor analysis of the perception of attributes at the Thang Long Citadel

Categories	Factor 1	Factor 2	Factor 3	Factor 4	Communality
General Attraction					
Services (cafés and restaurants)	0.846				0.796
Education programs	0.730				0.714
Guiding	0.568				0.759
Souvenirs	0.538				0.465
Natural features					
Atmosphere		0.741			0.758
Architecture		0.739			0.705
Landscape		0.676			0.706
Cultural features					
Exhibitions			0.801		0.724
Interpretation			0.724		0.679
Archaeological remains			0.513		0.579
Maintenance factors					
Accessibility				0.780	0.767
Indoor facilities				0.739	0.777
Eigenvalue	4.892	1.367	1.167	1.001	
Variance (%)	40.768	11.393	9.725	8.344	
Cumulative variance (%)	40.768	52.161	61.886	70.230	
Reliability coefficient	0.759	0.770	0.699	0.677	

Note: Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.805

Bartlett's Test of Sphericity: $p = 0.000$ ($x^2 = 498.337$, $df = 66$)

The same methodology was utilized to analyse factors at the Citadel for Dynasty; there were only two factors more than 1.0 extracted at the Ho Citadel: “General attraction” and “Natural features”, which explain 60.31% of the total variance (Table 36). The Cronbach’s alpha of each factor was measured. The results showed the alpha coefficients were 0.887 and 0.854 which were more significant and reliable compared to the standard value of 0.5. The communality of variables fluctuated between 0.443 and 0.774.

The first factor “General attractions” included 9 variables “Guiding”, “Interpretation”, “Indoor facilities”, “Souvenirs”, “Exhibitions”, “Archaeological remains”, “Education programs”, “Accessibility”, “Services (café and restaurants). This factor accounted for the largest proportion of variance explained (49.640%), with an eigenvalue of 5.957. Variables within this factor were substantially linked to each other because since $\alpha = 0.887$.

The second factor titled “Natural Features” loaded with three various variables “Atmosphere”, “Architecture” and “Landscape”. This result accounted for 10.670% of all variance, with an eigenvalue of 1.280 and a reliability of 0.854, thereby presenting a strong link among attributes.

Table 36: Factor analysis of the perception of attributes at the Citadel for Ho dynasty

Categories	Factor 1	Factor 2	Communality
General attraction			
Guiding	0.801		0.642
Interpretation	0.736		0.639
Indoor facilities	0.719		0.595
Souvenirs	0.713		0.555
Exhibitions	0.657		0.568
Archaeological remains	0.606		0.443
Education programs	0.578		0.608

Accessibility	0.564	0.469
Services (café and restaurants)	0.533	0.463
Natural features		
Landscape	0.853	0.774
Atmosphere	0.831	0.767
Architecture	0.823	0.714
Eigenvalue	5.957	1.280
Variance (%)	49.640	10.670
Cumulative variance (%)	49.640	60.310
Reliability coefficient	0.887	0.854

Note: Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.862

Bartlett's Test of Sphericity: $p = 0.000$ ($x^2 = 573.088$, $df = 66$)

Correlation Analysis

Table 37: Correlation between the overall satisfaction and Thang Long citadel's four factors

		F1	F3	F2	F4	Overall Satisfaction
F1	Pearson Correlation	1	.460**	.480**	.504**	.190
	Sig. (2-tailed)		.000	.000	.000	.054
	N	103	103	103	103	103
F3	Pearson Correlation	.460**	1	.491**	.538**	.292**
	Sig. (2-tailed)	.000		.000	.000	.003
	N	103	103	103	103	103
F2	Pearson Correlation	.480**	.491**	1	.484**	.321**
	Sig. (2-tailed)	.000	.000		.000	.001
	N	103	103	103	103	103
F4	Pearson Correlation	.504**	.538**	.484**	1	.187
	Sig. (2-tailed)	.000	.000	.000		.059
	N	103	103	103	103	103

Overall Satisfaction	Pearson Correlation	.190	.292**	.321**	.187	1
	Sig. (2-tailed)	.054	.003	.001	.059	
	N	103	103	103	103	103

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

Table 37 presents the correlation coefficient which identified the strength of linear between variables. Correlation analysis sought the link between the overall satisfaction and four different factors namely General attraction, Natural features, Cultural features and Maintenance factors at the Thang Long Imperial Citadel. The correlation between these variables is significant at the 0.01 level (2-tailed). According to the result, the correlation between the overall satisfaction and the General attraction (F1) was 0.190 ($p = 0.54$); the correlation between the overall satisfaction and the Natural features (F2) was 0.321 ($p = 0.01$). The link between overall satisfaction and the Cultural features (F3) was 0.292 ($p = 0.03$) and finally the correlation between the overall satisfaction and the Maintenance factors (F4) was 0.187 ($p = 0.59$). Generally, the connection between the overall satisfaction and the Natural features or the Cultural features was better than that between the overall satisfaction and the General attraction or the Maintenance factors.

Table 38: Correlation between overall satisfaction and the Citadel for Ho dynasty's two factors

		F1	F2	Overall Satisfaction
F1	Pearson Correlation	1	.621**	.194
	Sig. (2-tailed)		.000	.063
	N	92	92	92
F2	Pearson Correlation	.621**	1	.209*
	Sig. (2-tailed)	.000		.046
	N	92	92	92
Overall Satisfaction	Pearson Correlation	.194	.209*	1
	Sig. (2-tailed)	.063	.046	
	N	92	92	92

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

* . Correlation is significant at the 0.05 level (2-tailed).

Given the Citadel for Ho dynasty's case, Table 38 represents the correlation between the overall satisfaction and the two various factors called General attraction and Natural features. The correlation analysis is significant at the 0.01 level (2-tailed) and at the 0.05 level (2-tailed). As seen in the table, the correlation between the overall satisfaction and the General attraction (F1) was 0.194 ($p = 0.63$) and the relationship between the overall satisfaction and the Natural features was 0.209 ($p = 0.46$). The study, therefore, justifies that the correlation between the overall satisfaction and the natural feature was higher than that between the overall satisfaction and the General attraction. It can be summarized that the correlation between the overall satisfaction and the heritage selected attributes at the Thang Long site was stronger than that at the Citadel for Ho dynasty. These results reveal that there is a moderate degree of correlation between the overall satisfaction and heritage sites' selected attributes.

Hypothesis 2: There is no relationship between tourists' overall satisfaction and their intentions to revisit

With the aim of assessing the influence of loyalty as independent variable on the dependent variable as the overall satisfaction, the multiple correlation (R), coefficient of determination (R^2) and F ratio were identified. According to Table 39, it represents the results of the multiple regression analysis of respondents at the Thang Long Imperial Citadel. Accordingly, R^2 reflecting that just under 20% of the variance in technical quality was described by the regression analysis. The F ratio which showcased whether the results would have taken place by chance was 1.715 ($p = 0.193$). The standardized coefficient beta (B) was -0.129, $p = 0.193$, $F = 1.715$ which was considered insignificant. Consequently, the results justified that there was no relationship between the tourists' overall satisfaction and their intentions to re-visit at the Thang Long site.

Table 39: Regression for the relationship between the tourists' overall satisfaction and their intentions to re-visit at the Thang Long Imperial Citadel

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Overall Satisfaction (Constant)	5.658	.266		21.297	.000
Loyalty	-.143	.019	-.129	-1.310	.193
R ² / Adjusted R ²	.017/007				
F/Sig	1.715/ 0.193				

In the case of the Citadel for Ho dynasty, the regression model was also applied to understand the link between the tourists' overall satisfaction and their intentions for revisiting. Accordingly, the tourist' loyalty was judged as the independent variable and the tourists' overall satisfaction as the dependent variable. Table 40 reveals that the standardized coefficient beta (B) was 0.320 ($p \leq 0.01$). The F statistic of 1.715 was regarded as significant at the $p = 0.000$ level of significance. Furthermore, R² revealed more than 30% of the variation of tourists' overall satisfaction was depicted in the study. The p-value of the t-test was less than 0.01, showing that beta coefficient was significant. With the results in mind, there is a positive relationship between the tourist overall satisfaction and their intentions for repeat trips at the Citadel for Ho dynasty. Consequently, so the hypothesis was rejected for the Ho Citadel's case and was accepted for the Thang Long Citadel.

Table 40: Regression for the relationship between the tourists' overall satisfaction and their intentions to re-visit at the citadel for Ho dynasty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Overall Satisfaction (Constant)	5.502	.231		23.819	.000
Loyalty	.412	.120	.320	1.310	.000
R ² / Adjusted R ²	.037/ 412				
F/Sig	1.715/ 0.00				

Hypothesis 3: There is no difference in the overall satisfaction and the participants' demographic characteristics: gender, age, education level and occupation

By using two tailed independent t-test and one-way ANOVA, Table 41 depicts the mean differences between overall satisfaction and the respondents' demographic characteristics. The results illustrate that no significant difference in the overall satisfaction of the participants such as gender, age, education level and occupation was reported. The only substantial difference in the overall satisfaction of the visitors was uncovered by gender ($t= 24.195$ and $t = 23.157$, $p<0.05$): more females were satisfied than males at these heritage sites. Therefore, the hypothesis can be only rejected in terms of gender.

Table 41: Independent T-test and One-way ANOVA results of the mean difference between overall satisfaction and the respondents' demographic characteristics

Variables	Thang Long Citadel		Ho Citadel	
	Frequency	Mean	Frequency	Mean
Gender	T = 24.195		T= 23.157	
Male	50	5.30	41	4.93
Female	53	5.36	51	5.43
Age	F= 1.194		F= 2.611	
16 – 18	7		5	5.40
19 – 29	44	5.41	25	5.48
30 – 39	26	5.04	32	4.84
40 – 49	15	5.33	13	5.47
50 – 59	6	5.50	9	5.67
60 – 69	5	6.00	5	3.67
>70			3	5.33
Education level	F=0.792		F= 1.459	
Primary School			1	6.00
Secondary School	6	5.17	11	5.55
High School	12	5.58	15	5.33
Vocational School	1	6.00	19	4.74
Tertiary	39	5.36	43	5.21
Post-graduate	44	5.27	3	6.00
Other	1	4.00		
Occupation	F= 0.320		F=0.695	
Employee	61	5.26	34	5.26
Self-employed	12	5.25	11	5.67
Retired	1	6.00	4	4.50

Civil servant	8	5.38	23	5.17
Unemployed	3	5.50	2	5.33
Housewife/man	11	5.55	11	5.19
Student	7	6.00	7	4.50

Hypothesis 4: There is no difference in overall satisfaction between heritage tourist groups

Table 42 shows that five groups of heritage tourists at the Thang Long Citadel had different levels of satisfaction. The serendipitous heritage tourists who expressed their highest overall satisfaction were “satisfied”, “very satisfied” or even “extremely satisfied” (98%) compared to 85% of casual heritage tourists, 81.8% of purposeful heritage tourists, 75% of incidental heritage tourists and 62.5% of sightseeing heritage tourists.

Table 42: Comparison of five groups of heritage tourists with overall satisfaction at the Thang Long Citadel

Categories	Casual heritage tourists N = 8	Incidental heritage tourists N = 11	Sightseeing heritage tourists N = 51	Purposeful heritage tourists N=20	Serendipitous heritage tourists N=12
Extremely Unsatisfied	0.0	0.0	0.0	0.0	0.0
Very Dissatisfied	0.0	0.0	0.0	0.0	0.0
Little Dissatisfied	10.0	8.3	12.5	18.2	0.0
Neutral	5.0	16.7	25	0.0	2.0
Satisfied	25.0	8.3	37.5	45.5	49.0
Very Satisfied	45.0	58.3	12.5	27.3	47.1
Extremely Satisfied	15.0	8.3	12.5	9.0	2.0

Similarly, Table 43 shows the differences between heritage tourists groups in relation to their overall satisfaction at the Citadel for Ho dynasty. Accordingly, the serendipitous heritage tourists had the highest level of satisfaction, accounting for 85.7%, in comparison with the purposeful heritage tourists (84.9%), casual heritage tourists (83.5%), incidental heritage tourists (63.6%) and sightseeing heritage tourists (54.5%).

The results from this research have indicated that the hypothesis be rejected.

Table 43: Comparison of five groups of heritage tourists with overall satisfaction at the Ho Citadel

Categories	Casual heritage tourists N = 11	Incidental heritage tourists N = 6	Sightseeing heritage tourists N = 21	Purposeful heritage tourists N = 43	Serendipitous heritage tourists N = 11
Extremely Unsatisfied	0.0	9.1	0.0	0.0	0.0
Very Dissatisfied	2.3	0.0	0.0	0.0	0.0
Little Dissatisfied	5.0	0.0	9.1	2.7	0.0
Neutral	9.3	27.3	36.4	12.4	14.3
Satisfied	27.9	18.2	9.1	14.7	28.6
Very Satisfied	53.5	27.3	45.5	53.5	52.4
Extremely Satisfied	2.0	18.2	0.0	16.7	4.8

5.5. Conclusion

This chapter firstly featured the social demographic characteristics and travel behaviour of the respondents. Visitors to the Thang Long Citadel and the Ho Citadel were composed of both males and females, yet there were more female visitors than male ones. Those people were considered young and middle aged and well-educated. The majority of the respondents at these sites were first-time tourists who were independent in their visit arrangements, largely travelling in groups and spending a short time visiting. Subsequently, this chapter depicted the tourist experience and classification of heritage tourists. Regarding tourists' experience at other WHS/s outside Vietnam, the findings showed that more tourists at the Thang Long Citadel visited these sites than visitors at the Ho Citadel. Additionally, the majority of visitors said that they were impressed with architecture, history and ancient remains revealed through excavations. Through the survey, the respondents offered many recommendations such as guiding, entrance ticket fees, signage and other amenities which they thought should be urgently need to be fixed or improved.

Using McKercher model (2002), it was found that purposeful heritage tourists were the largest group of visitors at the Ho Citadel. In contrast, the Thang Long Citadel witnessed the dominance of sightseeing heritage tourists. Every type of heritage tourists has her/his own depth of experience and cultural motives for visiting. Accordingly,

heritage tourists at the Thang Long have shallow experience and heritage plays an important role in their trip motives. Results also proved that a majority of respondent were foreigners, most of whom visited the heritage site for the very first time, and were seeking to learn about the citadel. Nonetheless, their experience was shallow and entertainment- oriented rather than concentrated on a deep understanding of the site. In comparison, heritage tourists at the Citadel for Ho dynasty had a deep heritage experience. The search for heritage played a crucial role in their visitation. Those people aspired to learn more about the heritage site and gained substantial insights. Finally, this chapter illuminated the relationship between tourists' satisfaction and the heritage selected attributes. Based on the analysis between tourists' expectation and tourists' satisfaction, it can be argued that tourists had different levels of satisfaction over the heritage attributes.

CHAPTER 6: DISCUSSION, IMPLICATIONS AND CONCLUSION

6.1. Introduction

Through reviewing the existing literature, little research has touched upon the Vietnam tourism industry, especially heritage tourism and WHS/s' contributions. Accordingly, this thesis has sought to focus on visitors, thus aiming to achieve insights into various segments of tourists and their levels of enjoyment in relation to heritage tourism. The results are believed to have assisted tourism managers and organizations in the better managing the tourist services and further improving the heritage attributes.

With regard to the methodology of research, a quantitative questionnaire survey was utilized to gather primary data from international and domestic visitors at two WHS/s in Vietnam: the Thang Long Imperial Citadel and the Citadel for Ho dynasty. Statistical analysis tools such as factor analysis, correlation analysis, multiple regression analysis, independent T-test and Analysis of Variance (ANOVA) were employed to test the hypotheses of this study.

Analysis of the results in the last chapter showed that despite some similarities, heritage tourists have substantial differences in terms of socio-demographic characteristics and travel behavior features. Various types of heritage tourists noted diverse levels of satisfaction. Therefore, it would be critical to group these findings in a bid to supply a clearer and brighter picture of visitors to the heritage sites in Vietnam.

Starting with a summary of the research's primary findings, this chapter endeavors to propose some implications for Vietnam national tourism organizations, heritage management boards and tour operators, before discussing with limitations and potentials for future studies. A few concluding remarks are placed at the end of this chapter.

6.2. Research findings: a final summary

The research findings reveal that over 70% of all tourists visiting either the Thang Long Imperial Citadel or the Citadel for Ho dynasty tended to be young and middle-aged. Most of them had a high level of education and were as employees or were self-

employed. In the category of original residence of tourists, while most tourists at the Thang Long Citadel were foreigners with Japanese taking the first position, domestic visitors were the most dominant at the Ho Citadel.

Travel behavior features of visitors saw that a majority of people who visited the heritage sites were in Vietnam for the first time. These people mostly organized their trip by themselves and travelled along with their friends, partners, family/relatives or colleagues. Most of tourists only spent from 1 to 2 hours seeing the heritage site. There was a sharp difference in terms of the respondents' sources of information. Internet and travel guide books were the most utilized sources of information for those who visited the Thang Long Citadel. Tourists at the Ho Citadel selected internet, family/relatives and friends as their preferences.

Tourist experiences such as their favorite thing and their recommendations were highlighted. Generally speaking, visitors at the Thang Long site were claimed as mostly foreigners who had more experiences with Vietnam and worldwide heritage sites than visitors at the Ho Citadel. A majority of visitors were interested in architecture, history and archaeological remains.

Considering the classification of heritage tourists, five groups were identified, called purposeful heritage tourists, sightseeing heritage tourists, casual heritage tourists, incidental heritage tourists and serendipitous heritage tourists (McKercher, 2002). The results showed that the purposeful heritage tourists and the sightseeing heritage tourists were by far the most prevalent compared to other groups of visitors. This explained that cultural/heritage motive played a critical role in tourists' visitation. Besides, a difference in distribution of these two most popular groups at two heritage sites was reported. At the Thang Long site, the sightseeing heritage tourists were the most popular, followed by the purposeful heritage tourists while the opposite was true at the case of the Ho Citadel.

Through scrutinizing the hypothesis, it could be supposed that various groups of visitors had different levels of satisfaction towards the heritage attributes. Indeed, the serendipitous heritage tourists and the purposeful heritage tourists offered their highest evaluation of attributes. This could be possibly linked to their main motivations and

desire while visiting. Through the classification, it could be believed that the Ho Citadel's tourists as mostly domestic people had deeper and more engaging heritage experience than its counterpart. The segmentation of visitors highlights that not all kinds of tourists were highly interested in heritage sites in Vietnam. As a result, evaluation of heritage attraction sites in Vietnam for both international and domestic visitors is necessary to create a comprehensive tourism development strategy.

In addition to the segmentation of heritage tourists, this chapter measured the visitors' satisfaction and the selected heritage attributes at the Thang Long site and the Ho Citadel site. The research compared the tourists' satisfaction to the 12 heritage attributes, through which categorized into satisfied attributes, indifferent attributes and dissatisfied attributes. A majority of attributes were listed as satisfied attributes, the remainders were split into indifferent attributes and dissatisfied attributes.

Given the overall satisfaction among the participants, hypotheses were presented and tested to justify how visitors felt fulfilled with their trips. Firstly, factor analysis of the 12 heritage attributes were performed in order to understand the underlying dimensions of the attributes and then correlation analysis was conducted to figure out the relationship between the tourists' level of satisfaction in relation to the heritage attributes. The findings showed that visitors at the Thang Long site had different levels of satisfaction compared to the Ho Citadel. Moreover, by examining the hypotheses, there was a correlation between tourists' overall satisfaction and heritage attributes. The correlation between tourists' overall satisfaction and their intentions to revisit was true in the case of the Ho Citadel. The relationship between tourist overall satisfaction and demographic characteristic was true in terms of gender only. Ultimately, there were huge differences between the overall satisfaction of tourists and heritage tourist groups.

6.3. Implications and recommendations

This part focuses on the implications and recommendations for heritage practitioners at all levels including the Vietnam national tourism organizations and heritage management boards. In the meantime, it provides some advice as well as recommendations for each practitioner to strengthen marketing strategies and improve tourism products and services.

Implications and recommendations for the Vietnam tourism organizations

Through the findings at the Thang Long Imperial Citadel and the Citadel for Ho dynasty, cultural/heritage tourism is generally one of the best tourist attractions of the Vietnam tourism. The cultural/heritage sites could become the leading tourism products, so marketing and promotion program should be made in response to the fast growing of this sector. It is consistent with existing studies that culture, history and natural landscape are the most prevalent tourist attractions in Vietnam. Vietnam is privileged to possess a variety of landscapes, sceneries, long history and unique cultures throughout the country, thereby shaping massive tourist attractions. As a result, these important values should be stressed in marketing strategies and in enhancing the image of country globally. Sites should also be interpreted a manner that is informative as well as appeals to visitors, whilst maintaining the integrity of the attraction itself. Unfortunately, the quality of tourism products and services as well as infrastructure should be taken into account. These are reasons why repeat visitors to Vietnam are much lower than neighboring countries such as Thailand and Malaysia. In order to bolster the image of Vietnam tourism, providing better services and products and investment into fundamental infrastructure are highly recommended.

The second implication for the Vietnam national tourism organizations is the assumption that visitors to WHS/s are heterogeneous. Given the application of Mckercher's model (2002), five different heritage tourists were measured at the Thang Long site and the Ho site, namely purposeful heritage tourists, sightseeing heritage tourists, casual heritage tourists, incidental heritage tourists and serendipitous heritage tourists. These heritage tourists were grouped based on two factors: the role of cultural/heritage in their visitation and the depth of their experience. The majority of the respondents were the purposeful heritage tourists and the sightseeing heritage tourists, reflecting that cultural/heritage was the main reason for their visitation. Regarding the nature of these types of tourists, the purposeful heritage tourists have a deep heritage experience and heritage motive plays a vital role in their trips. Meanwhile, the sightseeing heritage tourists have a shallow heritage experience and heritage plays an important role in their visit. Therefore, any changes or improvements in heritage management and tourism products should be carefully examined, informed by this new insight into heritage tourists.

Implications for the heritage management boards

Through comments made by visitors at the Thang Long Citadel and the Ho site, some implications and recommendations are noted. All visitors to these sites are in need of cultural/heritage information, so it is vital to supply tourists with accessible information about each site. Regardless of their visit motivation and their heritage experience, providing brochures, leaflets and guidebooks might assist tourists in enriching their knowledge of heritage site. Besides, diverse sources of information aid tourists in avoiding one-sided stories which are judged as propaganda (Le, 2009).

Several specific suggestions could be made for each site given its individual characteristics. At the Thang Long site, the heritage management board might take guiding into account because not many tourists had the opportunity to be guided throughout their trips, largely due to the lack of guides. Given the huge number of Japanese at the Thang Long site, and the lack of Japanese guiding offered by the Thang Long management board so far, guides in Japanese would be useful. This may also apply to Korean and Chinese guiding needs.

More signage, guide, water taps and power outlets could be deployed as basic amenities for visitors. At the Ho Citadel, a more comprehensive tour including various sites should be made so visitors can see the whole heritage site, not just parts of it. In addition to this, investment into accommodation, souvenirs and exhibitions are required to meet the increasing demands of visitors. Finally, more excavations to clarify the ancient structures of the Ho Citadel are highly recommended. These recommendations were suggested for the Thang Long site and the Ho Citadel in particular. Generally, they can be applied to other sites which share similar characteristics and functions in Vietnam such as Hue citadel or My Son sanctuary.

Based on the expectation-satisfaction analysis, some suggestions could be made for the heritage management boards. At both sites, some attributes indicated high satisfaction amongst visitors such as archaeological remains, landscapes which need to be maintained. In contrast, some attributes such as guiding and souvenirs (Thang Long site) and souvenirs, services (café and restaurants) and indoor facilities (Ho Citadel) did not really interest visitors, so they need to be changed or improved. This is somewhat consistent with a research made by Huang, Weiler and Assaker (2015) supposing that

heritage tourism managers need to take heed of guiding as a useful tool for delivering and satisfying tourist experiences.

Globally, heritage tourism management is stepping into a more visitor-oriented approach which consists of concerns about tourists' preferences and the quality of their experiences as well (Apostolakis & Jaffry, 2005). It is undeniable that once visitors have a sense of complacency, they might be more likely to support the philosophy of the site's management plans; therefore the site will be easier to manage (Alazaizeh et al., 2016; Hall & McArthur, 1996). Based on this research's findings, the majority of tourists as foreigners at the Thang Long site seek to achieve a shallow entertainment-oriented experience such as wandering, taking photos, enjoying their time and learning a little bit. By bearing these in mind, managers should supply them with appropriate interpretation materials and on-site activities, which combine education and entertainment. By contrast, comprehensive materials and wide-ranging activities could be provided for tourists at the Ho Citadel as they are keen to seek deeper understanding of the heritage site. Involving tourists' suggestions and recommendations in management plans and decision-making plans will undoubtedly ensure the growth and sustainability of the heritage site.

6.4. Limitations and future studies

Limitations

In this study, several limitations have been recorded. First, the survey was only conducted within a short period of time, so there was no chance to obtain longitudinal data but seasonal responses. The author's circumstances as an international student meant that the survey was undertaken in during the off-peak period of international and domestic tourists. This could cause the limitation of diversity of sample sizes. Second, the selected attributes as independent variables could be another weakness of this study, because other attributes which were not used could affect the views and attitudes of tourists. Next, both the Thang Long Imperial Citadel and the Citadel for Ho dynasty were not representative of all WHS/s in Vietnam. Research at all sites would be more comprehensive and advisable. The final limitation could be due to the differentiation between expectation and satisfaction. Some respondents replied to both things in a similar manner, making total clarity less certain. However, it is believed that these limitations could make the way for additional directions and future studies.

Future research

Given the above-mentioned limitations, some issues have occurred demanding further investigation. Firstly, the study sites may have affected the research findings. If this study had used one site in Vietnam and one site in another country or one cultural heritage site versus one natural heritage site, the final results could have been different. Therefore, it would be interesting to make a comparison with sites in Thailand, Laos, Cambodia and Malaysia. Secondly, this research used only one way to classify heritage tourists and identify the satisfaction of the respondents. If more approaches had been applied, there may have been diverse results. Future researches could take advantage of different viewpoints to achieve a greater range of findings.

6.5. Conclusion

This research has created not only a theoretical contribution to tourism literature but also a practical account of heritage tourism in Vietnam. Some key conclusions were made from this study. First, classification of heritage tourists proves that these visitors are not heterogeneous. Sightseeing heritage tourists and serendipitous heritage tourists are by far the most numerous. Accordingly, appropriate marketing and tourism products are of vital importance to targeting potential visitors. Second, tourists have different satisfaction levels of the heritage attributes and they were mostly satisfied with their trips. However, from the tourists' perspective, heritage management boards should further improve the existing attributes to attract more visitors. If managed well, these sites can have greater impacts on the conservation and promotion of Vietnam cultural heritage. This strategy is likely to enable Vietnam to continue its growth as a country that attracts tourists.

APPENDIXES

Appendix 1: Participant Information Sheet



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PARTICIPANT INFORMATION SHEET

The segmentation and satisfaction of visitors to the World Heritage: Comparative analysis of two Cultural Heritage sites in Vietnam

Name of researcher: Nam Nguyen Ky

Supervisor: Dr. Claudia Bell

Researcher Introduction

I am Nguyen Ky Nam and I am a student in the University of Auckland, Faculty of Arts, School of Humanities. My supervisor is Dr. Claudia Bell.

This Project

Rationale: The reason that I am doing this research is that there has been little research focusing on the segmentation and satisfaction of visitors at the World Heritage Sites in Vietnam including the Thang Long Imperial Citadel and the Citadel for Ho dynasty.

Aims: The research attempts to identify and analyze the different groups of visitors and their satisfaction so that recommendations might be created to better respond to visitors and to further improve the quality of heritage tourism products in Vietnam.

Duration: This project will be conducted from August to October 2017

Invitation to participate

You are invited participated in this research because you are a visitor travelling to this heritage site. Your participation is voluntary and you may decline this invitation to participate without penalty. I would highly appreciate any assistance you can offer me

Project Procedures

If you choose to participate, you will be asked to answer questions in the questionnaire. The expected time commitment from you for this will be around 12 – 15 minutes. You can choose to withdraw from participation at any time.

Data storage, Retention, Destruction and Future Use

I will collect data by delivering questionnaires to visitors. The data will be stored in my filing cabinet. The data will be stored for a minimum of 6 years. After the minimum storage time has elapsed, the data will be destroyed by shredding or deleting.

Right to withdraw from participation

You have the right to withdraw as participants only up to the point where you submit the questionnaire.

Anonymity and Confidentiality

If the information you provide is reported/published, this will be done in a way that does not identify you as its source. A copy of the research findings will be made available to you, if you wish by contacting me at my University of Auckland email address.

CONTACT DETAILS AND APPROVAL

Researcher name and contact details	Supervisor name and contact details	Head of Department/School name and contact details
Nam Nguyen Ky Master in Museums and Cultural Heritage School of Humanities The University of Auckland, New Zealand Email: nngu378@aucklanduni.ac.nz	Dr. Claudia Bell School of Humanities The University of Auckland, New Zealand Email: c.bell@auckland.ac.nz	Assoc-Prof Steve Matthewman School of Humanities The University of Auckland, New Zealand Email: s.matthewman@auckland.ac.nz

For any queries regarding ethical concerns you may contact the Chair, The University of Auckland Human Participants Ethics Committee, The University of Auckland, Research Office, Private Bag 92019, Auckland 1142. Telephone 09 373-7599 ext. 83711.
Email: ro-ethics@auckland.ac.nz.

Approved by the University of Auckland Human Participants Ethics Committee on 28/07/2016 for three years. Reference Number 019321.

Appendix 2: Self-administered questionnaires

QUESTIONNAIRES



Please tick in the box ; and circle the number that most applies to you and fill in the lines.

A. Your trip to the World Heritage Site (WHS)

1. Is this your first trip to this WHS? Yes ₁ No ₂

If not, how many times have you been to this site previously?

	1b
--	----

2. How did you arrange your travel to this site?

It was a part of your package tour in Vietnam <input type="checkbox"/> ₁	Bought a private tour to the site <input type="checkbox"/> ₄
---	---

Made by yourself ₂

Taken by your friend/ relatives <input type="checkbox"/> ₃	Other (Please specify)----- <input type="checkbox"/> ₅
---	---

3. Who are you travelling with to this WHS?

Alone <input type="checkbox"/> ₁	Family and/or relatives <input type="checkbox"/> ₄
---	---

Friends <input type="checkbox"/> ₂	Colleagues <input type="checkbox"/> ₅
---	--

Partner <input type="checkbox"/> ₃	Other (Please specify)----- <input type="checkbox"/> ₆
---	---

4. How long do you spend in this WHS?

1- 2 hours <input type="checkbox"/> ₁	1 day <input type="checkbox"/> ₄
--	---

3 - 5 hours <input type="checkbox"/> ₂	Other (Please specify)----- <input type="checkbox"/> ₅
---	---

½ day <input type="checkbox"/> ₃	
---	--

5. What are your sources of information about this WHS?

Family/relatives <input type="checkbox"/> ₁	Movies about the Vietnam World Heritage Sites <input type="checkbox"/> ₇
--	---

Other travellers <input type="checkbox"/> ₂	TV channels <input type="checkbox"/> ₈
--	---

Friends <input type="checkbox"/> ₃	Travel agents <input type="checkbox"/> ₉
---	---

Internet <input type="checkbox"/> ₄	Transportation providers <input type="checkbox"/> ₁₀
--	---

Newspapers and magazines <input type="checkbox"/> ₅	Accommodation providers <input type="checkbox"/> ₁₁
--	--

Travel guidebooks <input type="checkbox"/> ₆	Other (Please specify)----- <input type="checkbox"/> ₁₂
---	--

6. Please rate the following reasons for your trip to this WHS

	Not Important at all	Un-important	Neutral	Important	Very Important
Culture/ Heritage values	1	2	3	4	5
Nature/ Landscapes	1	2	3	4	5
It was included in the tour	1	2	3	4	5

7. Please select only **ONE** option that you experienced most at this WHS

Mostly sightseeing/ photography or seeing interesting and unusual sites	<input type="checkbox"/> ₁
An opportunity to learn a little bit about this WHS	<input type="checkbox"/> ₂
An opportunity to learn a lot about this WHS	<input type="checkbox"/> ₃
A chance to develop a deep understanding of this WHS	<input type="checkbox"/> ₄

8. What did you find the most interesting about your trip to this WHS?

.....

9. What other World Heritage Sites in Vietnam have you visited or are you going to see on this trip?

	Have visited	Are going to visit
1 Ha Long Bay	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
2 Trang An Landscape Complex	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
3 Phong Nha - Ke Bang National Park	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
4 Complex of Hue Monuments	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
5 Hoi An Ancient Town	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
6 My Son Sanctuary	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

10. What other World Heritage Sites in the world have you visited over the past 2 or 3 years?

Yes ₁ No ₂

If yes, please specify:.....

B. Expectation and Satisfaction

11. Please rate your expectation and satisfaction of following heritage attributes

	Attributes	Expectation							Satisfaction						
		Very low			Very high				Very unsatisfied			Very satisfied			
1	Interpretation	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2	Souvenirs	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3	Exhibitions	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	Archaeological remains	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5	Guiding	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6	Indoor facilities	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7	Accessibility	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	Atmosphere	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9	Architecture	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10	Landscape	1	2	3	4	5	6	7	1	2	3	4	5	6	7
11	Education programs	1	2	3	4	5	6	7	1	2	3	4	5	6	7
12	Services (cafés/restaurants)	1	2	3	4	5	6	7	1	2	3	4	5	6	7

12. Please rate your overall satisfaction at this WHS

Extremely Unsatisfied	Very dissatisfied	Little Dissatisfied	Neutral	Satisfied	Very Satisfied	Extremely Satisfied
1	2	3	4	5	6	7

C. Personal details

13. What is your gender?

Male ₁ Female ₂

14. Which age group are you in?

16 - 18 ₁ 30 - 39 ₃ 50 - 59 ₅ >70 ₇
 19 - 29 ₂ 40 - 49 ₄ 60 - 69 ₆

15. Which is the highest level of education you have completed?

- | | | | | | |
|------------------|--------------------------|---|-----------------------------|--------------------------|---|
| Primary School | <input type="checkbox"/> | 1 | Vocational School | <input type="checkbox"/> | 4 |
| Secondary School | <input type="checkbox"/> | 2 | Tertiary | <input type="checkbox"/> | 5 |
| High School | <input type="checkbox"/> | 3 | Post graduate | <input type="checkbox"/> | 6 |
| | | | Other (Please specify)----- | <input type="checkbox"/> | 7 |

16. What do you do?

- | | | | | | |
|---------------|--------------------------|---|-----------------------------|--------------------------|---|
| Employee | <input type="checkbox"/> | 1 | Housewife/man | <input type="checkbox"/> | 6 |
| Self-Employed | <input type="checkbox"/> | 2 | Student | <input type="checkbox"/> | 7 |
| Retired | <input type="checkbox"/> | 3 | No answer | <input type="checkbox"/> | 8 |
| Civil servant | <input type="checkbox"/> | 4 | Other (Please specify)----- | <input type="checkbox"/> | 9 |
| Unemployed | <input type="checkbox"/> | 5 | | | |

17. What is your nationality?

- | | | | | | |
|------------|--------------------------|---|-----------------------------|--------------------------|----|
| Vietnamese | <input type="checkbox"/> | 1 | Japanese | <input type="checkbox"/> | 7 |
| American | <input type="checkbox"/> | 2 | Chinese | <input type="checkbox"/> | 8 |
| British | <input type="checkbox"/> | 3 | Korean | <input type="checkbox"/> | 9 |
| French | <input type="checkbox"/> | 4 | Thai | <input type="checkbox"/> | 10 |
| Australian | <input type="checkbox"/> | 5 | Malay | <input type="checkbox"/> | 11 |
| German | <input type="checkbox"/> | 6 | Other (please specify)----- | <input type="checkbox"/> | 12 |

18. Will you return to this WHS? Yes 1 No 2 No idea 3

19. Are there some comments/suggestions that you would like to make?

.....
.....

THANK YOU SO MUCH FOR YOUR TIME AND COOPERATION!

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