

# Nghiên cứu mối quan hệ cấu trúc tuyến tính của dịch vụ thuyết minh du lịch lên hình ảnh điểm đến và ý định quay trở lại điểm đến của du khách: nghiên cứu tại Bình Định và Phú Yên

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## TÓM TẮT

Nghiên cứu này tìm hiểu và đo lường mối quan hệ cấu trúc của dịch vụ thuyết minh du lịch đến hình ảnh điểm đến và ý định quay trở lại điểm đến của du khách. Từ việc thu thập và phân tích 406 bảng hỏi khảo sát từ khách du lịch đã ghé thăm Bình Định và Phú Yên, nghiên cứu này chứng minh rằng dịch vụ thuyết minh du lịch có tác động trực tiếp đến hình ảnh điểm đến và gián tiếp đến ý định quay trở lại điểm đến của khách du lịch. Nghiên cứu cũng cho thấy hình ảnh điểm đến có tác động trực tiếp đến ý định quay trở lại của khách du lịch. Các hiệu ứng trong mối quan hệ cấu trúc trên được xác định là lớn, nghĩa là dịch vụ thuyết minh du lịch có tác động lớn đến hình ảnh điểm đến và ý định quay trở lại của khách du lịch. Do đó, nghiên cứu này làm phong phú và đa dạng lý thuyết về dịch vụ thuyết minh du lịch, hình ảnh điểm đến và ý định quay trở lại. Từ đó, cung cấp giá trị ứng dụng thực tiễn cho các chương trình đào tạo hướng dẫn viên, các doanh nghiệp du lịch, tổ chức quản lý và tiếp thị điểm đến trong việc quản lý dịch vụ thuyết minh du lịch và nâng cao hình ảnh điểm đến.

**Từ khóa:** *Dịch vụ thuyết minh du lịch, hình ảnh điểm đến, lý thuyết S-O-R, mô hình phương trình cấu trúc, ý định quay trở lại.*

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# Unpacking the structural relationships between tourism interpretation service, destination image, and intention to revisit: a study in Binh Dinh and Phu Yen provinces

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## ABSTRACT

This study unpacks the structural relationship of tourism interpretation service on destination image and intention to revisit destinations. This study fulfills the research objective by collecting and analyzing 406 survey questionnaires by tourists who visited Binh Dinh and Phu Yen provinces. The study found that tourism interpretation service directly influence destination image while having an indirect influence on tourists' intention to revisit the destination. The study also found that destination image influences directly on tourists' revisit intention. The effects were found as large effects, meaning tourism interpretation service influences largely destination image and tourists' revisit intention. As such, the study enriches and advances the literature on tourism interpretation service, destination image, and revisit intention. The study provides practical implications for tour guide training programs, tourism businesses, and destination marketing organisations in managing tourism interpretation services and enhancing destination image.

**Keywords:** *Destination image, revisit intention, S-O-R theory, structural equation modeling, tourism interpretation service.*

## 1. INTRODUCTION

The intention to revisit a destination is recognized as an important factor in evaluating the effectiveness of tourism activities at that destination.<sup>1</sup> However, research on factors influencing tourists' intention to revisit after their trip is lacking and has not received sufficient attention from researchers. Tour guides have been evaluated as important personnel and representatives of a destination. Tour guides play a crucial role in shaping tourists' experiences and the image of the destination; among these, the

tourism interpretation service provided by tour guides, as indicated by some recent qualitative studies, can have an impact on the destination image.<sup>2,3</sup> The destination image is identified as a factor influencing the decision-making process of choosing a destination. If tourists leave a destination with positive images of that destination, their intention to revisit is believed to become stronger. Therefore, there are reasons to believe that if tour guides provide a good interpretation service about the destination, tourists may form a positive and impressive

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image of the destination and have a stronger intention to revisit to that tourist destination. However, to date, the relationship between these factors has not received sufficient attention from researchers, especially quantitative studies.

In recent years, Binh Dinh and Phu Yen have become emerging tourist destinations in Vietnam and Asia (<https://bvhttdl.gov.vn/>). Becoming attractive tourist destinations contributes to the strong development of the tourism industry in particular and the local economy in general. In recent times, tourism in Binh Dinh has achieved significant achievements that have contributed significantly to the socio-economic development of the region and the overall tourism development of the country and Binh Dinh in particular. According to statistical results, the number of tourists visiting Binh Dinh province in 2018 was nearly 4.1 million visitors, of which nearly 327.5 thousand were international tourists, accounting for about 8%. In 2019, the number of tourists increased to 4.8 million visitors; of which international tourists were 484 thousand, accounting for 10% (<https://sodulich.binhdinh.gov.vn/>). The statistics also show that the total revenue from tourists in Binh Dinh is mainly from domestic tourists. According to information from the Binh Dinh Department of Tourism, the total number of tourists visiting tourist destinations throughout the province in the first 9 months of 2022 was 3.5 million visitors (an increase of 200.3% compared to the same period in 2021), of which domestic tourists accounted for 3.1 million visitors. Along with the increase in the number of tourists, the transformation of tourism in Binh Dinh is also marked by the economic value that tourism activities bring. Specifically, the revenue from tourism activities in Binh Dinh has seen a strong increase, with tourism revenue in September 2022 estimated at 1,416 billion VND, an increase of 140,879% compared to the same period in 2021. In total, in the first 9 months of 2022, the total revenue of Binh Dinh's tourism

industry is estimated at 11,578.8 billion VND, an increase of 617.3% compared to the same period in 2021.

In the category "Top 10 Most Prominent Tourist Destinations in 2022," the keyword "Phu Yen Tourism" ranks among the top 3 most searched. Google explains that abundant and diverse natural resources, and famous landscapes with magnificent natural scenery in Phu Yen are popular choices for Vietnamese people, leading the search trend in 2022 on the topic of tourism. In November 2022 alone, despite being the lowest season for tourism, the number of visitors to Phu Yen reached 198,700 with 117,236 staying overnight, the highest ever recorded. Compared to 2019, before the COVID-19 pandemic, tourist arrivals to Phu Yen increased by 23%, and revenue increased by 41% (<https://sodulich.phuyen.gov.vn/>). This indicates that tourism in Phu Yen is experiencing a strong recovery.

Therefore, the interpretation service provided by tour guides about the destination is also developing and essential for tourists when visiting Binh Dinh and Phu Yen. The number of tour guides working at various sites and leading tours in both provinces has been continuously increasing. A study focusing on tourism interpretation service as well as its impact on the destination image and intention to revisit is a measure of the effectiveness of this important tourism personnel. Furthermore, ensuring a positive image of the destination and increasing the intention to revisit tourism at these destinations is not only an expectation of tourism personnel but also a goal of the tourism authorities in these two provinces. Therefore, based on scientific rationale and practical demands, it is necessary to conduct a study on the influence of the tourism interpretation service on destination image and intention to revisit destinations, specifically focusing on Binh Dinh and Phu Yen provinces.

## 2. LITERATURE REVIEW

### 2.1. Tourism interpretation service

According to the Vietnamese Ministry of Culture, Sports and Tourism,<sup>4</sup> tourism interpretation service (TM) is the expression through language, both verbal and non-verbal, by tour guides and interpreters about tourist attractions, travel routes, and related information about objects visited in a tourist program at a destination. The authors of the research project "Current Situation and Some Solutions for Developing the Vietnamese Interpreter Team"<sup>5</sup> summarized that in terms of semantics, the term "interpretation" refers to speaking or explaining to make things, events, or images clearer. Other researchers studying TM in Vietnam,<sup>6-8</sup> also agree that TM involves the use of spoken language by tour guides and interpreters to convey information and explain the objects at the tourist sites and travel routes, the quality of tour interpretation services influencing by factors such as knowledge about tourism products, presentation skills, travel advice, personal demeanor, and image. These studies on TM mentioned above demonstrate the importance of TM and the abilities of tour guides to create a good travel experience for customers. Researchers also agree that investing in training and improving the quality of TM and the skills of tour guides will help enhance customer satisfaction and improve their travel experiences. According to the Vietnamese Law of Tourism, 2017, interpreters are on-site tour guides who serve interpretation services at sightseeing, museums, and others.

Internationally, TM has also received attention from many tourism researchers. Neale et al.<sup>9</sup> focused on analyzing important factors in TM. These authors defined TM as the process of presenting and explaining a tourist destination, including its history, culture, geography, landscape, tourism activities, and other related information about the destination. TM aims to provide tourists with a comprehensive understanding of the destination they are

visiting and enable them to enjoy their vacation to the fullest. This study also indicated that TM can enhance interaction between tourists and locals, contributing to the economic and tourism development of the local area. The authors also emphasized the importance of TM in introducing and promoting the image of a tourist destination, attracting tourists to that location. Huang and Hsu<sup>10</sup> presented that TM is the process of vividly and visually introducing information about a tourist destination so that customers can understand and experience it to the fullest. Kuo et al.<sup>11</sup> highlighted that TM is an important factor in customers' travel experiences, and can contribute to enhancing customer satisfaction with their travel experience, while also generating economic value for the local community by attracting tourists and promoting the development of the tourism industry. The authors also highlight the importance of TM in introducing and promoting the image of a tourist destination to customers and professionals, contributing to the sustainable development of the tourism industry.

It can be seen that tourism researchers have presented the concept of TM from various perspectives. In general, a TM is defined as a service that provides information about tourist destinations to tourists through guiding and explaining activities, aimed at improving their travel experience. However, in any form, TM has the common purpose of helping tourists better understand the tourist destination and creating a memorable travel experience, thereby enhancing customer satisfaction. By introducing information about the history, culture, architecture, and tourism activities at that location, TM helps customers receive and experience the tourist destination more comprehensively. In addition, TM can also help customers better understand sustainable tourism activities and encourage them to participate in these activities to protect the environment and maintain the cultural and historical values of the tourist destination. The purpose of TM is

to meet tourists' needs for visiting objects or to learn about local cultures, festivals, religions, customs, arts, traditions, architecture, artistry, landscapes, heritage sites, cultural villages, unique products, traditional products as well as many other contents at the locality. In addition, TM also supplement information upon customers' requests, answers questions, and clarifies doubts for customers not only at visiting objects but also during transportation or rest time.

## 2.2. Destination image

The concept of "image" is widely used in marketing and behavioral sciences to describe how individuals perceive goods, objects, actions, and events based on their beliefs, feelings, and impressions. In tourism destination marketing, the image refers to a person's impressions, ideas, expectations, and emotional thoughts about a specific location.<sup>12-13</sup> There are two common approaches to conceptualizing destination image. One approach views it as a complex construct consisting of cognitive, emotive, and behavioral components. However, this conceptualization varies in many different destination contexts and is hard to measure as the variety and differences of attributes in numerous destinations. The other approach evaluates the overall destination image using a single-item method. The latter approach is more widely applied as it is easily applicable.

Destination image significantly impacts tourists' future visitation behavior. It influences their intention to revisit a destination and their likelihood to recommend it to others. It is the combination of visual and mental impressions that individuals have of a place or experience. This perception plays a significant role in tourists' decision-making when choosing destinations. For destinations that heavily rely on tourism, destination image is a crucial element in their marketing strategies.

According to the Vietnam National Administration of Tourism (VNAT),<sup>4</sup> a destination image is often described simply as

an impression of a place or a perception of a region. There are many accepted definitions of a destination image, but it is generally understood as a system of beliefs, ideas, and impressions that people have about a particular place or destination. Destination image and destination satisfaction are two distinct concepts in the realm of tourism. Destination image refers to the overall perception or reputation of a place held by potential travelers, which can be influenced by marketing efforts, media portrayal, and word-of-mouth recommendations. It represents the mental picture or impression that people have of a destination before actually visiting it. On the other hand, destination satisfaction pertains to the actual experience and contentment felt by tourists during their visit to a specific destination. It is based on factors such as the quality of services, attractions, hospitality, and overall experience encountered during the trip. While destination image shapes expectations and influences travel decisions, destination satisfaction reflects the level of fulfillment and enjoyment derived from the visit itself. Therefore, according to the VNAT, a destination image is the belief, idea, and impression that tourists have about a place. The destination image directly affects tourists' decision to choose a tourism destination and thus is a key construct research of this study to consider its effect on tourists' intention to revisit.

Currently, research around the world highlights the concept of destination image as a crucial factor in the process of tourists' decision-making and destination choices. The following are some recent studies on the concept of destination image in tourism worldwide:<sup>14</sup>

- Lehto and O'Leary's study showed that the destination image can be created from external factors such as the leaders' opinions, media, and educational systems.

- Baloglu and Brinberg identified the destination image as a set of memories, impressions, and information that tourists have about the destination.



- Pike's study also demonstrated that the destination image can influence customers' choice and satisfaction with their tourism experience.

- Beerli and Martin argue that the destination image is the result of tourists' characteristics, perceptions, and evaluations of the destination. They also affirm that the destination image is a significant factor in tourists' decision-making process when selecting a destination.

- In Hosany et al.'s study, the authors pointed out that the destination image can be created through customers' experiences, reliable information, and media. They also suggest that the destination image can be analyzed into different factors such as culture, nature, history, and services.

- Buhalis and Law mentioned that the destination image is an essential factor in tourists' decision-making process when choosing a destination. They argue that the destination image includes characteristics of culture, history, and environment of the place.

- Andrade and Kastenholtz examined the concept of destination image from the perspectives of tourists and residents. They suggest that the destination image is created from a combination of information and experiences of tourists and residents, as well as through various media channels.

*Source: Assumed in Andrade et al.<sup>14</sup>*

In sum, it can be concluded that a destination image is the impressions, feelings, or thoughts that tourists have about a specific place through what they see, hear, experience, or feel when they visit it. The studies mentioned above show that the destination image is a crucial concept in the tourism industry and significantly influences customers' decision-making process. The destination image is often formed based on information that people have heard or read from various sources, especially information reflecting

prominent features such as local culture, scenery, local cuisine, entertainment activities, tourism infrastructure, and many other factors. These pieces of information are often provided by tour guides at the destination. Therefore, it can be said that TM can impact the destination image.

### 2.3. Intention to revisit

Research on the definition of intention to revisit to a destination by tourists often focuses on the ability and characteristics of tourists returning to a specific destination after a trip to that destination. For example, Park and Njite<sup>15</sup> study discusses the intention to revisit tourists in Jeju City, South Korea. This study defines intention to revisit as the ability or intention of tourists to return to Jeju City after their trip to Jeju. Similarly, Kanwel et al.<sup>16</sup> study examine the intention to revisit Chinese tourists, while Kusumawati et al.<sup>17</sup> study focuses on the intention to revisit tourists to Bali, Indonesia. These definitions may vary depending on each specific study, but overall, they aim to measure the ability and characteristics of tourists returning to a destination after their trip there.

According to the VNAT,<sup>4</sup> the intention to revisit to a tourist destination is the ability or desire of tourists to return to a destination they have previously visited. The significance of studying the intention to revisit a tourism destination is to help businesses in the tourism industry better understand and identify customer needs, thereby creating policies and products that are suitable for customer needs and desires, enhancing customer satisfaction and loyalty, and contributing positively to the development of the tourism industry.

In Vietnam, from 2017 until now, some studies have been conducted to investigate the intention to revisit to destinations by tourists, as this is one of the major concerns of tourism businesses and destination managers. Below are some notable research findings:<sup>6-8</sup>

- A study by Tuan and Toan<sup>6</sup> showed that over 80% of tourists have the intention to revisit

in the future. Factors influencing this intention include service quality, price, scenery, culture, history, and security.

- A study by Tran and her colleagues<sup>7</sup> in Ho Chi Minh City revealed that over 60% of tourists have the intention to revisit to Ho Chi Minh City for sightseeing and relaxation in the future.

- A study by Hai and Thuong<sup>8</sup> found that over 85% of tourists have the intention to revisit to in the future. Furthermore, this study also indicated that service quality and reasonable prices are the most important factors influencing the intention to revisit tourists.

From these studies, it can be seen that the intention to revisit a destination is of special interest to researchers and destination managers. The intention to revisit to a tourist destination is the ability or desire of tourists to return to a destination they have previously visited. The intention to revisit is influenced by various factors such as price, infrastructure, safety, security, and especially the quality of services that tourists receive and use at the destination. Therefore, it can be trusted that TM is one of the services that can influence the intention to revisit a destination by tourists. However, there is still limited specific research on this issue, so it requires special attention for further study.

2.4. Research framework

The S-O-R theory, also known as the Stimulus-Organism-Response theory, is a widely used framework in the study of tourist behavior, specifically in investigating tourist revisit intention. This theory posits that external stimuli, such as service quality, and tour guide services, impact an individual's internal state, referred to as the organism, which then leads to a behavioral response. In the context of tourist behavior research, the S-O-R theory has been applied to understand the factors that influence tourists' intention to revisit a destination. By utilizing the S-O-R theory in studying tourist behavior and revisit intention, researchers gain insights into the complex interplay between external stimuli, internal perceptions, and behavioral responses. This understanding allows for the development of effective strategies to enhance destination attractiveness and encourage repeat visitation.<sup>18</sup> Overall, the S-O-R theory provides a valuable framework for investigating tourist revisit intention by examining how external stimuli shape tourists' internal perceptions and ultimately influence their decision to revisit a destination. Based on the Stimulus-Organism-Response (S-O-R) theory and previous research, the theoretical model of the impact of tour guide services on the destination image and intention to revisit Binh Dinh and Phu Yen of tourists is expected as follows:

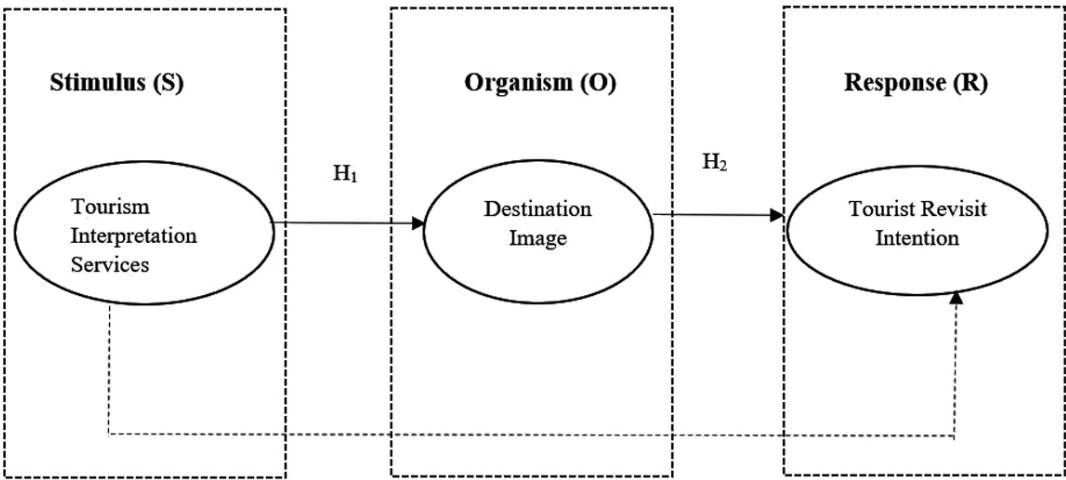


Figure 1. Stimulus-Organism-Response (S-O-R) theory and the proposed research model.

#### *2.4.1. Effect of tourism interpretation service on destination image*

Since 2014, TM has been considered as a crucial role in shaping the destination image. Through tourism interpretation service, tour guides can provide tourists with necessary information about the history, art, and culture of the destination, helping tourists gain a better understanding of the destination.<sup>14</sup> Additionally, high-quality TM contributes to a better tourist experience and higher satisfaction with their tour. This leads to a tendency for tourists to have a more positive evaluation of the destination image and consider revisiting it in the future. On the other hand, poor-quality TM can create a negative impression on tourists and lower their evaluation of the tour guide's effectiveness and the destination image.

Although not specific, previous studies have provided evidence that TM can directly influence the destination image. Kuo et al.<sup>11</sup> also found that TM significantly affects tourist satisfaction and their evaluation of the destination image. A high-quality TM can create a better experience for tourists and help them gain a deeper understanding of their destination, thereby improving their evaluation of the destination image. Cheng et al.,<sup>12</sup> also demonstrated that high-quality TM influences tourist satisfaction and destination image. Other authors have highlighted the importance of tour guides' communication skills and academic knowledge, along with tourist satisfaction, as important factors influencing the destination image. However, some other studies have shown that poor-quality TM can hurt the destination image and tourist satisfaction. This indicates that TM can directly influence the destination image. However, most previous studies have focused on Western contexts or developing tourism countries. However, research findings regarding the extent of this influence vary in different research contexts. Therefore, it is necessary to research to examine this influence in different

research contexts, avoiding generalizing research findings without relying on actual research results at specific destinations.

Based on previous research findings and the Stimulus-Organism-Response theory, this study assumes:

*Hypothesis 1 (H1): Tourism interpretation service directly influence destination image.*

#### *2.4.2. Effect of destination image on intention to revisit*

The influence of destination image on the intention to revisit a destination has been analyzed by Andrade,<sup>14</sup> who found that a positive destination image and higher tourist satisfaction can increase the intention to revisit. Asaker et al.<sup>19</sup> also highlighted the positive impact of destination image on tourist behavior. Balakrishnan<sup>7</sup> revealed that tourists express their intention to revisit a destination if they have a positive image of the place they have visited. In the field of tourism in Asia, previous quantitative studies have shown that destination image influences post-trip tourist behavior, including the intention to revisit.<sup>12,13,16,20</sup> The intention to revisit is an important dependent variable in the study of tourist behavior, reflecting the level of satisfaction and loyalty towards a specific destination. Several studies have demonstrated that destination image has a positive impact on the intention to revisit<sup>21</sup> indicating that when tourists have positive perceptions and expectations of a destination, they are more likely to evaluate it highly and desire to return in the future.

However, most studies on tourism impacts have been conducted in Western countries and developing tourism countries in Asia, and the extent of the influence of destination image on the intention to revisit may vary across different research contexts and study samples. Therefore, further research is needed on this issue in Vietnam and different localities within Vietnam to understand the level of impact of destination image on tourists' intention to revisit.



Based on previous research findings, this study assumes:

*Hypothesis 2 (H2): Destination image directly influences the intention to revisit a destination.*

#### 2.4.3. Indirect effect of TM on intention to revisit

Based on hypotheses H1 and H2, particularly the S-O-R theory, this study has a basis to believe that TM indirectly influence tourists' intention to revisit a destination. Providing high-quality tour guide services not only improves tourists' travel experience but also contributes to creating a positive destination image and increasing the likelihood of tourists returning to the destination. TM play a crucial and necessary role in every tourism program. Through this activity, tourists can satisfy their needs for exploration, information, and guidance - three essential needs in the tourist experience. Additionally, tour guide services also involve meeting the higher and deeper learning needs of tourists. Especially in theme-based tourism programs such as cultural and spiritual tourism, TM contribute to the success of a tourism program, not only providing credibility to the travel company - which directly designs and organizes the tourism program - but also contributing to building the reputation of the tourism industry of a country, thereby creating a positive image and promoting tourists' intention to revisit the destination in the future. Therefore, this study believes and assumes that:

*Hypothesis 3 (H3): Tourism interpretation service indirectly influences tourists' intention to revisit through destination image.*

### 3. RESEARCH METHODOLOGY

The study employed a quantitative research method by constructing a survey questionnaire. This method is commonly used in scientific research and involves collecting data by requesting individuals to respond to questions presented in the survey questionnaire. The steps involved in this method are as follows:

1. Identify the research objectives and develop hypotheses related to the research topic.

2. Design the survey questionnaire to gather information about the identified hypotheses.

3. Conduct pre-survey testing to assess the validity and reliability of the survey questionnaire before implementing it in the main study.

4. Distribute the survey questionnaire to the research subjects and collect their responses.

5. Analyze the data to answer the research questions and draw conclusions.

To ensure the accuracy and representativeness of the data sample for valid and valuable conclusions, in this study, the questionnaire was constructed based on inheritance and selective approaches from previous studies in the same field. To ensure objective data and high reliability, the authors followed the following procedure in constructing the questionnaire:

1. Identify concepts and measurement approaches for variables in the research model based on an overview of previous studies.

2. Develop a Vietnamese version of the questionnaire by translating and referring to previous studies.

3. The Vietnamese questionnaire was sent to a number of experts who are researchers and experts in tourism for feedback, and then adjusted for appropriate wording and structure.

According to Hair,<sup>22</sup> the sample size depends on the nature and context of each study. However, if the survey sample size exceeds 250, it ensures reliability in multivariate research and structural model analysis. Therefore, after being tested and adjusted through pre-survey research, an official survey with an expected collection of over 300 survey questionnaires will be conducted. Specifically, to ensure the timely progress of the study, the official survey questionnaire will be designed both online and

on paper. The researcher of this study will visit tourist destinations in Binh Dinh and Phu Yen provinces to conduct surveys on-site. The target respondents for this study are tourists who have visited Binh Dinh and Phu Yen in 2023.

Regarding the analysis and reporting of research results, this study will use SPSS 21 and AMOS 22 software to analyze the structural equation modeling (SEM) between tourism interpretation service, destination image, and revisit intention to Binh Dinh and Phu Yen as tourist destinations. Specifically, statistical analysis, descriptive analysis, exploratory factor analysis, confirmatory factor analysis, measurement model testing, and structural model testing will be performed. The research report will be written by the project leader based on the achieved data analysis results.

## 4. RESEARCH FINDINGS

### 4.1. Pilot test and pilot study

The survey questionnaire in the pilot test was sent to seven tourism lecturers and seven experienced researchers in the tourism field. Based on expert feedback, the measurement scales used in Cheng et al.<sup>20</sup> were found to be similar in terms of research context and target population for TM and destination images. The scales used in Yoon and Uysal<sup>21</sup> were also found to be suitable for measuring the variable of intention to revisit a destination. Therefore, the survey questionnaire was constructed with reliable and contextually appropriate measurement scales from previous studies.

After being adjusted according to expert feedback, an official pre-survey pilot study with 125 tourists was conducted through an online Google Form to evaluate the reliability of the measurement scales. The reliability of a measurement scale relates to its internal consistency, while its effectiveness is related to the 'goodness' that the concept is reflected by the measurement scales.<sup>22</sup> Therefore, the reliability analysis of the measurement scales will be used

to analyze the pre-survey data. Cronbach's alpha is the most widely used index for measuring the reliability of a measurement scale. In general, a measurement scale is considered highly reliable if Cronbach's alpha coefficient is above 0.70, and acceptable if it is above 0.60, while a value of 0.80 or higher indicates very good reliability. The results of the Cronbach's alpha analysis showed that all 14 measurement scales had high internal consistency,  $\alpha = .969$ , which exceeded the recommended value ( $\alpha > .60$ ) for internal consistency. The Total Correlations for each measurement scale ranged from .720 to .878, which was much higher than .30, indicating good reliability. Therefore, the survey questionnaire with reliable and internally consistent measurement scales is ready for the main study.

### 4.2. Main study

The main survey research was conducted after the pilot study. The main survey collected 438 responses, of which 32 were incomplete, resulting in 406/438 completed responses, achieving a response rate of 92.7%. The sample size exceeded the recommended threshold ( $n=300$ ) and is ready for further data processing and analysis. In the data cleaning step, the skewness and kurtosis indices were analyzed. Both skewness and kurtosis indices were analyzed through descriptive statistical analysis. According to Brown's recommendation, an acceptable range for skewness is between -3 and +3, and an acceptable range for kurtosis is between -10 and +1 when analyzing and using a linear structural model. The analysis results showed that the skewness and kurtosis indices for the observed variables for TM (observed variables TM1, TM2, TM3, TM4, TM5, TM6), observed variables for destination images (observed variables HA1, HA2, HA3, HA4), and observed variables for intention to revisit the destination (observed variables QL1, QL2, QL3, QL4) were all within the range of -1 and +1, ensuring the subsequent analysis steps in the linear structural model analysis process.

4.2.1. Research samples

The analysis results of the surveyed tourists show that there were 406 research samples, of which the number of female participants was higher than males, specifically 183 females accounting for 69.7%, while only 123 males participated, accounting for 30.3%. The survey also collected responses from tourists of different ages, from 18 to over 55, with the highest participation rate belonging to the age groups from 18 to 25

and from 26 to 40. These data are appropriate because according to statistics from the VNAT, these are the age groups that travel the most in Vietnam. The number of tourists participating in the study also belongs to many different occupational groups. In terms of travel forms, tourists traveling on tours participated in the survey more, with 259/406 people, accounting for 63.8%. Surveyed tourists used TM from tour guides, and on-site tour guides at Binh Dinh and Phu Yen and some used both services.

Table 1. Profiles of study samples.

Information	Number (N=406)	Percent
<b>Gender</b> <ul style="list-style-type: none"><li>• Male</li><li>• Female</li></ul>	123 183	30.3 69.7
<b>Age</b> <ul style="list-style-type: none"><li>• 18 to 25</li><li>• 26 to 40</li><li>• 41 to 55</li><li>• Over 55</li></ul>	140 105 81 80	34.5 25.8 20.0 19.7
<b>Employment</b> <ul style="list-style-type: none"><li>• Private companies</li><li>• Government-related offices</li><li>• Higher education students</li><li>• Freelancers</li><li>• Others</li></ul>	116 125 46 101 18	28.6 30.8 11.3 24.9 4.4
<b>Travel form</b> <ul style="list-style-type: none"><li>• On tours</li><li>• Independently</li><li>• On tours and independent travelling</li></ul>	259 102 45	63.8 25.1 11.1
<b>Tourism interpretation service</b> <ul style="list-style-type: none"><li>• On-tour tour guides</li><li>• On-site tour guides</li><li>• Both</li></ul>	164 92 150	40.4 22.7 36.9

4.2.2. The reliability analysis

The reliability analysis aims to test the internal consistency of the independent and dependent variables: TM, destination images, and intention to revisit. According to Hair et al.,<sup>22</sup> to evaluate the reliability of a scale, a Cronbach's Alpha coefficient value of .70 or higher indicates that

the measurement is reliable. If an observed variable has a Cronbach's Alpha coefficient below .70, observed variables can be deleted to achieve higher reliability. However, this method should be used carefully as Cronbach's Alpha coefficient depends on the number of items/variables in a scale. This study found that the Cronbach's Alpha coefficient of the TM variable

is .829, which is much higher than .7, and the Cronbach's Alpha coefficient of the intention to revisit variable is .854, which is also higher than 7. Therefore, the observed variables of the TM and intention to revisit variables ensure the internal consistency and reliability of the scale. However, the destination image variable has a Cronbach's Alpha coefficient of .679 with the

observed variable HA2 (*This destination has many activities and events for tourists*) having a total correlation value of .311, so variable HA2 will be removed to increase the reliability of the destination image variable. After removing variable HA2, the destination image variable has a Cronbach's Alpha coefficient value of .705, which is greater than .7, ensuring a reliable scale.

**Table 2.** Results of the reliability analysis of variables (N = 406).

Measurement items	Corrected Item-Total Correlation	Cronbach’s Alpha if Items deleted	Cronbach’s Alpha
<b>Tourism interpretation service</b>			<b>.829</b>
TM1_ Tour guides understand tourists’ needs	.542	.812	
TM2_ Tour guides have good communication skills	.581	.807	
TM3_ Tour guides work professionally	.660	.788	
TM4_ Tour guides interpret interestingly	.536	.814	
TM5_ Tour guides answer and reply tourists’ requests very well	.659	.788	
TM6_ Tour guides interpret understandably	.630	.795	
<b>Destination image</b>			<b>.705</b>
HA1_Overall, the destination is famous for its quality	.482	.663	
HA3_Overall, the destination provides much good information for tourists	.494	.649	
HA4_Overall, the destination has many good sightseeing and signature places	.597	.514	
<b>Intention to revisit</b>			<b>.854</b>
QL1_ I will revisit the destination in next two years	.723	.805	
QL2_ Revisit the destination is my priority	.676	.822	
QL3_ I will revisit the destination when I plan a holiday.	.680	.823	
QL4_ I will recommend my friends and relatives about the destination.	.710	.808	

4.2.3. Research findings on exploratory factor analysis

The results of the exploratory factor analysis (EFA) based on indices such as Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity indicate that KMO is 0.880 and the p-value of Bartlett's Test of Sphericity is 0.000, indicating

that the data is suitable for factor analysis. Moreover, communalities are an index in EFA that indicates the percentage of variance in a variable explained by the extracted factors. The communalities index helps evaluate the importance of each variable in the factor analysis. From the tables, we can see that most of the observed variables have communalities

above 0.50, indicating that more than 50% of the variance of that variable is explained by the extracted factors. Therefore, the variables are suitable for factor analysis. The results of the factor rotation matrix in the exploratory factor analysis indicate that the factors converge into three clusters of measurement variables, with each observed variable having a loading above 0.5, indicating their suitability and readiness for confirmatory factor analysis (CFA) and assessing the goodness of fit in the subsequent CFA stage.

4.2.4. *The goodness-of-fit of the measurement model*

This study utilized Confirmatory Factor Analysis (CFA) to assess the fit of the research model. The analysis resulted in the following indices:  $\chi^2/df$  ratio of 3.623, GFI=0.883, CFI=0.874, TLI=0.872, and RMSEA=0.073. A comparison of these indices with the established criteria

for model fit indicated that the model did not achieve an acceptable level of fit. Furthermore, an examination of the Modification Indices (MI) suggested that the model could be adjusted to improve its fit.

In the unadjusted model, variables TM1 (Tour guide/Commentator understands tourists' needs), TM4 (Tour guide/Commentator gives interesting commentary), TM6 (Tour guide/Commentator gives clear commentary), QL1 (I will return to this destination in the next 2 years), and QL2 (Returning to this destination is a travel priority for me) were relatively close in terms of their meanings, and had Modification Indices (MIs) of 17.802, 12.260, and 14.572, respectively, indicating that an additional link between these observed variables should be added. After adding these additional links, the model achieved an acceptable level of fit with the following indices:

**Table 3.** The goodness-of-fit of the measurement model.

Chi-square	df	p value	$\chi^2/df$	GFI	CFI	TLI	RMSEA
160.008	59	.000	2.712	0.903	0.904	0.901	0.063

According to the table, all indices meet the requirements for a well-fitting Confirmatory Factor Analysis (CFA) model, with the exception of the TLI index, which is .897, very close to .9. The model can be further adjusted to achieve an even better fit, however, pursuing an overfit model with all indices being overly adequate is unnecessary, and may lead to more bias or statistical distortion, as noted by Hair et al.<sup>22</sup> Therefore, the model has achieved a good

fit and is suitable for examining the structural relationships among latent concepts.

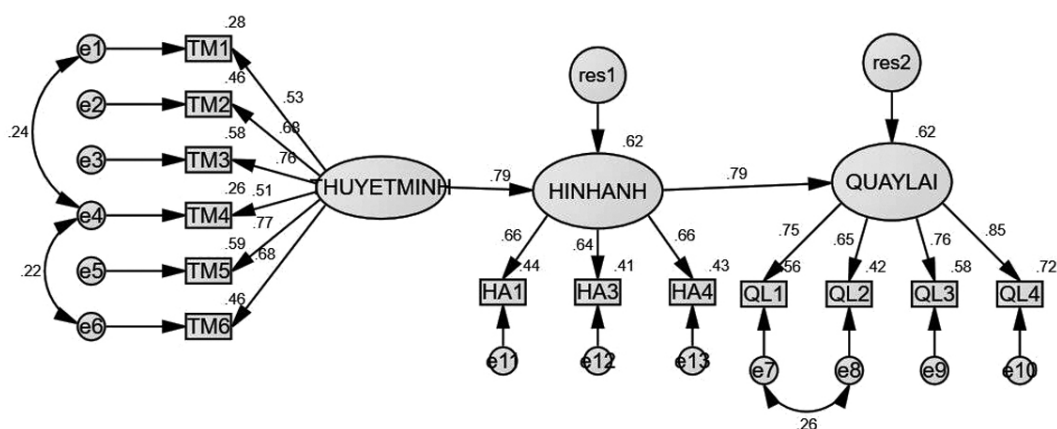
4.2.5. *Research findings on the structural equation modeling*

The linear structural model has been analyzed for the fit of the research model and research data. The results of the model fit are presented in the figure and table below.

**Table 4.** The goodness-of-fit of the structural model.

Chi-square	df	p-value	$\chi^2/df$	GFI	CFI	TLI	RMSEA
164.103	60	.000	2.735	0.902	0.904	0.921	0.064





**Figure 2.** The structural equation modeling of tourism interpretation on destination image and intention to revisit.

According to the analysis results, the indices  $\chi^2/df = 2.735$ ,  $GFI = 0.902$ ,  $CFI=0.904$ ,  $TLI=0.921$ , and  $RMSEA=0.064$  were obtained. Compared to the standard indices proposed by Hair et al., these indices indicate that the linear structural model fits the research hypothesis and research data well. Moreover, the model fit indices of the linear structural model and the confirmatory factor analysis model are similar, which further confirms that the linear structural model is well-fitted and ready for analyzing and examining the results of the research hypotheses.

4.3. Research findings on the hypothesis testing

The analysis of standardized regression weights reveals a significant direct influence of TM on the destination image, with a p-value of 0.001

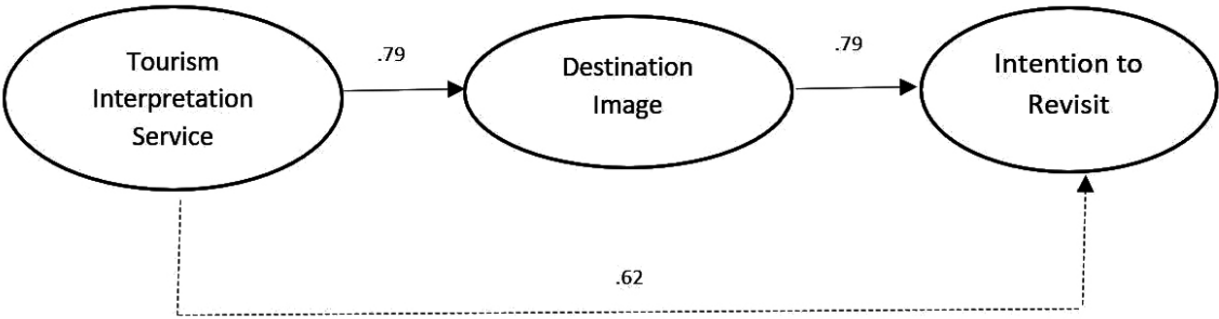
and a regression weight of 0.787. Additionally, the results also indicate that destination image has a direct impact on the intention to revisit the destination, with a p-value of 0.001 and an estimated weight of 0.79. This implies that if tourists receive good TM, they will have a positive perception of the destination, and with a positive destination image, they are more likely to have a higher intention to revisit the destination.

The results of the bootstrapping analysis indicate that TM has an indirect influence on the intention to revisit the destination through destination image. The estimated weight is 0.620, and the p-value is 0.01. This means that if tourists receive positive TM, it will increase their intention to revisit the destination through a positive perception of the destination image.

**Table 5.** Research findings on the hypotheses testing.

			Standardised Coefficient			Hypotheses
Path			Direct	Indirect	p-value	Support/ Not Support
Tourism Interpretation Service	→	Destination Image	.787		.001**	Support
Destination Image	→	Intention to Revisit	.787		.001**	Support
Tourism Interpretation Service	→	Intention to Revisit		.620	.001**	Support

Note: \*\* Parameter estimates significant at  $p \leq .01$



**Figure 3.** Research findings on the hypotheses testing.

**Table 6.** Squared multiple correlations.

	Estimate
Destination Image	.620
Intention To Revisit	.620
HA4	.434
HA3	.406
HA1	.437
QL4	.721
QL3	.578
QL2	.422
QL1	.559
TM6	.456
TM5	.585
TM4	.259
TM3	.585
TM2	.461
TM1	.284

To evaluate the strength or degree of the influence of an independent variable on a dependent variable in a linear structural model, the Squared Multiple Correlations (SMC) index is analyzed and used. The SMC index is an important index in Structural Equation Modeling (SEM) analysis. It represents the proportion of variance in each dependent variable that can be explained by the set of predictor variables in the model. The SMC value ranges from 0 to 1, with higher values indicating a stronger relationship between variables. In SEM analysis, the SMC value is used to assess the overall fit of the model and to evaluate the strength of each path/influence in the model. The SMC analysis results

of the linear structural model on the influence of tour commentary services on destination image and intention to revisit the destination in this study show that the weight (estimate) of the destination image and intention to revisit the destination variables is 0.620.

As shown in the SMC analysis results table below, most of the SMC values are greater than 0.25, indicating that the latent factor can explain more than a quarter of the item variance. This value is higher than the recommended cut-off threshold of 0.25. Hair et al.,<sup>22</sup> also proposed that SMC values of 0.01, 0.09, and 0.25 can be used to represent "small," "medium," and "large" effects, respectively, in behavioral science. The SMC value of the destination image and intention to revisit the destination is 0.620, indicating that it explains 62% of the total variance, which is a large effect in behavioral science. This means that the influence of tour commentary services on destination image and intention to revisit the destination is significant in behavioral science.

**5. DISCUSSION AND CONCLUSION**

**5.1. Discussion**

This study analyzed a linear structural model to measure and determine the influence of tourism narration services on the destination image and intention to revisit tourists. The results of the analysis indicated that tourism narration services have a direct and positive impact on the destination image. The statistical analysis showed a significant p-value of 0.001 and a weight of 0.79, indicating a strong relationship

between these variables. This suggests that when tourists are provided with good tourism narration services about a destination, it directly and positively affects their perception of the destination image. Additionally, the study found that the destination image has a direct and positive impact on the intention to revisit, with a significant p-value of 0.001 and a weight of 0.79. This indicates that when tourists have a positive perception of a destination, it increases their likelihood of considering revisiting the destination. Furthermore, the study also discovered an indirect influence of tourism narration services on the intention to revisit. The statistical analysis showed a significant p-value of 0.001 and a weight of 0.62, indicating that tourism narration services have an indirect impact on the intention to revisit through their influence on the destination image. These findings highlight the importance of effective tourism narration services in creating a positive destination image and promoting tourists' intention to revisit.

The SMC analysis revealed that the relationship between tourism narration services, destination image, and intention to revisit has a value of 0.62, much higher than the proposed cutoff point of 0.25 by Hair et al.<sup>22</sup>

Hair et al.<sup>22</sup> guidelines for "small," "medium," and "large" effect sizes. This indicates a significant, specifically "large," impact of tourism narration services on both the destination image and the intention to revisit of tourists. The higher SMC value suggests that the impact of tourism narration services in shaping the destination image and encouraging tourists' intention to revisit is significant.

Previous studies have also examined the influence of tourism narration services. For example, Huang and Hsu<sup>10</sup> found that tourism narration services have a significant impact on tourists' satisfaction and intention to revisit, which is consistent with the results of this study. Similarly, Yoon and Uysal found that

the destination image has a significant impact on tourists' intention to revisit, which is also consistent with this study's findings. However, there are some differences between this study's results and previous studies. For instance, Kanwel et al.<sup>16</sup> found that tourism narration services have a significant impact on tourists' intention to revisit, which contradicts the indirect effect found in this study. Moreover, Chen and Tsai<sup>20</sup> found that the destination image has a significant impact on tourists' satisfaction, which was not specifically studied in this research. Compared to previous studies, this study contributes to the theory of the influence of tourism narration services by examining their linear structural effect on the destination image and indirect effect on tourists' intention to revisit. The comparison with previous research on the influence of tourism narration services, such as studies conducted in Taiwan,<sup>11</sup> Australia<sup>18</sup> South Korea,<sup>15</sup> indicates that the degree of influence varies depending on the research context and is different in Binh Dinh and Phu Yen. This indicates that the study on the influence of tourism narration services on the destination image and intention to revisit tourists or other dependent variables, depends on the specific research context and needs to be studied specifically in each locality. It is important to avoid generalizing research findings across different research contexts.

## 5.2. Contributions, limitations, and implications

This study measures the impact of TM on destination image and intention to revisit in Binh Dinh and Phu Yen provinces. The research identifies a linear structural relationship between TM, destination image, and intention to revisit, contributing to tourism research theory. The study emphasizes the significance of TM for tour guides, as defined by the Tourism Law 2017. It also confirms that destination image and TM are two contributing factors to increasing tourists' intention to revisit, further contributing to the research theory of revisit intention.

This study expands and confirms the linear structural relationship between TM,

destination image, and intention to revisit at the local destination level. It diversifies the research context compared to previous studies, emphasizing the substantial influence of TM, which accounts for 62% of the destination image and intention to revisit. This highlights the significant importance of TM in the effective operation of local destinations. These contributions enhance the theoretical understanding of TM, destination image, and intention to revisit diversely and comprehensively.

Investing in high-quality TM has a direct and positive impact on destination image. This can be achieved by hiring professional speakers, developing attractive scripts, and integrating multimedia elements. Engaging and informative interpretation services help tourists understand and appreciate the destination, encouraging revisits. Pre-existing scripts developed by experts enhance the quality of interpretation services. Multimedia elements like video and augmented reality create vivid and interactive experiences. Virtual tours provide different perspectives and insights into the destination's unique features and attractions. Secondly, the direct influence of destination image on tourists' intention to revisit emphasizes the importance of building a positive and strong destination image to attract tourists to revisit. For example, destination management organizations can develop marketing campaigns that introduce unique cultural heritage, natural beauty, or adventure opportunities of the destination. This may include creating attractive advertising materials such as videos, images, or brochures that introduce the unique features of the destination. Additionally, tourism service providers can offer high-quality services such as service quality, comprehensive information content, and diversity in cultural, historical, and sightseeing destinations to contribute to a positive destination image that increases tourists' intention to revisit.

The results regarding the indirect influence of TM on tourists' intention to revisit

through destination image demonstrate the importance of TM. A good tourism interpretation service can contribute to increasing tourists' intention to revisit the destination. Therefore, special attention should be paid to training and improving tourism narration skills for both guides and speakers. Additionally, guides themselves should also increase their awareness of their role in tourism narration services as this helps attract more customers and increase income. Therefore, a travel company can customize TM to serve specific customer groups. By providing TM that suit tourists' interests and needs, companies can create a more personalized experience that increases their intention to revisit. This study focuses on the destinations of Binh Dinh and Phu Yen, therefore, future studies should avoid generalizing the findings of this study to all other regions or localities in Vietnam or worldwide. Comparisons with previous studies indicate that the influence of tourism narration services on different variables varies in each research context. Thus, this study also suggests that future research reassesses the research model and the level of influence in different research contexts and target populations. Furthermore, this study specifically focuses on tour guides and on-site narrators, but has not explored international tour guides and international tourists. Therefore, future research is recommended to investigate the tourism narration services provided by international tour guides and evaluate the impact of their narration services on destination image and intention to revisit from the perspective of international tourists. By doing so, the linear structural relationship of tourism narration services on destination image and intention to revisit can be further enhanced in terms of theoretical understanding, contributing to the research on tourist behavior in tourism.

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