Destination Culture and Its Influence on Tourist Motivation and Tourist Satisfaction of Homestay Visit

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Abstract
With the advantage of culture and historical tourism resource, Hanoi has to finalize its tourism development strategy for the long term. This study aims to help tourism planners and marketers to get an understanding that may provide a foundation for their strategic marketing decision in homestay tourism service. The empirical analysis used data from 150 international visitors who have experience in using homestay service in Duonglam old village. To test the hypotheses among tourist motivation, satisfaction with destination loyalty, regression is adopted. This study result show that climate conditions, the destination can be easily reached, the quality of the accommodation, beauty of the scenery and cleanliness are ranked most important attribute for tourist satisfaction with Duonglam village. Another hand the result also indicates negative image about tourist service and culture events of Duonglam old village. Implications of the findings for tourism marketers and research limitation are also discussed.

Keywords: Homestay Tourism, Tourist's Motivation, Tourist's Satisfaction, Destination Loyalty, Culture Destination.
JEL Classification Codes: A11, D12, L83, M31

Turist Motivasyonunda Mahalli Kültür ve Etkisi ve Apart Ziyaretlerinde Turist Memnuniyeti[*]
Özet
Kültürel ve tarihsel turizm kaynaklarının avantajıyla Hanoi uzun dönemli turizm kalkınma stratejisine son şeklini vermek zorundadır. Bu çalışma, apart turizm hizmet sektöründe stratejik pazarlama kararının tesis edilmesi anlayışını sağlamak için turizm planlamacılarına ve turizmcilere yardım etmeyi amaçlamaktadır. Ampirik analiz için Duonglam Eski Köyü'nün apart hizmetinden faydalanmış 150 uluslararası ziyaretçinin oluşturduğu datalar kullanılmıştır. Turist motivasyonu ve nihai varış noktası sadakatindeki memnuniyet arasındaki hipotezleri test etmek amacıyla regresyon yöntemi benimsenmiştir. Bu çalışma Duonglam köyündeki iklim şartları, nihai varış noktasına ulaşım kolaylığı, konaklama kalitesi, doğal güzellikler ve hijyen şartlarının turist memnuniyeti üzerinde önemli etkileri olduğu sonucunu çıkarmıştır. Diğer taraftan da bu sonuçlar Duonglam Eski Köyü'nün kültürel aktiviteleri ve turizm hizmet sektörü hakkında olumsuz bir kanıyı temsil etmektedir. Ayrıca çalışmada, araştırmanın sınırı ve turizm sektörü çalışanları için elde edilen bulguların sonuçları tartışılmıştır.

Anahtar Kelimeler: Apart Turizmi, Turist Motivasyonu, Turist Memnuniyeti, Varış Yeri Sadakati, Varış Yeri.
JEL Sınıflandırma Kodları: A11, D12, L83, M31

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 Bu çalışmanın İngilizce başlık ve özet kısmı, yayın kurulu tarafından Türkçe'ye çevrilmiştir.

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1. Introduction

Tourism has grown at an accelerated pace over the last few decades. It has become one of the world's highest priority industries and employers, with the contribution of 10% to global Gross Domestic Product (GDP) and creating 214 million jobs worldwide in 2004 (WTTC, 2005). With this growth and its benefit, more and more competitors are striving for a bigger market share in the international tourism market. It makes the international tourism market significantly more competitive than ever.

As tourism statistics of VNAT, in 2011 Vietnam received about 6 million international visitors, 2 million more than that in 2010 contributes about 7% for GDP. In 2012 total international arrivals in 12 months reached 6,847,678, representing a 13.86% growth over the same period last year. (VNAT, 2012). While Vietnam is known as a safe destination with friendly people and a rich culture, there is still a lot of work to be done to improve homestay services. The main component of homestay is the cultural diversity of the local people which can attract the visitors (Kadir & Jabil, 2010). Many tourists believe that the homestays they participate in represent a unique living in a new culture. Homestay also makes it possible for visitors to immerse themselves in colorful local culture and learn about Vietnamese ways through the conservation of traditional Vietnamese culture (Truong & King, 2009). Another hand, Cole (2007) address that residents want tourists to visit their houses because travelers bring economic benefits to their community while they are still maintains their traditional culture and heritage.

In 2010, the year that marked the capital's 1000th anniversary, Hanoi welcomed 12.3 million visitors. It has been estimated that the number has already reached 6.5 million this year, a 23 per cent year-on-year increase. In 2010, Hanoi was listed as one of Smart Travel Asia's top 10 destinations (VNAT, 2011). Hanoi's tourism sector has been largely dependent on its traditional handicraft and ancient villages while the numbers of its resorts and entertainment complexes have fallen short compared to other domestic destinations. Duong Lam Village is one of traditional village in Hanoi capital city Province and about 60 km west of Hanoi. This village has been known as a museum of laterite with ancient houses aged up to 400 years old. It is also the only place in Vietnam where two kings came from. After the recognition of Hoi An ancient town and Hanoi old quarter, Duong Lam was recognized as a national relic in 2005 that is an emerging homestay destination (Luxury travel Vietnam, 2012).

This study aims to help tourism planners and marketers to get an understanding the tourist behavior about homestay tourism sector that may provide a foundation for their strategic marketing decision. An examination of the influence of overall tourist satisfaction and the level of satisfaction with specific attributes and their impact on

repeat visitation to Vietnam has been confined to Truong's (2002), Truong & Foster (2006) and Lai & Vinh (2013) study. Although several researchers have studied the cultural and heritage tourism, they did not provide homestay issues, especially homestays in Vietnam. The homestay is a new concept of Vietnam tourism but it is expected to continue. In this regard, the objectives of this study are to examine the relationship among tourist motivation to use homestay in DuongLam village, and to predict tourists' overall satisfaction based on cultural destination attributes.

2. Literature Review

2.1. Culture Destination Homestay, Tourists' Motivation and Satisfaction

Wang (2007) concludes that homestay programs play the main role in cultural tourism and are the fastest growing segments of the tourism market. The idea of the homestay program is to accommodate tourists in a village with a local family, thus enabling the tourist to learn about local lifestyle, culture, nature (Louise Gai Hjulmand et al. 2003). According to Yahaya (2004), homestay is a combination of tourism and recreation has grown as a result of increasing demand for access to the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes. In fact, Vietnam has many localities suitable for homestay tourism development. UNWTO has made specific plans to promote and advertise Vietnam's tourism and to assist Vietnam to develop homestay tourism in order to utilize and maximize tourism benefits from natural conditions (Taleb Rifai, 2012).

The culture attribute of a homestay destination, such as its history, institutions, customs, architectural features, cuisine, traditions, artwork, music, handicrafts, and dance, provide basic and powerful attractions to prospective visitors (Truong & King 2009, Murphy et al., 2000). As noted by researchers, cultural attractions have become the most important attribute, which motivates people to travel ((Miller, 1997; Smith, 2003). In the literature regarding tourists' destination selection, most studies focus on the sites or festival activities available at the destination (Murphy et al., 2000).

Tourist motivation is regarded as the combination of needs and desires that affect the propensity to travel in a general sense (O'Leary & Deegan, 2003). In addition, Baloglu (2001) argues that motivation influences the effective component of the images, or the feelings aroused by a place or people, who may assess a tourist destination based on varying motives of travel.

Reilly (1990) indicated that tourists eventually choose their destination based on images of the destination. Pearce (1989) conceptualized a destination as an amalgam of products and services available in one location that can draw visitors from beyond

its spatial confines. Other researchers have also viewed a destination as an amalgam of individual products and experience opportunities that combine to form a total experience of the area visited. Hu & Ritchie (1993) defined a tourism destination as "a package of tourism facilities and services, which like any other consumer product, is composed of a number of multi-dimensional attributes". In defining the nature of the tourism product, several other researchers have incorporated a supply and a demand side approach that describes how multiple components of the destination interact with travelers during their trip.

Motivation research is one of the most essential tools used to gather information regarding tourists' opinions of a destination before they visit. It is defined as not only the perceptions of individual destination attributes but also the holistic impression made by the destination. Referred to a destination's attributes and expectation, Dann (1981) uses the pull factors as the destination attribute attractive (such as landscape, culture, price, service, climate etc.) can pull one to some of the tourism supply components such as attractions or destinations (Klenosky, 2002). Dann also examined the endogenous forces, which he named as 'push factors'. The 'push factors' are viewed as relating to the needs and wants of a traveler, such as the desire for escape from their mundane home environment, relaxation, nostalgia, rest, prestige, knowledge, experience, and social interaction. Dann's 'push-pull framework' provides a simple and intuitive approach for understanding tourists' motivations for travel, and explaining why a certain tourist selects one destination over another.

Truong & King (2009) shows that attributes may be defined as the key characteristics that define the subject holiday destination and may be conveniently grouped under the following headings "The Five A's". (1) Attractions: desirable features that attract holidaymakers to the specific destination. (2) Activities: types of recreational and entertainment activities available. (3) Accessibility: ease of traveling to the destination, including issues such as obtaining visas, health risks, etc (4) Accommodation: style and standards of accommodation available at the destination; and (5) Amenity: general facilities that holidaymakers require, such as banking, international direct dialing (IDD) telephone services, shopping, etc.

Regarding commonly attractive attribute for a destination, Dwyer & Kim (2003) identified two categories of price, namely, travel cost - relating to travel to and from a destination, and ground cost - relating to commodity prices within the destination. Both of the two categories of price can influence tourists' decision making on destination selection. Another hand, in the past decade, the fast growth of cultural tourism has been leading to some researchers (Miller, 1997; Smith, 2003) argue that cultural attractions have become the most important attribute, which motivates people

to travel. Tourists enjoy pursuing entertainment during their trip - even at museums and other cultural sites (Global Insight Inc., 2004, 7). Tourists, especially those in holiday mood, would like to enjoy their destinations' natural views and beautiful scenery. Martin (2005) states that both climate and weather can significantly influence tourists' activities and behavior, just as they affect people's routine lives as well. Tourists' destination choice is often influenced by convenience. Given a choice between similar destinations, a tourist will tend to choose the more convenient one. Thus, destinations, which are more proximate, would be more likely to be accepted over destinations offering similar products that are less proximate (McKercher, 1998). It explains why accessibility can be defined as the "relative ease or difficulty with which customers can reach the destination of their choice" (Kim, 1998, 345). Although there are many attributes associated with a destination, safety is the major concern for tourists to make a decision on destination selection. Pizam & Mansfeld (1996, 1) indicated "safety, tranquility and peace are necessary conditions for prosperous tourism; most tourists will not spend their hard earned money to go to a destination where their safety and well-being may be in jeopardy". Beside, Dwyer & Kim, (2003) concern that local people's attitude toward tourists is a major social factor forming part of the macro-environment of a destination, which may influence tourists' satisfaction with their trip and is, therefore, vital to the success of the destination (Andriotis & Vaughan, 2003). Local people's attitude toward tourists is determined by how they perceive the tourism industry. The most important factor in tourism industry is considered by study of Lai & Vinh (2012) is services of a destination are important in tourists' destination choice. In the eyes of many tourists, destinations function more effectively, when their services are in abundance. Thus, prosperity of a destination's tourism is highly related to its provision of numerous ancillary services (Dwyer & Kim, 2003). It is clear from the above analysis that price, culture, entertainment, relaxation, landscape, weather, accessibility, safety, local people's attitude toward tourists, and service are commonly used as attractive attributes for a destination to attract tourists. However, each destination will be visited for its own set of attributes. This will also apply to Duonglam Village, Hanoi.

Satisfaction surveys are one of the most essential tools used to gather information regarding tourists' opinions of a destination. To measure the satisfaction, Barsky & Labagh (1992) use the model of "expectation met", which weighs factors by attribute–specific importance, and conclude that if one's satisfaction correlates with one's willingness to revisit the destination, then the destination image is increased by visitors. The direct implications of satisfaction-based models are associated with the consumers' reactions to improvements in product performance, Chen & Tsai (2007) who conducted research into the destination choice of tourists, have shown that satisfaction is the extension of overall pleasure or contentment felt by visitors and that satisfaction typically results from the ability of the trip experience to fulfill

visitors' desires, expectations and needs. For further testing, Chi & Qu (2008) arrived at a similar conclusion: attribute satisfaction (operationalized in a similar way as perceived quality) is antecedent to overall satisfaction, and attribute satisfaction and overall satisfaction are both determinants of loyalty. Based on the literature provided, the motivation of tourists is a main factor to predict the tourists' satisfaction. Therefore it is hypothesized that:

H1: Tourists' motivation is positively related to overall satisfaction of tourists who visited homestays in Duonglam Village, Hanoi, Vietnam.

2.2. Relationship of Culture Destination Homestay, Tourist Satisfaction and Destination Loyalty

To determine the level of customers' satisfaction with a specific holiday destination, previous researchers have used various instruments that generate gap scores based on the difference between the expectation and perception of the delivery of particular services associated with that destination (Moutinho, 1987; Parasuraman, et al., 1985). This approach is not holistic in that it does not address the total holiday experience. Generally, expectation can be defined as performance of establishment, ideal performance or desired performance. In terms of the relationship between expectation and satisfaction, expectation can be defined as prior estimations made by customers' while receiving service (Oliver, 1997). The most commonly applied framework in service marketing research views satisfaction as an emotional response that follows from cognitive responses to service experience (e.g., quality or value perceptions).In successful destination marketing, due to the effects on tourists' destination selections, consuming of goods and services and having the decision to revisit, expectations of tourists are important to understand. It is generally accepted that tourists have expectations after selecting a destination for a holiday and that their satisfaction levels during and after their holiday period are functions of their expectations. Understanding their expectations will give important clues in developing destination attractiveness and improving tourist goods and services.

It is recognized that satisfaction affects destination selection decisions, consumption of goods and services at a destination, and intention to revisit. The importance of repeat visitation in international tourism is widely acknowledged. Repeat visitation is important at the level of the economy as a whole and of the individual attraction in particular. The lower costs involved in marketing to repeat consumers has been noted frequently as a positive association Related research indicates that satisfaction is a function of motivation and overall performance. After comparing the expectations with perceived performance of the destination, destination satisfaction can be considered (Korzay & Alvarez, 2005, 179). Barsky & Labagh (1992) introduced the expectancy – disconfirmation paradigm into lodging research. Basically, the proposed

model in these studies was that customer satisfaction was the function of disconfirmation, measured by nine "expectations met" factors that were weighted by attribute – specific importance. The model was tested with data collected from 100 random subjects via guest comment cards. As a result, customer satisfaction was found to be correlated with a customer's willingness to return. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000).

Kuusik et al, (2011) note that tourist loyalty is viewed as an intention to revisit the destination and as the tourist's perception of a recommendable. Similarly, Kuenzel & Katsaris (2009) describe post-visit behavior as the intention to return (purchase intention/loyalty) and recommendation through word-of-mouth (WOM). Tourists express satisfaction or dissatisfaction after purchasing tourism products and services (Zeithmal et al., 2009). Furthermore, Kuenzel & Katsaris (2009) explain that the relative importance of each attribute to the overall impression should be investigated because dissatisfaction can occur when evaluating various positive and negative experiences. Chi & Qu (2008) conclude that attribute satisfaction is antecedent to overall satisfaction, and attribute satisfaction and overall satisfaction are both determinants of loyalty. Based on the literature provided, the researcher decided to select several attributes of cultural and heritage, and it is hypothesized that:

H2: Cultural attributes of homestay in Duonglam Village is positively related to the overall satisfaction of tourists who visited homestays.

H3: Overall tourist's satisfaction of Duonglam village as a destination is directly (positively) affects destination loyalty.

3. Research Method

The purpose of this study was to analyze which destination attributes were important in satisfying tourists who visited homestays in Hanoi, Vietnam and indentify a relationship between tourists' motivation, cultural attributes, and tourists' overall satisfaction. For tourist's motivation items, the preliminary questionnaire was developed based upon previous studies of Kao et al., (2008), Beerli & Martin (2004), and Ngamsom (2007). Cultural attribute items were selected from previous instrumentations by Kozak & Rimmington (2000) and Lai & Vinh (2013), Truong & Foster (2006). Visitor overall satisfaction and behavioral intentions (destination loyalty) was measured using a multi-item scale based on an adaptation of the universal scale of Oliver (1997), Chen & Tsai (2007), Žabka et al., (2010), Mohamad et al. (2011), Alkharabsheh et al. (2011). The construct was operationalized with

items pertaining to loyalty commitment and repurchase (visit) intentions (Luo & Homburg, 2007) and recommendations. The measures were similar to those used by Lee et al. (2007) All items for the four constructs (destination attribute, motivation and visitor satisfaction, destination loyalty) were measured on a seven point Likert-type scale (ranging from 1= strongly disagree to 7= strongly agree). The questionnaire also contained a number of questions related to demographic variables. The analytical software used in this study is SPSS 20.0 to analysis and verify the data gathered from the questionnaires. The survey instrument was revised by 3 professors in a tourism college and other 3 expert in tourism industry, and then it was pilot tested by 40 graduate student of tourism program in Hanoi University of Business and Technology, Hanoi, Vietnam[1]- Who have visited DuongLam village. Figure 1shows the research framework.

As the purpose of the study is to identify and analyze tourist motivation and tourist satisfaction of homestay visit to Duonglam old village, Hanoi, Vietnam. So Duonglam village was selected as the interview sites. The primary data were finally collected in June and July of 2012. After distributing a total of 200 questionnaires over 4 weeks, 167 questionnaires were collected, 17 of which were incomplete. The usable and effective questionnaires for this study totaled 150, representing a response rate of 75%.
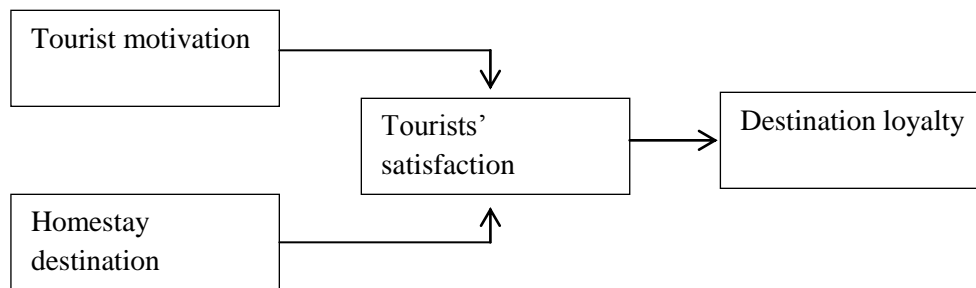

Figure 1: Research Framework

The usable questionnaires were almost evenly distributed across gender lines among the 150 respondents at 54.7% male and 45.3% female. A plurality of the visitors fell into the 16-24 years old age group, representing 35.3% of the respondents.

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[1] The reliability for the pilot test: Motivation (Factor 1: α = .74; Factor 2: α = .79), Attribute (Factor 1: α = .90; factor 2: α=.85; Factor3: α=.61; Factor4: α=.74), Tourist satisfaction (Cronbach's α = 0.83) and Destination loyalty (Cronbach's α = 0.68).

Respondents older than 55 years of age were few, accounting for only 10%. Most of the tourists were first-time Vietnam visitors (75.3%). In addition, the survey revealed that the education level of tourists traveling to Vietnam was relatively high, with 40. % earned at least a bachelor's degree. Only 4.7% of respondents had no higher than a grade-school education. Regarding tourist nationality, 24.7% were visiting from China, 24% were visiting from the United States and 15.3% were visiting from Europe, Just 10.7% of the visitors were Japanese, and the remaining 25.3% were visiting from other countries. Table 1 shows the respondent profile.

The questionnaire was originally prepared in English. The statistical package for SPSS version 20.0. First, an explorative factor analysis (EFA) using the principle component method was performed to reduce the number of variables and to look for underlying constructs within the data. Data were checked for suitability for this type of analysis. This study calculated the determinant of the correlation matrix to eliminate the extreme correlations between different variables, and then followed with the assumption that a factor analysis for those correlations among variables would be moderate. Second, the T-test was used to find the ranking of motivation factors that visitors were motivated by Duonglam village, Hanoi, Vietnam. Finally, a series of regression analysis was utilized to test the significance of the hypotheses. The hypothesized relationships depicted in Figure. 1 were measured using SPSS 20.0. All of the hypotheses in this study were developed based on empirical evidence from previous studies.

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Table1: Respondent Profile

Demographic characteristic	Frequency (total 150)	Percentage (%)
Gender		
Male	82	54.7
Female	68	45.3
Age		
16–24	53	35.3
25–34	30	20.0
35–44	23	15.3
45–54	29	19.3
55– over	15	10
Education level		
Grade school	7	4.7
High school	44	29.3
Lower university degree	60	40.0
University degree and higher	39	26.0
Past experience		
First-timers	113	75.3
Repeaters	37	24.7
Nationality		
Europe	23	15.3
USA	36	24.0
China	37	24.7
Japan	16	10.7
Other	38	25.3

4. Results analysis

4.1. Reliability Analysis

In this study, principle component method is used for explorative factor analysis. Four main factors with 30 items are loaded into the system. The 12 travel motivation items were factor analyzed. After and the result indicates that the Kaiser-Meyer-Olkin value was .732, and the Bartlett's Test of Sphericity was statistically significant at .000 level. The factor eigenvalues greater than or equal to 1.0 and motivation variables with factor loadings greater than .5 were reported. . Two items of the loading factor are less than 0.5, which are deleted from the scale (Being careful and completely planned trip and visiting friends and relatives). The factor analysis yielded two factors with 10 variables. The result of factor analysis revealed 2 motivation

dimensions, which accounted for 51.289% of the total variance. The motivation factors were labeled as Unfamiliarity (37.816%) and Familiarity/ Relaxing (13.473%). To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients of .764 in Unfamiliarity and .713 in Familiarity/ Relaxing.

With the Destination attribute factors, the result indicates that 72% of variance of four factors has explained with an eigenvalue which is greater than 1.0 and the Kaiser-Meyer-Olkin value was .732, and the Bartlett's Test of Sphericity was statistically significant at .000 level. 4 items of the loading factor are less than 0.5 (Conference offer, Political and economic status, Information from friends/family relative, Advertising), which are deleted from the scale. The varimax-rotated factorial pattern implies that the first factor concerns Location and Lodging (6 items, Cronbach's α= .891); the second factor relates to Offering and Information (4 items, Cronbach's α=.836); the third factor consists of characteristics of General Tour Attraction (2 items, Cronbach's α=.636); the fourth factor relates to Local Services (2 items, Cronbach's α=.609). The arithmetic means of the four multi-item factors were used to build the construct.

Regarding the Overall Satisfaction and Destination Loyalty (intent to return) the result indicates that 76% of variance of Overall satisfaction factor and 64% of Destination Loyalty have explained with an eigenvalue which is greater than 1.0 and the Kaiser-Meyer-Olkin value was .722 for Overall Satisfaction and Destination Loyalty was .690, and the Bartlett's Test of Sphericity was statistically significant at .000 level. The varimax-rotated factorial pattern implies that the factor concerns Overall Satisfaction (3 items, Cronbach's α= .845); and Destination Loyalty (3 items, Cronbach's α=.726). The result of the factor analysis is shown in Table 2. From the result the Cronbach's α coefficients ranged from .891 to .609. Therefore, it demonstrates that all factors were accepted and reliable as recommended by Nunnally (1978).

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Table 2: Factor Analysis

Factor /item	Factor loading	Eigenvalue	Variance explained (%)	Cronbach's α
Motivation				
Factor 1: Unfamiliarity		3.782	37.816	.764
Learning different cultures/ways of life	.738			
Having a variety of activities	.828			
Visiting a new places	.604			
Seeking the beauty of nature	.757			
Factor 2: Familiarity/Relaxing		1.374	13.473	.713
I want to have fun and enjoyment.	.515			
I want to visit familiar places.	.644			
I want to have the romance or a romantic setting.	.638	Total variance explained=51.289,		
I want to seek variety of foods.	.583	KMO= .732, p = .000		
I want to meet good service-minded people.	.747			
Attending cultural events	.533			
Destination attributes				
Factor 1: Location and Lodging		6.329	42.196	.891
Personal safety and security	.586			
The destination can be easily reached	.786			
Climate conditions	.845			
The quality of the accommodation	.791			
Beauty of the scenery	.806			
Cleanliness	.704			
Factor 2: Offering and Information		1.740	11.601	.836
The offer of local cuisine	.839			
Offer of cultural and other events	.878			
Ethnic composition	.623			
Tour packages	.709			
Factor 3: General Tour Attraction		1.640	10.933	.636
Possibility for shopping	.951			
Opportunity for rest	.951			
Factor 4: Local Services		1.166	7.771	.609
Diversity of cultural/historical attractions	.797	Total variance explained=72.500		
Hospitality and friendliness of the local residents	.800	KMO= .843, p = .000		
Overall Tourist satisfaction (OTS)		2.291	76.3	.845
This destination provides much more benefits than costs	.894			
This destination is the best among other competing	.872	KMO= .722, p = .000		
This destination is much better than what I expected	.855			
Destination loyalty (DL)		1.946	64.880	0.726
I would choose the destination again for my future travel	.821			
I will recommend the destination to friends and relatives	.794	KMO= .690, p = .000		
I will recommend to other people who seek advice	.801			

4.2. Tourist Motivation and Destination Attribute's Ranking

The survey uses mean value for analyses the most motivation and satisfaction attribute of tourist's about Duonglam village, Hanoi. Result from Table 3 indicates that, most of the mean scores of the ten motivations in terms of their importance level for tourist motivation are somewhat higher than 4 or 5, which is the value of the moderate importance level. Thus, it cannot be concluded that the ten attributes are significantly important in the international tourists' decision of choosing Duonglam as their destination. In addition, the item of good service-minded people and attending cultural events fall below 5. Another hand, Learning different cultures/ways of life (M= 5.57), Have fun and enjoyment. (M=5.54) and having a variety of activities (5.43) are ranked most important attribute for tourist motivation about Duonglam. It just indicates that there are two aspects in the tourist's image about Duonglam Village Hanoi: First is positive image about the culture/ local people way of life and activities, second is negative image about tourist service and events of old village. For further understanding the tourist satisfaction when they used homestay service in Duonglam village   This study use mean analyses to find the most satisfaction attribute of tourist's about Duonglam village, Hanoi. Result from Table 4 indicates that, most of the mean scores of the fourteen attributes in terms of their importance level for tourist satisfaction are somewhat higher than 4 or 5, which is the value of the moderate importance level. Thus, it cannot be concluded that tourist are very satisfied with fourteen attributes while using Duonglam village homestay service. In addition, the items of Tour packages, Possibility for shopping, Opportunity for rest, Diversity of cultural/historical attractions (Architecture, Tradition and Customs…), Hospitality and friendliness of the local residents, The offer of local cuisine and Offer of cultural and other events fall below 5. Another hand, Climate conditions (M= 5.60), the destination can be easily reached (M=5.45), the quality of the accommodation (5.38) beauty of the scenery (M= 5.34) and Cleanliness (M= 5.35) are ranked most important attribute for tourist satisfaction with Duonglam. It just indicates that compare with the motivation, tourist are not very satisfied with the service of homestay tourism in Duonglam village.

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Table 3: Order of Importance of Tourist's Motivation about Destination Attributes

| Items | Rank | Mean | | Std. Deviation |
		Statistic	Std. Error	Statistic
Learning different cultures/ways of life	1	5.57	.075	.915
Having a variety of activities	3	5.43	.075	.915
Visiting a new places	4	5.34	.085	1.035
Seeking the beauty of nature	8	5.12	.097	1.192
I want to have fun and enjoyment.	2	5.54	.077	.946
I want to visit familiar places.	5	5.16	.081	.997
I want to have the romance or a romantic setting.	6	5.14	.099	1.215
I want to seek variety of foods.	7	5.13	.090	1.107
I want to meet good service-minded people.	9	4.89	.100	1.224
Attending cultural events	10	4.00	.117	1.438

Valid N (listwise): 150

This result is consistence with the study of Truong and King (2009) and Richards and Wilson, (2006) conclusion that many consumers are tired of encountering the serial reproduction of culture in different destinations and are searching for alternatives. For further conclusion, this study use regression to test the hypothesis among tourist's expectation, satisfaction and destination loyalty.

Table 4: Order of Importance of Tourist's Satisfaction about Destination Attributes

Items	Rank	Mean		Std. Deviation
		Statistic	Std. Error	Statistic
Personal safety and security	7	5.02	.112	1.373
The destination can be easily reached	2	5.45	.089	1.090
Climate conditions	1	5.60	.089	1.087
The quality of the accommodation	3	5.38	.105	1.283
Beauty of the scenery	5	5.34	.096	1.181
Cleanliness	4	5.35	.090	1.099
The offer of local cuisine	11	4.79	.099	1.211
Offer of cultural and other events	12	4.77	.092	1.132
Ethnic composition	6	5.12	.091	1.111
Tour packages	10	4.87	.097	1.183
Possibility for shopping	13	4.63	.112	1.369
Opportunity for rest	9	4.92	.115	1.402
Diversity of cultural/historical attractions	14	4.47	.092	1.127
Hospitality and friendliness of the local residents	8	4.99	.084	1.026

Valid N (listwise): 150

4.3. Hypothesis Testing

The first regression model takes tourist's overall satisfaction as the independent variable and tourist's motivation with two factors as the dependent variable. The result is presented in Table 5. As the result, the F statistic of 25.882 is significant at P= 0.00, revealing that the model helps to explain some of the variation in overall tourist's satisfaction. Besides, the adjusted coefficient of determination (Adjusted R^2) revealed that 25% of the variance in tourist's satisfaction is explained by the regression model. The standardized coefficient beta (β) for factor1 (Unfamiliarity) is just .102 (p >.05) which was not significant and factor 2 (Familiarity/Relaxing) is .425 (P<0.01) indicated significant. According to the multiple regression analysis results, just one motivation factor affected overall satisfaction of tourists who visited homestays in Duonglam village. Thus, hypothesis 1 was partly accepted that motivation of homestay in Duonglam village would be positively related to the of tourists' overall satisfaction.

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Table 5: The Regressions for Relationship between Tourist Motivation and Overall Tourist Satisfaction (H1)

Model one	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std. Error	Beta		
(Constant)	1.899	.517		3.676	.000*
Unfamiliarity	.120	.096	.102	1.248	.214
Familiarity Relaxing	.559	.101	.452	5.545	.000*
R^2/Adjusted R^2	.260/.250				
F/Sig.	25.882/0.00*				

Dependent Variable: Overall tourist satisfaction
*P <.01

The second regression model takes tourist's overall satisfaction as the independent variable and tourist's attributes with four factors as the dependent variable. The result is presented in Table 6. As the result, the F statistic of 66.253 is significant at P= 0.00, revealing that the model helps to explain some of the variation in overall tourist's satisfaction. Besides, the adjusted coefficient of determination (Adjusted R^2) revealed that 63.7% of the variance in tourist's satisfaction is explained by the regression model. The standardized coefficient beta (β) for factor1 (Location/ Lodging) is .576 (p <.01), factor 2 (Offering and Information) is .153 (P<.05), factor 3 (Tour Attraction) is 150 (P<.05) and factor 4 is 100 (P>0.05) which was not significant. Therefore, General Tour Attraction, Offering /Information, and Location/Lodging were considered to be the important indicators determining the overall satisfaction level of tourists. According to the multiple regression analysis results, just one motivation factor affected overall satisfaction of tourists who visited homestays in Duonglam village. Thus, hypothesis 2 was accepted that that cultural and heritage attributes of homestay in Duonglam village, Hanoi would be positively related to the of tourists' overall satisfaction.

Table 6: The Regressions for Relationship between Destination Attribute and Overall Tourist Satisfaction (H2)

Model two	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t- value	P- value
(Constant)	.589	.331		1.778	.045**
Location/ Lodging	.554	.063	.576	8.750	.000*
Offering and Information	.148	.061	.153	2.449	.016**
Tour Attraction	.117	.049	.150	2.398	.018**
Local Services	.102	.053	.100	1.908	.058
R^2/Adjusted R^2	.646/.637				
F/Sig.	66.253/0.00*				

Dependent Variable: OTS
*P<0.01
**P<0.05

The third regression model takes destination loyalty as the independent variable and overall tourist's satisfaction as the dependent variable. The results are presented in Table 7. As a result, the standardized coefficient beta (β) is .622 (p ≤ 0.01). Further, the F statistic of 93.519 is significant at the P=0.00 level of significance, revealing that the model helps to explain some of the variation in technical quality. Besides, the adjusted coefficient of determination (Adjusted R^2) revealed that 38.3% of the variance in technical quality is explained by the regression model. The p-values of the t-tests are less than the 0.01 level of significance, indicating that the beta coefficients are significant. Accordingly, the results signify a positive relationship between overall tourist's satisfaction destination loyalty, supporting the surmise in the research framework (H3) that overall tourist's satisfaction of Duonglam village as a destination is directly (positively) affects destination loyalty.

Table 7: The Regressions for Relationship between Overall Tourist Satisfaction and Destination Loyalty (H2)

Model three	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t-value	P-value
(Constant)	2.250	.323		6.967	.000*
Overall tourist's satisfaction	.578	.060	.622	9.670	.000*
R^2/Adjusted R^2	.387/.383				
F/Sig.	93.519/0.00*				

Dependent Variable: Destination loyalty
*P<.01

5. Conclusion

This research provides a framework for understanding the interrelationships between tourist motivation and satisfaction s and the other constructs in relation to behavioral intentions. Apparently, this research adds empirical support to this vein of literature and has tested and verifies the ten motivation and fourteen attributes relates to Duonglam village, Hanoi as a homestay destination.

In this study, there are 3 most important attribute influence tourist motivation includes Learning different cultures/ways of life (M= 5.57), Have fun and enjoyment. (M=5.54) and having a variety of activities (5.43). A number of key benefits sought by respondents have been indicated and are worth emphasizing. Another hand the results also indicates negative image about tourist service and events of old village. fall even below 5 or 4 mean score value. For further understanding in detail of tourist satisfaction with specific destination attributes, this study result show that climate conditions (M= 5.60), the destination can be easily reached (M=5.45), The quality of the accommodation (5.38) Beauty of the scenery (M= 5.34) and cleanliness (M= 5.35) are ranked most important attribute for tourist satisfaction about Duonglam. This result is consistence with the study of Truong and King (2009) and Richards and Wilson, (2006) conclusion that many consumers are tired of encountering the serial reproduction of culture in different destinations and are searching for alternatives.

In the study, the survey results illustrated a partly support of hypothesis with the statement that motivation of homestay in Duonglam village would be the predictors of tourists' overall satisfaction. Besides, The standardized coefficient beta (β) for factor1 (Unfamiliarity) is just .102 (p >.05) which was not significant and factor 2 (Familiarity/Relaxing) is .425 (P<0.01) indicated significant. Thus, the study indicated that the correlation between overall satisfaction and Familiarity/Relaxing was higher than that between overall satisfaction and Unfamiliarity. Regression analysis revealed that Location/Lodging had the highest influence on tourists' overall satisfaction; the second highest influential dimension was Offering/Information. The last influential dimension was Tour Attraction. The positive relationship that is identified between destination attribute and overall tourist satisfaction interpreted that tourist's satisfaction of Duonglam homestay is positively related to destination loyalty. This result indicates that this three attributes may not be a choice of visit again or recommended highly to their friends and relatives. This finding is useful for Hanoi tourism authority in particular and Vietnam in general recognizes the weakness of destination and has the plane for improving this problem. This study also improves previous research model in tourism marketing (Baloglu, 2001; Molina et al., 2010; Yüksel & Akgül, 2007; Chen & Tsai 2007; Žabka et al., 2010; Mohamad et al., 2011;

Alkharabsheh et al., 2011) while testing the specific attribute and it relation with the overall satisfaction and destination loyalty.

These findings should assist the tourism industries to develop more focused marketing activities and to guide the development of products targeted at international market. This study also can be useful to the marketers of homestay tourism of Hanoi in developing strategies to enhance their competitiveness. They should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction. As the result, this study indicates that homestay managers and marketers should provide quality service with their shopping, some entertainments, souvenirs, opportunity for rest, and recreational activities, culture. The results implied that tourists' satisfaction at homestays in Hanoi might not necessarily depend upon other elements such as the offering of local cuisine and hospitality. To gain more tourists' motivation, marketing and management may require more attention on service-minded people tour package, familiarity of places, variety of foods, and fun and relaxing trip. Although Unfamiliarity had a lower significance than Familiarity/ Relaxation in this study, it still indicated considerable practical importance. From this perspective, Homestay marketer should be aware of a variety of activities, culture or ways of life, and cultural events in order to motivate tourists.. Although some studies argued that there was no direct relationship between tourist satisfaction and most attractions, facilities and services (Okello & Yerian, 2009; Caruana et al., 2000). This study consistence with the studies of Truong and King (2009), Truong and Foster (2006) and Lai and Vinh (2013) while conclusion that a destination's image can significantly impact on tourists' destination loyalty. As tourists who have enjoyed better than expected experiences are more likely to return in the future (Baloglu, 2001; Molina et al., 2010; Yüksel & Akgül, 2007; Chen & Tsai 2007), it is vital for Hanoi tourism managers and marketer to gain a competitive advantage over regional or international competitors through improving customer impressions to develop destination branding image. The findings of this study are important since Vietnam has been gaining higher popularity as an appealing tourism destination (Bui, 2011) but there are still limited researches on Vietnam tourism.

Although the theoretical contribution and managerial implication, some limitations of the research to be considered. The first limitation is that the number of questionnaire is just reasonable and the sample is only in Duonglam village; therefore, the future research should perhaps be conducted with bigger number with variety destination. Secondly, the model should be more developed in regard to trip quality and perceived value. A third limitation is related to sample characteristics that may limit the generalization of the results to some degree. The research context includes international visitors, some who have had experience at the tourist destination. Future

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studies with larger samples could allow for a comparison between national and foreign tourist behavior as well as between experienced and non-experienced tourists.

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