

# FACTORS INFLUENCING INTENTION TO VISIT THE MUSEUM OF HIGH SCHOOLERS IN HANOI

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## **Abstract:**

By mailing questionnaires to high school students in Hanoi, who are between the ages of 15 and 18, this study seeks to understand the factors that influence the intention of tourists. This research shows that the empirical findings are consistent with earlier literature reviews with the help of SPSS version 2016 and STATA version 22. Research hypotheses include service quality, motivation, destination perception, and perceived value are strongly and favorably connected with museum visits as determined by traveler intention. Furthermore, compared to women, men are less likely to return to the museum yet are more interested in going there first. The likelihood of visiting the museum is also higher for people with better incomes and educational backgrounds than for those with lower levels of both. Last but not least, the research findings indicate that parents' attitudes and the family's class are essential factors in motivating kids to increase their intention to frequent museums; nevertheless, high-class families' kids are less likely to have high intentions of tourists.

**Keywords:** Museum Visit, high school students, Tourists Behaviors, Hanoi

## **1 Introduction**

Hanoi, the capital of Vietnam, has been around since 1010 and is recognized for its rich culture, which has been influenced by Southeast Asia, China, and France for more than a thousand years. This area, which is the country's economic, political, and cultural center, combines traditional components like monuments and works of art with modern components like busy streets. Hanoi is one of the places that attracts both domestic and international tourists in significant numbers. Hanoi has 5,922 cultural and historical relics spread across its 3,358.6 km<sup>2</sup> total area, including the Presidential Palace Relic, the Old Quarter with Hoan Kiem Lake, the Thang Long Imperial Citadel, and Van Mieu with Quoc Tu. According to the Hanoi Department of Tourism, there are over 3,500 accommodations available to tourists. Out of the 572 rated places, 66.8 are luxury tourist apartments (ranked between 4-5 stars), and 222 are given star ratings. Last year, nearly 29 million people—a 10.1% increase—visited Hanoi. Of the 29 million visits, more than 7 million came from outside the nation, an increase of 17% from 2018. The remaining 22 million tourists were domestic travelers, an 8% increase over the prior year. Total tourist-related income increased by 34% to 103,807 billion VND, increasing the city's gross domestic product (GRDP) by 12.54% (directly by 5.16% and indirectly by 7.38%). A significant issue in the city is the rise in tourism. This also lays the groundwork for the expansion of other businesses and professions. It is anticipated that 35–39 million people, of which 3–4% will be

foreigners, will visit Hanoi by 2025. Total revenue will be close to 151 trillion VND. By 2030, 48–49 million tourists will travel to the nation, of which 13–14 million will come from abroad. Between 270 and 300 trillion VND are produced overall. It is obvious that Hanoi has a great deal of potential for making tourism a key industry that will provide immense wealth.

A museum is an organization that looks after a collection of artifacts and other items with artistic, cultural, historical, or scientific significance in the context of the development of human civilization. Many public museums display these objects for viewing by the general public in either permanent or transient exhibits (Hein, 1998). Museums have a significant role in the dissemination of knowledge, education, and understanding of cultural identities within the cultural sector (Bal, 1996). Museums not only reflect historical ideals but also significantly contribute to the growth of the country's economy (Bal, 1996). A museum is defined as "a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates, and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study, and enjoyment" by the International Council of Museums (Were, 2017). Around 55,000 museums display a variety of antiques, arts, cultures, paintings, dramas, and other things, according to the United Nations Educational, Scientific, and Cultural Organization (UNESCO) (Were, 2017). There are currently 20 museums in Hanoi, including national museums, specialist museums, and private museums. The effect of the rapid growth of museums is an increase in museum visitors, particularly tourists, which helps to confirm the significance and popularity of museums in Vietnamese culture (William, 2009). Research, education, and entertainment are the three basic purposes of museums (William, 2009). However, education is the primary goal of museums, as it offers the public the chance to gain new knowledge and to reinforce conventional history (Hein, 1998). For high school students, museums are important because they enhance their education in a variety of subjects, give them new experiences, and give teachers a special place to cover a wide range of subjects. In Vietnam, memorial events are frequently observed by museums, and they frequently collaborate with educational institutions to provide student study visits. As a result, the Vietnamese people, particularly the younger generation, have a perpetually unclear perception of the museum. Additionally, competition from other forms of entertainment, which better meet the requirements and preferences of younger people, has been constantly increasing. As a result, Vietnam's museums gradually lost their standing, and now mainly tourists are thought to attend museums. As a result, the government reduced the funds allocated to museums. Approximately 7 million people visit the national museum each month, and 12 million people come during exhibitions, according to GOV.UK figures. While there are about 2,000 visitors to museums each month in Vietnam, most of them are tourists. However, during peak tourist seasons, there are only about 10,000 visitors to museums (Were, 2017). Analyzing the data suggests that Vietnamese people still have a low level of interest in visiting museums. As a result, museums in Vietnam need to comprehend how visitors behave, particularly how they make decisions.

Numerous investigations have been done over time to determine the causes of the intention to visit a museum. These writers have shown that psychological elements (Kelly, 2010), motivational factors (Niemela, 2010; Williams, 2009), and learning factors significantly influence visit behaviors (William, 2009). Two important aspects that affect the intention to visit

a museum are stated as being psychological and motivational in nature. A few research looked at elements including cultural values (Rajesh, 2013; Williams, 2009), demographic image (David, 1990), learning objectives (Kelly, 2009; Williams, 2009), motivational variables (Brida et al., 2013; Dragicevic et al., 2012), and service quality (Cheng & Wan, 2012). Museums are places stuffed with knowledge intended to enlighten and educate the inquisitive mind. Particularly for kids, museums open up new worlds to them, encourage their imagination, and offer priceless educational opportunities.

As a result, the goal of this study is to undertake a more extensive empirical test utilizing both quantitative and qualitative approaches to uncover factors impacting high school students' inclinations to visit museums. Additionally, we offer suggestions that will assist museum administrators in formulating sensible regulations to draw large crowds of high students. In order to accomplish our research goal, we evaluate museum visits using a holistic model that takes into account intention to visit, which is based on the Theory of Perceived Value (Zeithaml, 1988), and Service quality (Zeithaml and Berry, 1988).

## **2 Literature Review and Hypotheses**

### **2.1 Literature Review**

Museums are organizations whose sole purpose is to preserve and interpret the most important physical proof of humanity and the environment. In the fields of tourism and hospitality, museums are also quite important. We use the theory of Perceived Value (Zeithaml, 1988), and Service quality (Zeithaml and Berry, 1988) as the underlying theory to accomplish the goal of the study. A service is described as an unseen tool offered by a public or private organization whose output cannot be measured in terms of physical ideas or that can't be kept (Parasuraman et al., 1988). Visits to museums can be viewed as a form of service when considering the idea of service. Numerous studies on the tourism sector have thoroughly investigated visitor behavior (Embacher & Buttle, 1989), visitor perceptions of the location, and visitor decision-making processes (Niemela, 2010).

Compared to other factors, service quality has received significantly more research (Alegre and Cladera., 2006); Chi and Qu., 2008). The phrase "service quality" was first used to describe it by Parasuraman, Zeithaml, and Berry in 1988. The following were included on the list: tangibles, which show physically real buildings, people, and objects; dependability, which refers to consistently accurate and reliable performance. As defined by Parasuraman et al. (1985), service quality is the discrepancy between what consumers anticipate from a good or service and what they actually think of it. The relationship between tourist intentions and service quality has been extensively studied, and it can be generally accepted that these two variables are positively correlated (Chi et al., 2013). It appears that visitors will judge the caliber of museum services based on their time spent there (Lan Nguyen, 2021). Using the HISTOQUAL scale, Cheng and Wan (2012) conducted a quantitative investigation of the service quality of museums in Macau. Tourists and locals who visited Macao museums typically had favorable opinions of the level of service provided. They discovered that tourists rated services more favorably than locals did. The group with higher levels of education and managerial or professional careers tended to be happier.

They further divided museums into categories based on their themes and discovered that visitors' perceptions of service quality varied among the various types of museums.

The definition of perceived value has been identified in numerous studies, and they all have various ideas about what it means (Van et al., 2021). In Zeithaml's research from 1988, he first introduced the idea of consumer perceived value, which was primarily developed from a psychological standpoint. Then he gave a demonstration of service contacts, which is a general evaluation of goods or services (Zeithaml., 1988). However, Duman and Mattila (2005) demonstrated in their research that the subjective result of analyzing tourists' experiences in tourism with their spent money and time is their perceived value. Huang Yinghua and Huang Fucui (2007) distinguish the perceived value of tourists from the perspective of meeting consumer expectations. It is a detailed assessment of usage experience, preference, and knowledge as well as their involvement and performance in tourist consumption. Li Wenbing and Zhang Hongmei (2010) examined the perceived worth of tourists under specific circumstances from the perspective of the client's experience with gains and losses. They added that, generally speaking, tourists evaluate a range of goods and services provided to them by associated staff to see if they meet their demands. Discussions about how perceived value is appraised often come up in academic settings. When assessing the perceived worth of tourists, it has been discovered that the majority of research adopts an all-encompassing, non-specific approach. It was assessed using a single component scale that comprises five topics (Duman and Mattila, 2005; Chen and Tsai, 2007; Chen and Chen, 2010). Su Lujun and Huang Fucui (2010) and Guo Anxi (2013) both employed a single dimension, but only 4 measuring items, to assess the perceived value of tourists. Sanchez et al. (2006) examined the perceived contribution of tourists to the purchase of tourism-related items and created a measurement system with six components. Seven components of perceived value were grouped by Ma Ling, Bao Jigang, and Cai Weimin in 2012 and 2015, respectively. Using four dimensions of perceived value that were created from the perspective of different tourist groups, Guo Anxi et al. (2019) demonstrated the influence mechanism of tourists' perceived value on the intention of tourism.

In previous research, the environment, natural attractions, entertainment, food, infrastructure, and other factors were all taken into account when assessing destination image (Chi et al., 2013; Baloglu and McCleary, 1999). A museum image's definition is condensed into a picture by the confluence of beliefs, ideas, knowledge, and feelings of customers about it (Crompton, 1979; Baloglu and Brinberg, 1997). A better image of the location draws more tourists there, the destination's image was an important factor for attracting tourists (M.K. Hsu et al., 2010). Destination image is an interactive operation of thinking, personal perspective, sentiments, visualizations, and motivation towards a destination, according to (A.D.A Tacsı et al., 2007). The perception of specific destination features is part of the destination image, but it is also the overall impression that the destination has created (Van et al., 2021). The environment, natural attractions, entertainment, gastronomy, infrastructure, and other factors have all been taken into account in prior research when assessing destination image (C.M. Echtner and R.B. Ritchie, 1991; Baloglu and McCleary, 1999). According to Keller (2003), it is a key part of marketing agencies' competitive strategy. Despite variations in the concept of goal image, numerous researchers have concurred that picture is important for behavioral intention (Van et al., 2021; Dobni and Zinkhan., 1990). Numerous studies have been done on the subject, and it

has been found that on the intention of tourism, choosing a location is influenced by the place's image (Beerli & Martin, 2004). The majority of early research studies (Baker & Crompton, 2000; Chen & Tsai, 2007; Chi & Qu, 2008) concentrate on the impact of destination image on satisfaction, perceived quality, and behavioral intentions. The significance of food in destination tourism was examined in the study (Chi et al., 2013), since it is one of the most critical factors determining visitors' experiences and has a big impact on how they behave in the future (Ryu and Jang., 2006). The gastronomic experience, according to Kivela and Crotts (2006), is inexorably tied to the location and the perception of the location (Kivela and Crotts., 2006). It has been said that visiting a tourist destination with the goal of intention of tourism (Baker and Crompton, 2000) has been linked to post-consumption behavior (Cole and Scott, 2004). It also has to do with the visitor's assessment of whether they would go back to the same place (Stylos et al., 2016) or suggest it to others (Khasawneh and Alfandi, 2019).

Numerous studies have examined the relationship between destination perception and travel intention, taking into account that future travel intention may include a want to return and a propensity to suggest (Castro et al., 2007; Jin et al., 2013) as well as word of mouth (Prayag and Ryan, 2012). Cole and Scott (2004) classified the intention of tourism as a sort of post-consumption behavior and classified it as either a visitor repeating a habit or returning to a location (Baker and Crompton, 2000). According to Stylos et al. (2016) and Khasawneh and Alfandi (2019), it is related to the visitor's decision regarding the intention of tourism. It was noted by Chen and Tsai (2007); Khasawneh and Alfandi (2019) to be the propensity to suggest to others. According to Kim et al. (2013), the perception of a location by tourists as well as their decision-making process and behavioral intentions are all influenced by the destination's image. According to a 2013 study by Kaesung et al., who looked at tourists' involvement in sports activities in Korea, the perception of the place has a favorable impact on visitors' behavioral intentions. According to Liu et al. (2015)'s analysis of mainland Chinese tourists traveling to Macau, there is a significant link between destination image and behavioral intention. In their study of relevant reality television shows for tourists, Fu et al. (2016) found a strong correlation between the perception of a place and the inclination to promote it. According to C.F. Chen and D. Tsai (2007) and C.M. Echtner and R.B. Ritchie (1993), the destination influences the likelihood of a return visit. According to B. Zhang and E. NiyomSlip (2020), the perception of a destination affects visitors' intentions of tourism. B.N. Viet et al. (2020) classified the quality of a destination's attributes into categories of the destination's image and examined how these attributes related to perceived risk, cultural interactions, and intention of customer.

## 2.2 Hypotheses

Alegre and Cladera (2006); Chi and Qu (2008) both made the case that frequent travel could be a result of a location's high standard of service. According to Mayo and Jarvis (1981), Hu and Ritchie (1993), Um et al. (2006), and others, museums that offer benefits like historical sites, beautiful landscapes, and quality service that customers can't get at home are seen as appealing, which increases the likelihood that they'll be back in the future. In their study on the effects service quality has on the intention of tourism, S.H.A. Kazmi et al. (2020) divided service quality into destination attributes such as security, transportation, lodging, food, and accommodations and asserted that destination service quality has a significant relationship with

the intention of tourism.

***H1: The quality of service positively influences the intention of tourists to visit the destination.***

In their 2014 study, Ray et al. discovered many contributing elements in people's museum visitation patterns. To address the behavior of museum visitors, the research comprised 54 characteristics. Cultural, historical, attitudinal, aesthetic, service-related, archive, and promotional aspects are the seven explanatory categories that emerged from the exploratory studies. In order to examine the moderating impacts of aesthetics and ambience on museum visits by millennials, Hyowon et al. (2018) developed a framework for millennials' museum-going behavior. According to the research, Korean millennials who visit art museums look for hedonic value rather than practical value. It appears that in the context of an art museum, hedonic value has a greater impact on the intention of tourism. The confirmation of the link between the destination image and the intention of tourism is one of the findings. With that said, a solid case has been made for the relationship between destination image and behavioral intention.

***H2: The perception of a destination positively influences tourists' intentions to travel there.***

Scholars have found that the perceived value can be broken down into many aspects depending on the situation. The perceived value of the event is a precursor to other outcomes, such as anticipated activities, according to Boulding et al. (1993). Bigné et al. (2001) likewise thought that behavioral intentions would be influenced by perceived quality. The decision a person makes before traveling will be influenced by the perceived value (Lee et al. 2007). Tourists' behavioral intentions may be accurately predicted using their past, present, and future behavior (Cheng et al. 2013). Following their analysis, Hutchinson et al. (2009) showed through 38 statistics that golf visitors' positive behavioral intentions were influenced by their favorable perceptions of their worth. Cheng and Lu (2013) verified that visitors' perceptions of value had a favorable influence on their intention. (Wu et al., 2016) study further supported the notion that visitors' perceptions of the destination's worth following their gaming experiences strongly predict their potential future behavior. According to Woodruff (1997), perceived value refers to how a person uses a product in a certain situation, evaluates how well it works and how it affects the user after usage, and assumes the customer's desire to buy. Perceived value, according to Gallarza and Saura (2006) and Chen and Chen (2010), is closely related to behavioral intention. According to Panda Bajis (2015), perceived value has a favorable and considerable impact on tourists' satisfaction as well as their future behavior. In general, it is clear that perceived value and behavioral intention—which includes the intention of tourism - have a positive relationship.

***H3: Tourists' destination intention is positively influenced by perceived value.***

Numerous studies have found a positive relationship between motivation and the intention of traveling (Van et al., 2021). Yoon and Uysal (2005) discovered that push motivation, but not pull factor, is a determinant of destination action. According to Khuong and Ha (2014), push and pull motivational factors have a favorable direct and indirect relationship with the intention of tourism. S.A. Pratminingsih et al. (2014) demonstrated in their research that there is a positive relationship between motivation and intention in tourism. According to Niemela (2010), there are both internal and external factors that contribute to museum visitors' motivation, including



personal needs and interests, relaxation, and curiosity. The external factors include art and craft, archeological components, priceless statues, sculptures, and monuments, as well as exciting locations. Therefore, motivation may be viewed as a place to start when developing a behavioral model for museum visitors. Brida et al. (2013) demonstrated that the motivation component, which influences both museum visitors' visit intentions and attitudes, is represented by the push and pull factors. The findings of this study demonstrate how important motivation is in this research model.

***H4: Tourist destination intention is positively influenced by motivation.***

There has been a ton of research done on behavioral intention, perceived risk, and their interrelationships. It affects both the intention to research a purchase and the actual purchasing procedure as well as the decision made afterward (Mitra, Karathanasopoulos, Sermpinis, Dunis, and Hood, 2015). People are likely to avoid destinations they judge to be hazardous in the tourist business if the magnitude of perceived risk plays a larger part in destination visits (Kapusinski and Richards, 2016). According to L.C. Cong (2020), perceived risk plays a significant role in determining destination choice and subsequent behavior, such as tourism intention and word-of-mouth. According to Chen and Li (2007), Lee et al. (2005), Yuksel and Yuksel (2006), and others, people who encounter unpleasant perceived risks will envision their actual experiences adversely, which almost completely eliminates their intention of traveling. According to some studies' findings on perceived risk and behavioral intention, it is unmistakably established that perceived risk affects tourists' intentions of traveling. According to Kozak et al.'s research, published in 2007, tourists who believe a particular destination to be dangerous are much more likely to steer clear of it in the future. When tourists encounter issues while on their trips or tours, this immediately increases their perception of the risk associated with that tourist destination (Rindrasih, 2018).

***H5: Tourist intention to visit a destination is negatively influenced by perceived risk.***

Culture's core is made up of inherited cultural values. Cultural values are ingrained in people's unconscious and repetitive everyday behaviors, practices, communication styles, interpersonal discourses, and public representations. The culture and society are shaped by these ideals (Rajesh, 2013). Because of its cultural importance and status as an essential component of cultural legacy, museums have a significant impact on the economic growth of any nation by luring both domestic and international travelers to a variety of locations (Rajesh, 2013; Williams, 2009). One of the most important aspects that has not received much attention in previous research that has looked at museum visitation behavior is culture. A museum reflects historical and cultural developments as well as national representation.

***H6: Tourists' destination intentions are positively influenced by cultural contact.***

Museums are an intriguing sort of informal learning that is viewed as free-choice learning environments, in contrast to classroom instruction. According to Williams (2009), visitors to the museum, particularly kids, go there to discover new things. According to study, parents should think about bringing their kids to the museum to assist the learning component (Kelly, 2009). Therefore, visiting a museum provides a singular opportunity to study new information in a

vibrant and instructive atmosphere, as well as to pique young people's attention. Therefore, learning and museum visits have a favorable link.

***H7: Learning has a positive impact on the intention of tourism***

Basic demographic factors like age and gender, according to Andereck and Nyaupane (2011), have a substantial impact on the behavior patterns and attraction preferences of leisure-based travelers. According to David (1990), socioeconomic classes (salaried middle class, intermediate group, and working class) and yearly income are among the demographic factors that influence museum attendance. Each person's personality and perspective are influenced by factors including age, gender, income, education, and family literacy. These elements affect people's decisions about visiting museums.

***H8: Demography has a different impact on the intention of tourism.***

Kotler et al. (1996) assert that image would positively affect how consumers perceive quality. Bloemer and Ruyter (1998) discovered an indirect relationship between image and perceived value through perceived quality. Bing Zhang and Eksiri Niyomsilip's (2020) research on the associations between perceived value and destination image, service quality, and other characteristics frequently raises questions regarding how perceived value is evaluated.

***H9: Destination image has a positive impact on perceived value.***

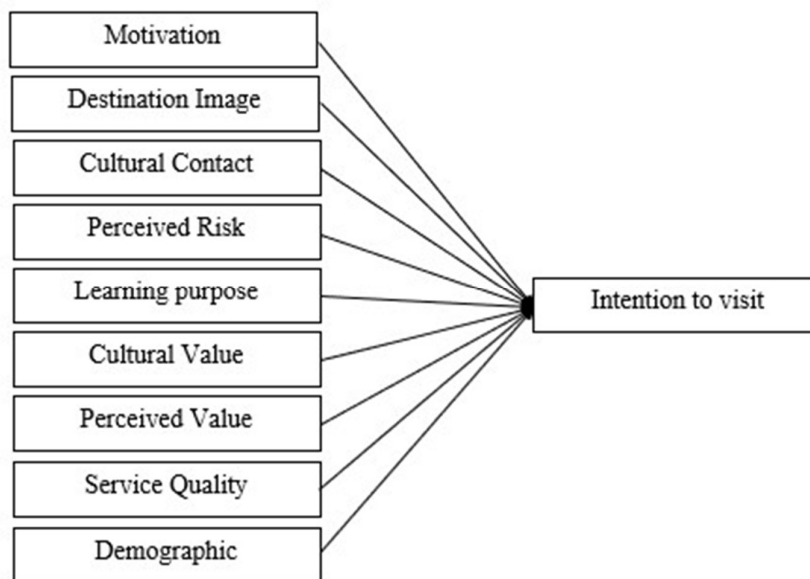
Bigné et al. (2001) experimentally examined the structural relationships between destination image and service quality. Bloemer and Ruyter (1998) discovered a direct link between destination image and service quality via perceived value. According to Kivela and Crofts (2006), food may have a substantial impact on tourists' experiences and can affect how positive they perceive such activities to be.

***H10: The service quality has a positive impact on the destination image.***

### **3 Research Methods**

#### **3.1 Empirical Model Proposal**





### 3.2 Data Collection and Research Method

The target population for this research is museum visitors and non-visitors aged between 15–18 years old in Hanoi. Before an actual data collection, a pilot test was done. We surveyed a group of high schoolers, specifically 10 people were selected through convenience sampling. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. The purpose of the pilot study was to ensure the clarity and accuracy of the survey instrument. It aimed to identify problems in questionnaires regarding wordings, appropriateness of meanings, and interpretation.

To collect research data, we used a questionnaire developed in Vietnamese. The questionnaire was designed with questions such as ‘personal information’, ‘museums criteria evaluation’ and the ‘experience of museum visits evaluation’. Then, we went to selected high schools in Hanoi. We asked more than 2500 respondents to participate in the survey by informing them about the purpose of the study, their valuable contribution to the study, and the confidentiality of the information. Respondents were not allowed to take the questionnaires home for the reliability and completeness of the survey.

### 4. Conclusion and Recommendation

The majority of respondents who visited the museum are between the ages of 15 and 18 and are female. The respondents overwhelmingly concur that they wished to experience the vibrant culture of the historical location, which is a highly regarded and unique travel destination for them. When the examination of travel motivation and qualities was done by gender profile, a substantial difference was identified. On the factors of tourists' destinations, city environments, city experiences, and tourism services, there was a substantial difference seen when the elements were categorized according to frequency of visit. The researchers were able to establish a plan of action based on the study's findings. This study was carried out to determine the connection between museum visits and intention to visit. The authors propose a model of museum visits that

was built using the theory of based on a comprehensive survey of the literature.

The growth of Vietnamese culture is significantly influenced by the government, particularly when it comes to improving the standard of the museum system. The preservation and promotion of Vietnamese cultural and historical treasures are essential to the country, particularly against the backdrop of integration and globalization. Although a short-term upgrading of the Vietnamese museum system is impossible, the government should start small with renovations. According to the author, funding for infrastructure upgrades at the museum should be increased by both the national and local governments. Enhancing the aesthetics and drawing in both domestic and foreign visitors will result from changing the material structure and design. Vietnamese museums, as well as the government, need to strengthen their attributions and concentrate on establishing themselves in relation to other forms of entertainment. In the beginning, museums must upgrade the aesthetics and architectural elements, such as altering the outdated design and modernizing the infrastructure. In the past, museums have mostly concentrated on their historical holdings and have shown little to no interest in learning about the interests of its visitors, particularly the younger generation. Young people's perception will therefore be hastened by transformation into artistic and contemporary beauty, which favorably influences their visit intention. Similar to this, museums in Vietnam should focus on promoting themselves to both domestic and foreign tourists. The marketing campaigns for the historical attractions in the capital city of Hanoi may be increased by the attraction management/DOT through social media, posters, and flyers. For the convenience of those with disabilities, the management will offer a professional curator and an audio visual room with virtual reality. Future studies may employ a study similar to this one but with different variables, such as facilities and services, heritage attractiveness, culture and history, and facilities. According to the writers, Vietnamese museums should promote its most distinctive features, hold more exhibitions, and run advertisements on media platforms like TripAdvisor, Facebook pages, Instagram, etc. These internet platforms will serve as strategic marketing tools to increase visitor appeal to the younger demographic.

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