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RESEARCH ON THE IMPACT OF LOCALITY - MARKETING VARIABLES ON THE SATISFACTION OF TOURISTS TO NINH BINH PROVINCE

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Marketing a locality in tourism development aims to build the image of a local tourist destination in the minds of tourists. This study clarifies the impact of locality-marketing variables including: local tourism products; prices of local tourism services; local location and accessibility; promotion activities of local tourism; the role of local government in tourism development; tourism business community; the participation of local communities in tourism on the satisfaction of domestic tourists to Ninh Binh province. Due to the impact of the COVID-19 epidemic, primary data are collected from a survey of 225 domestic tourists who have visited Ninh Binh recently. On the basis of research results, the article also provides discussions and some recommendations with Ninh Binh province on locality-marketing activities of the province to develop tourism in the coming time.

Keywords: Locality-marketing, marketing variables, tourists.

JEL Classifications: D47, M31, L83.

1. Introduction

In tourism activities, localities with tourism development potential that well implement locality-marketing (LM) activities will attract target tourists on the basis of developing their particular tourism products. LM aims to build and perfect the image of a destination with distinct and specific identities of local tourism in the minds of tourists. Due to the COVID-19 epidemic, the tourism industry in the world in general, of Vietnam and localities in particular have been severely affected. When the epidemic is over, the competition to attract tourists to

localities will become very fierce in order to quickly recover the tourism industry for socio-economic development and create jobs, contributing to hunger eradication and poverty reduction... for the localities.

In that context, the role of LM becomes even more important to restore and develop local tourism. The study to see how the elements of LM have an impact on tourist satisfaction is very significant, helping localities with conditions for tourism development to adjust their policies appropriately to enhance tourist attraction, develop local tourism

activities, make local tourism more competitive to achieve the localities' social & economic goals.

2. Overview of locality - marketing to develop tourism

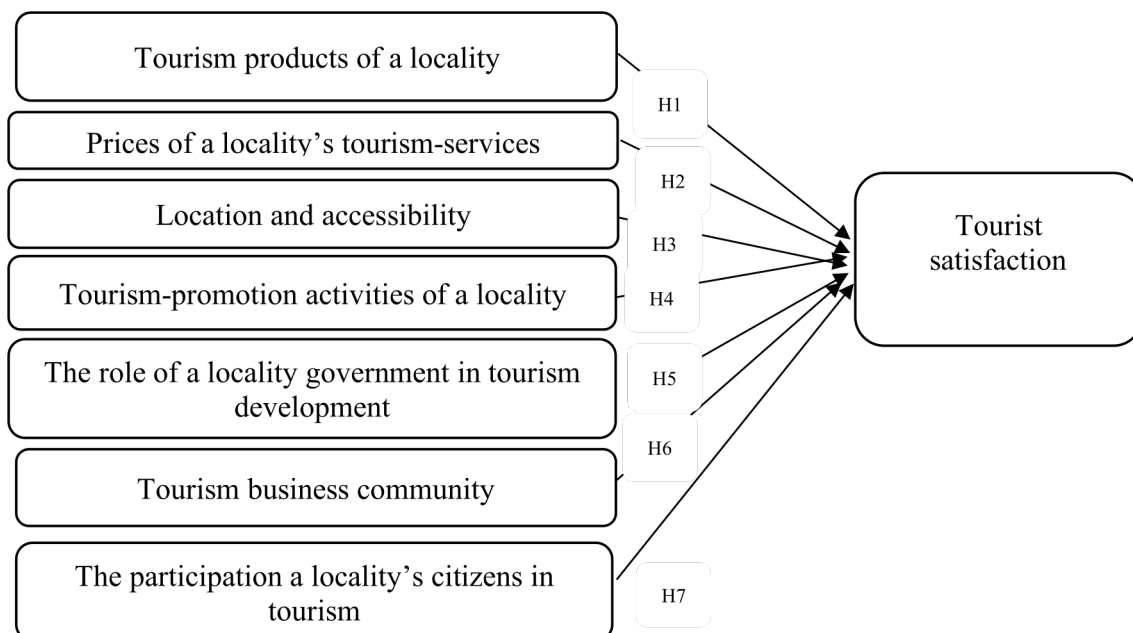
LM originate from the US, rooted in locality advertising - the factor of difference for attracting people to the new frontiers of the Wild West (the beach resorts of England and France) - actively advertised in the 1990s to attract tourists. Up to now, there have been many different approaches to LM, some of which are as follows: from the perspective of local visual design (Philip Kotler, 1993; Thomas Niedomysl, 2012); action-program based approach with marketing tools (Leo Van den Berg and Erik Braun, 1993, 1999; Martin Boisen et al., 2018); and approaches based on activity satisfying consumer needs (Ashworth and Voogd, 1990; Braun, 2008; Gollin Vincent, 2010; Wang Yucheng et al., 2011; Lee Myungseop, 2012; Vu Tri Dzung, 2011).

The term of marketing - mix used in marketing today, introduced by Borden (1964) consists of 12 components: product, pricing, planning, branding, personal selling, promotion, whole package, adver-

tising, distribution channel, display, serving, proof, fact-finding, and analysis. Later, McCarthy (1964), grouped Borden's 12 marketing components into four components called the 4Ps: Product, Price, Place, and Promotion. According to Vu Tri Dung (2011, p.210) who stated: "Locality marketing - mix is also added with 2 P's: Power and Public. These variables of the locality marketing mix need to be coordinated in accordance with a locality positioning strategy. LM variables are the set of marketing variables used by the locality to execute the marketing strategy and succeed in the target market (Vaňová Anna et al., 2017).

3. Research model and hypotheses

The research model and hypotheses are presented in Figure 1. This model shows the relationship between independent LM variables including: Local tourism product; prices of local tourism services; location and accessibility; local tourism promotion activities; the role of local government in tourism development; tourism business community; participation of local communities in tourism. Tourist satisfaction is the dependent variable.



(Source: Compiled by the group of authors) - Tourism products of a locality

Figure 1. Research model on the impact of local marketing variables on tourist satisfaction

According to J.Swarbrooke (1995) in order for tourism products to turn a locality into an attractive tourist destinations, it is necessary to clearly identify the types of tourist-attracting destinations: Natural beauty or scenic spots; historic-famous people or great people; Shopping venues; Cultural attraction; entertainment of different types; Sports activities; Festivals and events; Architectural works, mausoleums, temples, sculptures; Drama Theater; Other attractions... According to Kotler (2012), tourism product of a locality includes all services provided and linked with all matters of socio-culture, environment, resources and public goods of that locality. A tourism product is the visitor's experience of a tourist destination. In this regard, there are quite a few groups of authors who have used the scales in the research model to measure local tourism products (Sima Ghaleb Magatef, 2015; Urška Binter et al., 2016; Arasi Paniandi et al., 2018 ; Zeshasina Rosha, 2018; Dang Thanh Liem, 2018; Hoang Xuan Trong, 2016. The essence of a tourism product is a combination of products and services (Konečnik, 2010), or also a combination of products, services, traditional goods, culture (Alič et al., 2011). When researching into local tourism products, they will talk about product quality, in which product brand known by many people and linked with the satisfaction level of the tourists will increase the value of tourism products. The factor of local tourism products shows very clearly the same-direction impact relationship with the satisfaction of the tourist

In addition, the features and benefits that customers discover and experience are also important factors in measuring local tourism products. According to the research model of Arasi Paniandi, there are 4 factors measuring local tourism products, including: Typical tourism products, Destination amenities and services; Accommodation establishments; Souvenir. According to research by Urška Binter (2016), local tourism products include 6 elements: Attractive natural landscapes; Local culinary diversity; multiple travel events and activities; Good accommodation service; Heritage and typical traditional culture; Destination service quality meeting the needs of tourists. So, the research hypothesis is as follows:

H1: Local tourism products have a same-direction impact relationship with tourist satisfaction

- Prices of local tourism services

Price is one of the factors that tourists care about when choosing a tourist destination (Dwyer and Kim, 2003; Craiwell et al., 2008; M.Porter, 2011). The degree of concordance between the price and the quality of tourism products and services at the tourist destination that is compatible with each customer group is an important competitive strategy in the strategy of attracting tourists. And the price compatible with the quality of product and service has become a great advantage of the tourism destination over its competitors in the tourism market. Varki and Colgate (2001) point out the relationship between the perceived price effects on customer satisfaction, the possibility of customer change of choice, and the possibility of the customer intention to recommend others to use the service. Regarding the price tool and the correlation relationship with the satisfaction of tourists, there are many comments: (1) High price has a similar-direction or positive impact on the satisfaction of tourist groups with high-incomes and tourism experience; and (2) The trend of high prices has an opposite-direction or negative impact on the satisfaction of low-income tourists. According to a study by Sakkarin Nonthapota (2020), "The worthiness of a reasonable price will directly impress tourists". The same-direction or positive relationship between price and tourist satisfaction depends on a specific set of customers or is mainly based on the correspondence between the quality of products and services and the prices of local tourism services. In this way, the research hypothesis is put forth:

H2: Price has a positive relationship with tourist satisfaction

- Location and accessibility

According to Vanová Anna et al. (2017), the accessibility of a locality means the location, the characteristics of access to that locality, and a series of activities that make up the total quantity of products and commercial by-products. Accessibility includes location and geographic location of the locality; accessibility from other locations; the

marking and orientating for approach efforts at the site; traffic connection characteristics (road, railway, air and waterway); quantity, speed and quality of infrastructure; contribution to a commercial character of the product at the site; direct sales and sale via intermediaries in the online basis. The favorable conditions of location and accessibility are clearly positive factors to influence the satisfaction of tourists. Short travel distance, advantages of infrastructure, convenient transportation, variety of means of transportation are factors that strongly influence the same-direction-impact relationship with tourist satisfaction. The current trend of tourist wishes is to both ensure an effective epidemic prevention factor, combined with taking a short travel distance, and to have the needs satisfied of short holidays and safety from the COVID-19 epidemic. Therefore, convenient location with many tourist destinations, and safety are the same-direction (positive) effects of this factor on the satisfaction of the tourist. The research hypothesis is put forth:

H3: Location and accessibility have a positive relationship with tourist satisfaction

- Local tourism promotion activities

Tourism promotion has always been a factor supporting tourist attraction activities (Philip Kotler (1993); Marc Dupuis (2003); Elias Mohammed (2014); Sima Ghaleb Magatef (2015); Urška Binter et al. 2016), Arasi Paniandi T et al (2018), Zeshasina Rosha (2018), Natasha Saqib (2019), Vu Tri Dung (2011). According to Vu Tri Dung (2011), local tourism promotion activities are not only a specific area of policies and activities of a locality. Locality promotion encompasses all local activities aimed at communicating and amplifying the image of the locality to the outside to attract investors, as well as tourists. The majority of tourists use smart phones, modern technology application software, which is the main need of tourists nowadays. Appealing forms of advertisement with sufficient and regularly-updated content and messages, easily-accessed communication channels, multiply-organized tourism events, applied digital technology are factors that contribute to affirming that local tourism promotion has a same-direction impact or positive

relationship with customer satisfaction. Then the research hypothesis is made:

H4: Local tourism promotion has a same-direction-impact relationship with tourist satisfaction

- The role of local government in tourism development

The role of the local government in tourism development shows a relationship of indirect impact on the satisfaction of the tourist. The local government is the one who establishes the LM process/procedure: analysis, planning, motivation, planning, organization for implementation, coordination and control. The government creates a legal corridor and environment for tourism activities through local tourism management institutions such as views, goals, planning, policies, and strategies for tourism development. It organizes support and manage the tourism sector, improves administrative procedures, increases the provincial competitiveness index, set up coordination mechanisms among participating parties, and issues codes of conduct of local government officials, businesses, tourism service providers, people and tourists in the field of tourism, creating tourism manpower resources, ensuring safety, security and environmental sanitation of the destination (Eric Laws, 1995). Seppo K (2003) emphasizes on the coordination of relevant parties, in which the involvement of local authorities plays a special role. Tourists benefit from practical orientation, useful activities of local authorities. The research hypothesis then is raised:

H5: The role of local government in tourism development has a same-direction-impact/positive relationship with tourist satisfaction

- Tourism business community

This is a general term representing the tourism business community and local business households. They are not single individuals, but linked or connected to each other, having a direct role in performing specific jobs at the stage of implementing LM, contributing to the locality's economic development. Dwyer and Kim (2003); Marc Dupuis (2003); M. Kozak (2004); Craigwell et al (2008); Zamani-Farahani and Musa (2008); Cracolici et al (2008); Arasi Paniandi T et al (2018); Vu Tri Dung (2011);

Hoang Xuan Trong (2016); Nguyen T. Quynh Huong (2018) comments that tourism businesses and tourism-trading households, and tourism service providers are also a tool in the marketing mix - contributing to the successful implementation of the goals of marketing strategies. Tourist satisfaction is based on the service quality of tourism enterprises. The research hypothesis is set out:

H6: The tourism business community has a same-direction-impact/positive relationship with tourist satisfaction

- Involvement of local communities in tourism

A locality's people make the difference of a tourist destination and their role is very important in providing tourism services, it is crucial that they are both the primary target group of marketing efforts, and the element bringing in the effectiveness of marketing activities. Evaluation of local community involvement in tourism (Dwyer and Kim, 2003; Craigwell and More, 2008) often focuses on looking at how friendly locals are to tourists. According to Dwyer and Kim (2003), friendliness of local people is a social factor of tourist destination, which affects tourists' satisfaction with their trip. In particular, the local population is an important part of creating the overall local product, creating an impressive local image through cultural behavior and friendly attitude towards tourists. The research hypothesis is put forth:

H7: The participation of local communities in tourism has a positive relationship with tourist satisfaction

4. Research Methodology

4.1. Research tools

The study uses a survey method to collect primary data, the questionnaire is designed on an overview basis and inherits previous studies related to LM. The factors and scales were built from relevant studies and adjusted after in-depth interviews with 15 experts who are lecturers specializing in marketing and tourism of universities; the state management staff in tourism of the Ministry of Culture, Sports and Tourism, the General Department of Tourism; Tourism Research & Development Institute and Ninh Binh Province authority. The questionnaire is designed in 2 parts.

Part 1 includes questions about the purpose of the trip, information channels used by customers, questions about tourists' evaluation of LM variables to satisfy tourists; Part 2 is a survey of tourists' demographics, including: gender, age, income, occupation, and location. The study covers 07 independent variables and 01 dependent variables (Tourist satisfaction) with 40 evaluation indicators for all 8 explanatory variables. The study used a 5-point Likert scale (from level 1 - strongly disagree to level 5 - strongly agree) for all variables (see table 1)

4.2. Form of survey and data collection

The survey sample of this study was selected according to the convenience sampling method. Due to the impact of the COVID-19 epidemic, this study only surveyed domestic tourists who visited Ninh Binh in late 2020 and early 2021. Regarding sample size, this study uses the sample-size calculating method of Hair (2007); Hoang Trong and Chu Nguyen Mong Ngoc (2008) are $n*5$ observations (where n is the number of scales). With a questionnaire consisting of 40 scales for 07 independent variables and 01 dependent variable, the minimum sample size of the study is $40*5=200$. The form of survey is to send votes directly to tourists at major tourist destinations: Trang An eco-tourism area; Tam Coc - Bich Dong tourist area; Hoa Lu Ancient Capital Historic Site. Survey results: 325 votes were distributed, Out of 298 collected votes, 73 votes were not statistically valid due to the blank question or the accumulation of the same score. Thus, a total of 225 votes were used for the analysis (Table 2).

Data processing

Collected data were processed using SPSS 20.0 software. Before data analysis, the scales were evaluated for reliability through Cronbach's Alpha coefficient and exploratory factor analysis (EFA) for 8 variables in the proposed model. Next, the authors used the Confirmatory Factor Analysis (CFA) method to evaluate the level of convergence, discriminating and checking the appropriateness of the structures in the model. Finally, the study used regression to test the relationship between the variables in the model. The regression model has the form:

Table 1: Collection of factors and indicators of LM variables affecting tourist satisfaction

Factor	Indicator	Source
Tourism products of a locality	10	Philip Kotler (1993); Elias Mohammed (2014); Sima Ghaleb Magatef (2015); Urška Binter and et al (2016), Arasi Paniandi T and et al (2018), Zeshasina Rosha (2018), Natasha Saqib (2019); Vu Tri Dzung (2011); Nguyen T. Quynh Huong (2018); Comment from additional expert.
Prices of a locality's tourism-services	3	Philip Kotler (1993); Marc Dupuis (2003); Urška Binter and et al (2016), Arasi Paniandi T and et al (2018); Nguyen T. Quynh Huong (2018), Ý kiến chuyên gia bổ sung
Location and accessibility	5	Philip Kotler (1993); Marc Dupuis (2003); Vu Tri Dzung (2011); Nguyen Minh Tue (2014); Comment from additional expert.
Tourism-promotion activities of a locality	6	Philip Kotler (1993); Marc Dupuis (2003); Elias Mohammed (2014); Sima Ghaleb Magatef (2015); Urška Binter and et al (2016), Arasi Paniandi T and et al (2018), Zeshasina Rosha (2018), Natasha Saqib (2019), Vu Tri Dzung (2011)
The role of a locality government in tourism development	4	Rainisto Seppo K (2003), Vu Tri Dzung (2011); Steven Pike (2014); Hoang Xuan Trong (2016); Vaňová Anna and et al (2017)
Tourism business community	4	Dwyer and Kim (2003); Marc Dupuis (2003); Arasi Paniandi T and et al (2018); Vu Tri Dzung (2011); Hoang Xuan Trong (2016); Nguyen T. Quynh Huong (2018)
The participation a locality's citizens in tourism	4	Dwyer and Kim (2003); Marc Dupuis (2003); Arasi Paniandi T and et al (2018); Vu Tri Dzung (2011); Hoang Xuan Trong (2016); Nguyen T. Quynh Huong (2018)
Tourist satisfaction	4	Alegre và Cladera (2009); Erkan Ertörün (2011), Elias Mohammed (2014); Zaliha Zainuddin and et al (2016); Urška Binter and et al (2016), Arasi Paniandi T and et al (2018), Zeshasina Rosha (2018), Natasha Saqib (2019); Comment from additional expert.

(Source: Compiled by the group of authors)

$$Y(HL) = \beta_0 + \beta_1 * SP + \beta_2 * GIA + \beta_3 * KNTC + \beta_4 * XTDL + \beta_5 * CQ + \beta_6 * DNDL + \beta_7 * DC$$

Where: β_0 , which is the coefficient of overall regression angle of Y when the independent variables are 0, evaluates the influence of factors other

Table 2: Survey sample structure

		Total	
		Frequency	Ratio %
	From 18 to 25 years old	64	28,4
	From 26 to 45 years old	97	43,1
	From 46 to 60 years old	45	20
	Over age 60	19	8,4
	Total	225	100
Level	Graduated from high school	28	12,4
	University	125	55,6
	Master	52	23,1
	Doctor	20	8,9
	Total	225	100
Sex	Male	142	63,1
	Female	83	36,9
Income (VND/month)	< 5.000.000	36	16
	5.000.000 – 10.000.000	62	27,6
	10.000.000 – 15.000.000	59	26,2
	15.000.000 – 20.000.000	40	17,8
	> 20.000.000	28	12,4
	Total	225	100
Job	Public servants	65	28,9
	Freelance business	70	31,1
	Pupil	90	40
	Total	225	100

(Source: Compiled by the group of authors)

Table 3: KMO test results and Barlett scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	5124.516
	df	630
	Sig.	.000

(Source: SPSS 20.0 processing results of the group of authors)

than the ones identified in the model on the variables. $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7$ are the coefficient of overall regression angle of Y with the corresponding independent variables and ε being the error.

5. Results of analysis and discussion

5.1. Exploratory factor analysis (EFA)

Exploratory Factor Analysis (EFA) helps to evaluate two important values of the scale: convergent

value and discriminant value. The condition for exploratory factor analysis is to satisfy the following requirements: Factor loading > 0.5 ; The KMO coefficient (the index used to consider the appropriateness of factor analysis) must be in the range (0.5 -1.0). The significance level in the Bartlett Test (used to examine the hypothesis that the variables are not correlated in overall context) must be < 0.05 . After 3 times of factor rotation, 07 scales were removed due to factor loading < 0.5 , KMO coefficient = 0.868 > 0.5 , showing research data consistent with Exploratory Factor Analysis (Hoang Trong and Chu Nguyen Mong Ngoc, 2008). The significance level = 0.000 < 0.05 proves that this test is statistically significant, which means that the observed variables are correlated overall with each other (Hoang Trong and Chu Nguyen Mong Ngoc, 2008) (table 3).

5.2. Check the reliability of the scale

The reliability of the scale is assessed by the internal consistency method through Cronbach's Alpha coefficient. This study uses Cronbach's Alpha reliability coefficient method after EFA to eliminate unsuitable variables because these garbage variables can create spurious factors (Nguyen Dinh Tho, 2013). Cronbach's Alpha reliability coefficient only indicates whether the measures are related or not; but does not show which

observable variables should be removed and which observed variables should be kept. Then, the calculation of the correlation coefficient between the variable-total will help to exclude those observed variables that do not contribute much to the description of the concept to be measured (Hoang Trong and Chu Nguyen Mong Ngoc, 2008). Here, the Cronbach's Alpha coefficient of all variables is > 0.6 and the correlation coefficient - the lowest sum of all variables is > 0.3 , showing that all variables in the research model are accepted (table 4).

shows that the correlation coefficient r of all 8 variables (SP, GIA, KNTC, XTDL, CQ, DNDL, DC, HL) is greater than 0.5, indicating that the above variables have a close linear relationship. In correlation analysis, besides testing the relationship between variables, the sig value reveals whether the relationship between variables is statistically significant or not. The correlation coefficient matrix table shows that the variables in the model are positively correlated with each other (linear correlation coefficients all have positive signs) and have statistical

Table 4: Results of testing the reliability of the scale

Factor	Observable variable	Cronbach's alpha	Lowest total-variable correlation coefficient
Tourism products of a locality	10	0.945	0.596
Prices of a locality's tourism-services	3	0.752	0.566
Location and accessibility	5	0.876	0.690
Tourism-promotion activities of a locality	6	0.917	0.661
The role of a locality government in tourism development	4	0.911	0.745
Tourism business community	4	0.720	0.443
The participation a locality's citizens in tourism	4	0.765	0.524
Tourist satisfaction	4	0.929	0.785

(Source: SPSS 20.0 processing results by the group of authors)

5.3. Correlation analysis

Correlation analysis (Pearson) shows the appropriateness when including components into the regression model. Pearson correlation coefficient (r) is used to quantify the closeness of the linear relationship between two quantitative variables. Table 5

significance at a very small level of significance (regular sig < 0.01).

5.4. Linear regression model

After factor analysis, correlation analysis, 07 independent variables and 01 dependent variable were included in model testing. Regression analysis

Table 5: Correlation coefficient matrix

Correlations			HL	XTDL	DC	DNDL	KNTC	CQ	SP	GIA
Spearman's rho	HL	Correlation Coefficient	1.000	.543	.023	.223	.262	.247	.502	.106
		Sig. (2-tailed)	.	.000	.000	.001	.000	.000	.000	.001
		N	225	225	225	225	225	225	225	225

(Source: SPSS 20.0 processing results by the group of authors)

will determine the causal relationship between the dependent variable and the independent variables, and also consider multi-collinearity between the independent variables. The analysis results show that the value $R^2 = 0.575$ and adjusted $R^2 = 0.561$ mean that 57.5% of the variation in LM to the satisfaction of tourists coming to Ninh Binh is explained by the independent variables in the study model (Table 6). Thus, all the hypotheses put forth in the research model are accepted.

The results of linear regression analysis show that the test significance level of all independent variables is < 0.05 , which means that all seven variables (SP, GIA, KNTC, XTDL, CQ, DNDL, DC) are significant in the model (Table 8).

Regression model to evaluate the impact of variables on the satisfaction of tourists to Ninh Binh is rewritten as follows:

Table 6: Results of determining the suitability of the regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.758 ^a	.575	.561	.59469	.575	41.856	7	217	.000	1.984

a. Predictors: (Constant), GIA, DC, SP, DNDL, CQ, KNTC, XTDL

b. Dependent Variable: HL

(Source: SPSS 20.0 processing results of the author's team)

The results of ANOVA analysis show that the significance level of the F test is $0.000 < 0.05$. Thus, the constructed linear model can be generalized to the population (Table 7).

$$HL = -0.2684 + 0.369 * SP + 0.117 * GIA + 0.187 * KNTC + 0.346 * XTDL + 0.222 * CQ + 0.221 * DNDL + 0.144 * DC$$

Table 7: ANOVAa test results

Model		Sum of squares	Df	Mean squared	F	Sig.
1	Regression	103.618	7	14.803	41.856	.000 ^b
	Residual	76.742	217	.354		
	Total	180.360	224			

a. NLTT

b. (Constant), CLDV, TH, XT, PHI, PP

(Source: SPSS 20.0 processing results of the author's team)

Table 8: Linear regression analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.684	.444		-6.041	.000		
	XTDL	.357	.058	.346	6.159	.000	.582	.386
	DC	.200	.062	.144	3.214	.002	.060	.213
	DNDL	.364	.074	.221	4.927	.000	.202	.317
	KNTC	.205	.052	.187	3.962	.000	.259	.260
	CQ	.219	.046	.222	4.719	.000	.245	.305
	SP	.378	.058	.369	6.558	.000	.558	.407
	GIA	.150	.058	.117	2.594	.010	.093	.173

(Source: SPSS 20.0 processing results of the author's team)

Thus, the results of the multivariable regression model show that, out of 7 factors included in the analysis model, all of the 7 factors affect the satisfaction of tourists to Ninh Binh. In which, the strongest impact is local products with impact coefficient of 0.369; next is local tourism promotion with an impact factor of 0.346; the role of local government in tourism development with an impact coefficient of 0.222; local tourism business community with an impact factor of 0.221; location and accessibility has an impact coefficient of 0.187; the participation of local communities in tourism has an impact coefficient of 0.144; The price of local tourism services has an impact coefficient of 0.117, which is the factor that has the least impact on the satisfaction of tourists coming to Ninh Binh.

5.5. Discussion

The reviewed hypothesis here is that the satisfaction of tourists to Ninh Binh is affected by 7 factors: local tourism products, prices of local tourism services, location and accessibility, local tourism promotion, the role of local government in tourism development, the tourism business community, the participation of the local population in tourism. And performing the analysis of survey data, it is shown that all of the 7 factors have the same-direction /positive impact on the satisfaction of tourists to Ninh Binh province. The factors that have strong impacts are: local tourism products, local tourism promotion,

local authority role in tourism development, tourism business community, location and accessibility, participation of local communities in tourism, and prices of local tourism services. This result is similar to that of the research by Florence Kamau (2015), Sima Ghaleb Magatef (2015), Urska Binter (2016), Saeideh Esmaili (2017), Zeshasina Rosha (2018), Arasi Paniandi T et al (2018)), Sakkarin Nonthapota et al (2020), Shimekit Kelkay Eshete et al (2020).

In fact, the 4 factors that have direct impacts are the traditional 4 Ps which are consistent with the reality in Ninh Binh, while products and tourism promotion bring in the success of Ninh Binh tourism. The factors that both directly and indirectly affect satisfaction include the role of local authorities in tourism development, the tourism business community and the participation of local communities in tourism. The local government plays the role of orienting and directing marketing activities; the business community supports and participates directly in the implementation of action programs while the local population community is aware of the task, taking part in coordination with local marketing activities. These are studies focusing on the relationship between LM tools and tourist satisfaction & buying behavior. This result also reflects the reality of Ninh Binh tourism where the typical tourism product with a mixed world heritage has made a good impression on tourists. Out of the

affecting factors, the local tourism products, the prices of local tourism services, the location and accessibility, the local tourism promotion have had a direct influence on the tourist satisfaction here.

For the destination of Ninh Binh, the development of a variety of unique tourism products is a decisive factor to achieve the satisfaction of the tourists. The secondary data shows a degree of matching with the results of quantitative analysis of local tourism products - the level of greatest influence on tourist satisfaction. As the matter of fact, the local authorities focus on product development orientation in the coming time, specifically focusing on particular or typical, good quality and highly competitive tourism products, branded "Ninh Binh - Trang An". The tourists have also given very good reviews, and the average rating score is high with Trang An as the impressive image in the mind of tourists.

Local tourism promotion bears the second strongest influence on tourist satisfaction. The similarity in both primary and secondary data is reflected in the highly effective Ninh Binh tourism promotion. Visitors are satisfied with the use of digital technology applications, smart applications on mobile devices, using technology with a full range of applications on the platforms of facebook, Tiktok, Zalo... to meet all needs of the visitors. Tourism businesses participating in becoming members of Ninh Binh Tourism Association will be active in promotion activities, both ensuring the province's overall goals and having separate promotion activities which is effective for each product. Thus, creating images and impressions in the minds of customers is mainly thanks to local tourism promotion activities.

The care and effort by the local authorities in tourism is the next factor leading to success - leading for Ninh Binh tourism to develop. The province always identifies tourism as a key economic sector, and tourism development policies are always given prioritized attention and support. In marketing, activities like building a system to receive and quickly process information feedback from tourists has been highly appreciated by tourists. In addition,

the establishment of regular inspection teams in monitoring the prices of local tourism services, ensuring the interests of tourists is also a key focus of Ninh Binh tourism industry. During the period of influence of COVID - 19, it is very helpful to apply the motto and to implement practical activities to ensure safety and effective epidemic prevention in one hand, to satisfy all needs of short-excursion visitors in the other hand. This has proved as an advisable form of tourism advertisement and promotion for Ninh Binh to attract the tourists to the locality.

Such elements such as location and accessibility, local population's participation in tourism and price have a weak impact on tourist satisfaction. The favourable location close to Hanoi makes easy access from the Capital thanks to the convenient transportation route and vehicles, which seemingly is an advantage but has shown a problem related to prolonging the stay of the tourists. When questioned about feedbacks of their stay in Ninh Binh, the tourists have been happy with the province location and the convenience of traffic, transportation route from the traveling starting point of Hanoi. Nevertheless, the visitors expressed concern about the lack of high-class entertainment activities or night activities about the location.

Price has the lowest influence on the local positioning of Ninh Binh. Firstly, high prices have the same-direction impact on the satisfaction of high-income and experienced tourists. According to a study by Sakkarin Nonthapota (2020) that "compatibility of reasonable prices will directly impress tourists". This is similar to the viewpoint of the director of Ninh Binh Tourism Promotion Information Center who commented that tourism prices would increase more and more, and when the increased prices witness tourists' need of high-level services satisfied, it means the locality has already attracted a suitable source of customers. This is consistent with the following trend of the world tourism: in the coming years, the growth of Millennials (luxury guests) tends to travel once or twice a year. Secondly, the next trend is that high prices have a opposite-direction/negative impact on the satisfaction of low-income customers. In recent

years, the need to travel at a suitable and cheap price is the trend of some customer markets such as students, low-income people who love to experience... The price of local tourism services will be reflected by tourists in the media, influencing local tourism promotion. The phenomenon of product-service prices sold not at the listed prices or fees at tourist sites and destinations has been still a problem, which requires Ninh Binh to find remedial measures via receiving reasonable feedbacks from the tourists and combined with inspection, monitoring activities.

However, the research still has some limitations as follows: Firstly, this study only clarifies the impact of tools on tourist satisfaction according to tourists' assessment, while regarding LM activities for tourism needs to see consideration for multi-dimensional assessment (local tourism state management officials, tourism enterprises...). Second, the study should further analyze the coordination between the implementation of marketing variables of the relevant subjects to achieve the optimal effectiveness that is tourist satisfaction. Third, this study is conducted for Ninh Binh province - a locality that is a leader in the use of smart tourism software and applications on mobile devices, so it may not be completely consistent with other localities (localities in mountainous provinces with difficulties in infrastructure, tourism technical facilities; or/and localities without world heritage...). This will be the next research direction of the authors in the near future.

CONCLUSION:

From a theoretical perspective, this study has clarified the impact of locality-marketing variables on the satisfaction of tourists to Ninh Binh province. The variables are the influencing factors in an order of decreasing importance, including: Local tourism products; the role of local government in tourism development; local tourism promotion activities; location and accessibility; tourism business community; participation of local communities in tourism; prices of local tourism services). In addition, although the research results show that at the present time, the participation of the local community and

the price of local tourism products do not have as strong impact as the remaining factors, but Ninh Binh in the long term needs solutions to complete locality marketing variables to meet the needs of tourists. In addition, although the role of local authorities in tourism development has the second strongest impact, in the coming time and especially during the period of influence of the COVID-19 epidemic and the time after the epidemic passes, it is necessary to have solutions for improving the local marketing apparatus of Ninh Binh province. The province needs to have specialized human resources and marketing expertise to plan and develop market-oriented locality marketing strategies. At the same time, it is advisable to focus on other factors such as: Budget for local marketing activities, investment in infrastructure, human resources, diversification of tourism products... and especially building the image of the locality with particular and specific tourism products, the tourist environment ensures security and safety according to the standards of tourism. towards sustainable development.... All of these will attract tourists and bring satisfaction to tourists coming to Ninh Binh province in the coming time.

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Summary

Marketing địa phương phát triển du lịch nhằm xây dựng hình ảnh điểm đến du lịch của địa phương trong tâm trí của khách du lịch. Nghiên cứu này làm rõ sự tác động của các biến số marketing địa phương gồm: sản phẩm du lịch địa phương; giá cả các dịch vụ du lịch ở địa phương; vị trí và khả năng tiếp cận của địa phương; các hoạt động xúc tiến du lịch địa phương; vai trò của chính quyền địa phương trong phát triển du lịch; cộng đồng doanh nghiệp du lịch; sự tham gia của cộng đồng dân cư địa phương vào du lịch tới sự hài lòng của khách du lịch nội địa đến tỉnh Ninh Bình. Do ảnh hưởng của dịch Covid -19, các số liệu sơ cấp được thu thập từ việc khảo sát 225 khách du lịch nội địa đã đến Ninh Bình thời gian qua. Trên cơ sở kết quả nghiên cứu, bài viết cũng đưa ra các thảo luận và một số khuyến nghị với tỉnh Ninh Bình về hoạt động marketing địa phương của tỉnh để phát triển du lịch thời gian tới.

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