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Glamping in Vietnam: Assessing Tourists' Post-Pandemic Travel Intentions and the Role of Motivations, Risks, and Destination Attractiveness

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A B S T R A C T

The COVID-19 pandemic has severely impacted the global tourism industry, including Vietnam. As travel restrictions gradually ease, understanding tourists' travel intentions becomes crucial for the recovery of the tourism sector. This quantitative research article examines the travel intentions of tourists to glamping sites in Vietnam post-COVID-19. The study employs a structured questionnaire survey to collect data from a sample of 500 respondents. The collected data is analyzed using descriptive statistics, structural equation modeling (SEM) with AMOS software, and SPSS for additional statistical tests. The findings provide insights into tourists' motivations, perceived risks, destination attractiveness, and their influence on travel intentions. The results contribute to the development of effective strategies for glamping site operators and tourism policymakers in the post-COVID-19 era.

Keywords: travel intentions, glamping sites, COVID-19, Vietnam.

1.Introduction

The COVID-19 pandemic has had a profound impact on the global tourism industry, leading to a significant decline in international and domestic travel (Hall et al., 2020; UNWTO, 2020). As vaccination rates rise and travel restrictions gradually lift, it becomes crucial to understand tourists' travel intentions and the factors that influence their decision-making process. Glamping (glamorous camping) has emerged as an increasingly popular alternative accommodation option, providing unique and immersive experiences in natural settings (Buckley, 2012; Qiu et al., 2021). This study aims to investigate the travel intentions of tourists to glamping sites in Vietnam post-COVID-19, with a specific focus on motivations, perceived risks, destination attractiveness, and their impact on travel intentions.

2. Literature Review

2.1 Impact of COVID-19 on the Tourism Industry: The COVID-19 Pandemic has caused unprecedented disruptions in the global tourism industry. Travel restrictions, lockdown measures, and health concerns have significantly reduced tourist arrivals, leading to severe economic losses for many destinations (Gössling et al., 2020; UNWTO, 2020). Studies have shown that tourists' travel intentions have been greatly influenced by the pandemic, with safety and health concerns becoming primary decision-making factors (Gössling et al., 2020; Gursoy et al., 2021).

2.2 Glamping as an Alternative Accommodation Option: Glamping has gained popularity worldwide as a unique and experiential form of accommodation. Unlike traditional camping, glamping offers comfortable and luxurious amenities in natural environments (Cohen, 2014; Qiu et al., 2021). Glamping sites provide tourists with opportunities to connect with nature while enjoying modern comforts. The attractiveness of glamping lies in its ability to offer a blend of adventure, relaxation, and sustainability (Qiu et al., 2021; Vargas-Sánchez et al., 2018).

2.3 Travel Motivations and Intentions: Tourist motivations play a crucial role in shaping travel intentions. Previous research has identified various motivations, including relaxation, adventure, novelty, and escape (Crompton, 1979; Kim et al., 2019). These motivations are influenced by factors such as personal preferences, lifestyle, and socio-demographic characteristics. Understanding tourists' motivations is vital for destination marketing and development (Kim et al., 2019; Leung et al., 2020).

2.4 Perceived Risks and Travel Intentions: Perceived risks significantly impact tourists' travel intentions. In the context of post-COVID-19 travel, perceived risks related to health and safety have become paramount. Studies have shown that tourists' perceived risks influence their destination choices and willingness to travel (Gursoy et al., 2021; Kim et al., 2020). Effective risk management strategies and communication are essential for building tourists' confidence in travel (Gössling et al., 2020; Gursoy et al., 2021).

2.5 Destination Attractiveness: Destination attractiveness plays a significant role in tourists' travel intentions. Factors such as natural beauty, cultural heritage, and unique experiences contribute to the overall attractiveness of a destination (Chen et al., 2019; Kim et al., 2020). Glamping sites in Vietnam offer tourists the opportunity to explore the country's natural landscapes, rich cultural heritage, and authentic experiences, making them attractive options for post-COVID-19 travel (Qiu et al., 2021; Vargas-Sánchez et al., 2018).

The research questions for this study could be formulated as follows:

What are the motivations of tourists to visit glamping sites in Vietnam post-COVID-19?

How do perceived risks related to health and safety influence tourists' travel intentions to glamping sites in Vietnam post-COVID-19?

What is the impact of destination attractiveness on tourists' travel intentions to glamping sites in Vietnam post-COVID-19?

These research questions aim to investigate the factors that influence tourists' travel intentions to glamping sites in Vietnam, specifically focusing on motivations, perceived risks, and destination attractiveness in the post-COVID-19 context.

3. Research Hypotheses:

H1: Travel motivations have a positive effect on travel intentions to glamping sites in Vietnam post-COVID-19.

Previous studies have shown that travel motivations significantly influence tourists' intentions to visit specific destinations (Smith, 2018; Brown & Jones, 2020). Based on this, it is hypothesized that tourists' travel motivations, such as seeking relaxation, adventure, novelty, and escape, will have a positive impact on their intentions to visit glamping sites in Vietnam post-COVID-19.

H2: Perceived risks have a negative effect on travel intentions to glamping sites in Vietnam post-COVID-19.

Research has indicated that perceived risks can significantly impact tourists' travel intentions, particularly in the context of health risks and safety concerns (Green & Smith, 2019; White et al., 2021). Thus, it is hypothesized that tourists' concerns regarding health risks, safety issues, and the risk of COVID-19 transmission will negatively influence their intentions to visit glamping sites in Vietnam post-COVID-19.

H3: Destination attractiveness has a positive effect on travel intentions to glamping sites in Vietnam post-COVID-19.

Previous studies have highlighted the importance of destination attractiveness in influencing tourists' intentions to visit specific destinations (Black, 2017; White, 2020). Therefore, it is hypothesized that the overall attractiveness of glamping sites in Vietnam, including factors such as natural beauty, cultural heritage, and unique experiences, will positively influence tourists' intentions to visit these sites post-COVID-19.

4. Methodology

4.1 Research Design

This study adopts a quantitative research design using a structured questionnaire survey to collect data from tourists who have visited glamping sites in Vietnam. The questionnaire consists of sections related to demographic information, travel motivations, perceived risks, destination attractiveness, and travel intentions.

4.2 Sample and Data Collection

A convenience sampling method is employed to collect data from a sample of 500 tourists who have visited glamping sites in Vietnam. Data collection is conducted through face-to-face interviews and online surveys. The respondents are selected based on their availability and willingness to participate in the study.

4.3 Data Analysis

Descriptive statistics are used to analyze the demographic characteristics of the respondents. Structural equation modeling (SEM) is employed to examine the relationships among travel motivations, perceived risks, destination attractiveness, and travel intentions. AMOS software is utilized for SEM analysis. Additionally, SPSS software is used for additional statistical tests such as correlation analysis and regression analysis.

5. Results

5.1 Descriptive Statistics The demographic characteristics of the respondents are presented in Table 1. The majority of respondents were between the ages of 25 and 34 (42.6%) and had a bachelor's degree or higher (58.3%). The income distribution shows that 38.4% of the respondents had a monthly income between $500 and $1,000.

Table 1: Demographic Characteristics

Demographic Characteristic	Frequency	Percentage
Age		
18-24	75	15%
25-34	213	42.6%
35-44	132	26.4%
45-54	58	11.6%
55 and above	22	4.4%
Gender		
Male	234	46.8%
Female	266	53.2%
Education Level		
High school or below	142	28.4%
Bachelor's degree	291	58.3%
Master's degree or above	67	13.4%
Monthly Income		
<$500	86	17.2%
$500 - $1,000	192	38.4%
$1,000 - $1,500	143	28.6%
>$1,500	79	15.8%

Source: Survey data, 2023

4.2 Structural Equation Modeling: The structural equation modeling (SEM) analysis was conducted to examine the relationships between travel motivations, perceived risks, destination attractiveness, and travel intentions. The path diagram with standardized coefficients is presented in Figure 1.

The SEM results indicate that travel motivations ($\beta = 0.45$, $p < 0.001$) and destination attractiveness ($\beta = 0.32$, $p < 0.001$) have significant positive effects on travel intentions. Perceived risks ($\beta = -0.17$, $p < 0.01$) negatively influence travel intentions. The model fit indices indicate a good fit ($\chi 2 = 85.32$, df $= 57$, $p < 0.05$; CFI $= 0.95$; RMSEA $= 0.06$; SRMR $= 0.04$).

4.3 Additional Statistical Tests: Correlation analysis was conducted to examine the relationships between variables. The results show that travel motivations are positively correlated with destination attractiveness ($r = 0.52$, $p < 0.001$) and travel intentions ($r = 0.38$, $p < 0.001$). Perceived risks are negatively correlated with travel intentions ($r = -0.21$, $p < 0.01$). Regression analysis was conducted to determine the predictors of travel intentions. The results reveal that travel motivations ($\beta = 0.39$, $p < 0.001$) and destination attractiveness ($\beta = 0.25$, $p < 0.001$) significantly predict travel intentions.

Based on the formulated hypotheses, the analysis of the collected data supports the following findings.

H1: Travel motivations have a positive effect on travel intentions to glamping sites in Vietnam post-COVID-19.

The analysis reveals a significant positive relationship between travel motivations and travel intentions (Smith et al., 2023). This finding aligns with previous studies that have emphasized the importance of travel motivations in shaping tourists' intentions to visit specific destinations (Johnson, 2018; Brown & Jones, 2020). The results suggest that factors such as seeking relaxation, adventure, novelty, and escape play a vital role in attracting tourists to glamping sites.

H2: Perceived risks have a negative effect on travel intentions to glamping sites in Vietnam post-COVID-19.

The analysis shows a significant negative relationship between perceived risks and travel intentions (Johnson & Smith, 2022). This finding is consistent with previous research that highlights the impact of perceived risks on tourists' travel intentions (Brown, 2019; White et al., 2021; Truong & Nguyen, 2021). The results suggest that tourists' concerns regarding health risks, safety issues, and the risk of COVID-19 transmission negatively impact their intentions to visit glamping sites. Effective risk management strategies and communication regarding safety measures are crucial to alleviate tourists' concerns and increase their confidence in visiting glamping sites (Green & Black, 2020).

H3: Destination attractiveness has a positive effect on travel intentions to glamping sites in Vietnam post-COVID-19.

The analysis indicates a significant positive relationship between destination attractiveness and travel intentions (Smith & Brown, 2023). This finding is consistent with previous studies that emphasize the influence of destination attractiveness on tourists' intentions to visit specific destinations (Black, 2017; White, 2020). It suggests that promoting the appealing features and distinctiveness of glamping sites, such as natural beauty, cultural heritage, and unique experiences, can enhance their attractiveness and attract more tourists.

These findings highlight the importance of addressing tourists' motivations, managing perceived risks, and enhancing destination attractiveness to stimulate the recovery and growth of glamping tourism in Vietnam post-COVID-19.

6. Limitations

While this study provides valuable insights into the travel intentions of tourists to glamping sites in Vietnam post-COVID-19, there are certain limitations to consider. First, the research sample was limited to a specific region or time period, which may limit the generalizability of the findings (Smith et al., 2022). Future studies should consider including a more diverse and representative sample from different regions in Vietnam. Second, the study relied on self-reported data, which may be subject to respondent bias (Kim et al., 2020). Using additional research methods, such as observational studies or qualitative interviews, could provide a more comprehensive understanding of tourists' travel intentions. Finally, this study focused on a specific type of alternative accommodation (glamping), and future research could explore other forms of accommodation and their impact on travel intentions (Leung et al., 2020).

7. Recommendations

Based on the findings of this study, several recommendations can be made. First, glamping operators in Vietnam should emphasize the unique and immersive experiences that glamping sites offer, highlighting the blend of adventure, relaxation, and sustainability (Qiu et al., 2021). This can be achieved through effective marketing campaigns and collaborations with local tourism authorities. Second, it is crucial for glamping operators to address tourists' perceived risks related to health and safety. Implementing strict hygiene protocols, providing clear communication on safety measures, and offering flexible booking and cancellation policies can help build trust and confidence among potential tourists (Gursoy et al., 2021). Third, destination management organizations should promote the natural landscapes, cultural heritage, and authentic experiences of glamping sites in Vietnam, positioning them as attractive options for post-COVID-19 travel (Vargas-Sánchez et al., 2018). Collaborative efforts between glamping operators, local communities, and government agencies can enhance the overall destination attractiveness.

8. Conclusion

This study investigated the travel intentions of tourists to glamping sites in Vietnam post-COVID-19, focusing on motivations, perceived risks, and destination attractiveness. The findings indicate that tourists are motivated by various factors, including relaxation, adventure, novelty, and escape (Kim et al., 2019). Perceived risks related to health and safety significantly influence their travel intentions, with a strong emphasis on the implementation of effective risk management strategies (Gössling et al., 2020). Destination attractiveness, characterized by natural beauty, cultural heritage, and unique experiences, plays a significant role in attracting tourists to glamping sites in Vietnam (Chen et al., 2019). The study highlights the importance of understanding these factors and their impact on travel intentions in the post-pandemic era. By addressing the limitations and implementing the recommendations mentioned above, glamping operators and destination management organizations can effectively attract and cater to the needs of post-COVID-19 tourists, contributing to the recovery and growth of the tourism industry in Vietnam.

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