



Relationship between Destination Image and Tourists' Responsible behaviors in Hanoi

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ABSTRACT

Tourism is considered as a “smokeless industry” and has a great contribution into nation’s GDP growth. However, the increasing number of tourists has had profound influences on tourism resources, environment, economy, and local communities in destination. The local tourism managers face challenges to sustainable development management. In order to gain and sustain goals of building a positive destination image, it requires responsibility of all stakeholders. This study investigated the positive relationship between Destination Image (DI) and Responsible Behavior (RB) of tourists with supporting of mediator of intention to behave responsibly among tourists. The findings of this research also shows that of socio-demographic variables including gender, monthly average income and their educational background have no effects on the relationship between destination image and tourist’s intention to behave responsibly and their preferences towards responsible tourist behaviours. The survey was carried out and collected with 120 valid responses from tourists who have travelled to Hanoi at least one time by the online method. The methodology used in our research is a quantitative method. The study makes a significant contribution to tourism management in Hanoi.

Keywords: Cognitive image, affective image, overall image, destination image, responsibly behavioral intention, responsible behaviors, tourist.

1. Introduction

Tourism is considered as a “smokeless industry” in the world. Currently, Hanoi tourism sector has continued to grow significantly. According to a report published by (VietnamPlus, 2022), 18.7 million tourists visited the capital city in 2022, 4.7 times higher than the figure of 2021 and equal to 64.7% of the number in 2019 (nearly 29 million tourists) – the year before the COVID-19 pandemic broke out. The number of domestic visitors were nearly 17.2 million. Total revenue from tourism reached more than 60 trillion VND (2.54 billion USD), up 5.3% year-on-year and equal to 57.8% of the amount in 2019. (103.807 billion dong). By 2030, Hanoi targets to make tourism as a key economic sector (Hanoi Times, 2020). However, the increasing number of tourists has had profound influences on tourism resources, environment, economy, and local communities in destination. The local tourism managers face challenges to sustainable development management. In order to gain and sustain goals of building a positive destination image, it requires the responsibilities of all stakeholders (authorities, businesses and tourists).

Hanoi is a very special destination and has unique resources in tourism development. Being the nation’s capital, Hanoi is an important connector between the North and other places. The diverse tourism resources consist of heritages, monuments, cultural history, handicraft villages, festivals, and young human resources. By building new tourism products associated with the capital tourism brand has attracted much attention from visitors. In addition to the above achievements, the tourism industry is also facing some major shortcomings and difficulties in the process of developing sustainable tourism. Therefore, as the host, tourism managers of Hanoi need to build up strict regulations in term of taking responsibility to create and sustain healthy tourism industry; as well as to make Hanoi become an attractive tourist site to all travellers, especially domestic tourists.

Regarding the term of responsible tourism, (Goodwin, 2011, 2016; Goodwin & Francis, 2003) defined that “responsible tourism is one response to the challenge of sustainability for a particular area of consumption”. It is seen as an action of taking responsibility to cut back the negative impacts of tourism activities and get the goals of developing economy and society in the long run. Hence, sustainability is the objective; responsibility is the means.

One of the main subjects of responsible tourism is tourists, who is related in the whole process of tourism in a specific destination. Visitors, as a special type of consumers, encourage products and service creation and have great impacts on the environment, social culture, and economy. In recent years, there has been an increasingly prominent phenomenon of tourists’ irresponsible behaviors. More and more cases reporting on consumers’ unfriendly intentional or unintentional behaviors have brought great concerns (Kalinauskaitė et al., 2018). Many researches show that tourists tend to behave more irresponsibly, especially when they are on holidays (Juvan & Dolnicar, 2016). Because the primary motivations of tourists when they travel to other places are to enjoy themselves, have fun and relax (Weeden, 2013).

In general research, some studies worked only on socially and environmentally responsible behaviors while economical responsibilities are forgotten. Furthermore, they have limited utility for understanding current responsible tourist behaviors because consumers’ behaviors change in given contexts

and individuals' characteristics. There are inconsistencies among these studies related to determinants including socio-demographic, consumer psychographics. Furthermore, they do not fully provide an accurate picture of responsible tourists, because they mainly focus on intentions rather than behaviors of the tourists and do not want to go beyond the "silo" of each label (Weeden, 2013). Therefore, this study aims to explore the relationship between destination image and tourists' responsible behaviors in a socially-economically – environmentally friendly manner in order to contribute to literature of tourists' responsible behaviors. The findings are used as recommendations for the tourism managerial authority of Hanoi.

2. Literature review

2.1. Tourists and domestic tourists

(United Nations & World Tourism Organization, 2010) defined a domestic visitor as any person residing in a country travels to locations within the country, outside his or her usual environment for a period of within twelve months. This definition also can be found in studies of travel motivations among domestic tourists (Christine, 2020; Mapingure et al., 2019; Mazhande et al., 2020) and conceptualizing "the Tourist" (Ghanem, 2017). A visitor can be called as a tourist (or overnight visitor) if his/her trip includes at least overnight stay at destination; or as an excursionist (or the same-day visitor) if there is no overnight stay in a specific tourist attraction. However, the term 'domestic tourism' has different meanings in different nations. (The National Assembly, 2017) defined that tourism is activities of people who travel to places which are outside of their usual environments for less than 12 consecutive months for objectives of sightseeing, leisure, recreation, exploration, and other legal purposes. Tourists travel either for tourism or other purposes combined with tourism, not for study or work, they are defined as domestic tourists, inbound tourists, and outbound tourists, in which domestic tourists include Vietnamese and foreigners permanently residing in country, and they travel within Vietnam for any tourism purposes. This definition are also seen in studies of (Giao, 2020; Giao et al., 2020) Domestic tourism is important for national development, it greatly contributes to gross domestic product of the nation (Makhaola & Proches, 2017). Therefore, this study aims to mainly focus on exploring domestic travel behaviors of Vietnamese citizens and foreigners residing in Vietnam.

2.2. Responsible tourist behavior

Responsible tourism

In recent years, "responsible tourism" is being research my many researchers (Burrai et al., 2019; Gong et al., 2019; Su et al., 2020), and exploited by many destinations around the world to ensure the overall sustainable development trend of the industry. It is defined as a part of consistently responsible tourism development in order to maximize positive impacts and minimize negative impacts to help local people to conserve cultures and habitats or natural source.

In a statement by (UNWTO, 2020), action policies are discussed around economic, social and environmental sectors. In which social responsibility is understood to assess impacts in the social sector should be considered at all stages of tourism projects to enhance positive impacts and reduce negative impacts. In addition, it is necessary to ensure the right of all parties to participate in which the participation of local communities in planning and decision making is essential. Tourism activities should be linked to local society to maintain and emphasize cultural and social diversity. Environmental responsibility is to assess the environmental impact in the area. Special attention is given to the responsible use of resources to minimize waste and excessive consumption. It is important to strengthen tourists' responsible behaviors. Before acting on tourism development, tourism business activities need to be evaluated carefully so that can benefit local communities. The growth of economic benefits should ensure that local communities are actually involved in the process and that these benefits are actually allocated.

Responsible behaviors of tourist

Many researchers have been exploring the responsible behaviors of tourists (Caruana et al., 2014; Gong et al., 2019; He et al., 2018a; Lee et al., 2017; Stanford, 2006; Su et al., 2020; Su & Swanson, 2017; Wang et al., 2018; Zgolli & Zaiem, 2018) in terms of behaviors and intentions of social responsibilities, environmental responsibilities and economic responsibilities. (Weeden, 2013) described responsible tourists as people who actively respect to local communities, enable themselves to share the economic benefits directly with local people, and want to mitigate any environmental impact while traveling. (Lee et al., 2017) also mentioned that a sustainable tourist is a tourist respecting local culture, conserving the natural environment; a friendly tourist is a tourist who acts to reduce the damages of a specific tourist site. (Juvan & Dolnicar, 2016) also mentioned the importance of tourists in term of behaving in an environmentally sustainable manner while being at the destination.

The studies have analyzed influencing factors and motivations involved in the consumption behavior of sustainable or responsible tourists. (Buffa, 2015) indicates an important point that young people have a good feeling in certain things of sustainability, these also influence on their decision-making processes, motivations and behaviors. (Ma et al., 2018) showed that being close to people and nature of destination are their motivations and behaviors toward being responsible tourists.

2.3. Theory of planned behavior

Theory of planned behavioral model (TPB) has been used by many studies to analyze tourists' experiences, tourists' satisfactions, tourists' behavioral intentions and behaviors, before –on site- and after participating into tourism activities (Giao et al., 2020; Hasan et al., 2020; Trang & Thảo, 2018; Wang

et al., 2018; Zgolli & Zaiem, 2018). According to this theory, individuals have the basis and motivation in their decision-making process and make a reasonable choice among solutions. To understand human being's behaviors, it is needed to predict their behavioral intention (BI). (Ajzen I, 1991) indicates that behavioral intentions are influenced by intrinsic and extrinsic factors in given contexts.

Therefore, the current study also bases on TPB model to understand how domestic tourists behave responsibly in a certain place.

2.4. Destination image

Over decades, many researchers and practitioners have paid a great attention to image of tourist destinations with a huge range of approaching the topics from different points of view. (Fakeye & Crompton, 1991) defined that destination image is an overall mental image and impression of an individual about of a place. The destination image (DI) is formed in tourist thoughts before – during and after their travel. The results of DI studies are useful in providing great information for evaluating and improving the image of tourist attractions and as well as in the prediction of the tourist's travelling intention and behaviors, tourist's experiences, satisfaction, loyalty and tourist's responsible behaviors (Agapito et al., 2013; Giao et al., 2020; He et al., 2018b; Huete Alcocer & López Ruiz, 2020; Ramkissoon et al., 2011; Zhang et al., 2014). In the relationship with responsible behavior of tourist, the previous researches characterized responsible tourists as those whose actions respect residents and contribute to local tourist sites economically, socio- culturally, and environmentally. However, destinations are not consistency and the same, so that tourists who take responsible behaviors in one destination can be seen as irresponsible tourists in other tourist attractions. Especially, the study of (Abdullah et al., 2019) revealed that destination image have significantly influenced the tourists' intention to behave in an environmentally responsible manner. The study also recommended that responsible behaviors among tourists should be more improved to enhance their responsible behaviors while capitalizing on the destination's image.

Destination image construct

According to (Echtner & Ritchie, 1991, 1993, 2003) the three-dimensional continuum approach consists three main dimensions or components: (1) attribute-holistic; (2) functional-psychological; and (3) common-unique. The attribute - holistic dimension refers to the perceptions of tangible attributes of the destination which can be directly observable or measurable and holistic impression of a place. The functional- psychological dimension includes the functional measurable and tangible components of the destination (for example: prices, climate, accommodation, attractions), and psychological characteristics of the destination (such as friendliness, atmosphere, safety). Lastly, DI is also rated by common-functional characteristics (prices, climate, accommodation), as well as common-psychological characteristics (friendliness, safety, fame).

Furthermore, based on the definition of DI, each tourist may have different images related to a same place because of their own personal characteristics. This prompts many researchers explore the DI components basically including cognitive and affective components. While the cognitive image represents knowledge and beliefs of tourists towards a given location, the affective image mentions about their feelings or emotional responses regarding the destination. When the affective and cognitive images are combined together that set up an overall image (Baloglu & McCleary, 1999) evaluating both tangible and intangible elements based on individual perception and feelings. Thus, this study looks at cognitive image, affective image and overall image as measurements of tourist destination image.

Based on the literature review, the conceptual framework was developed as followed.

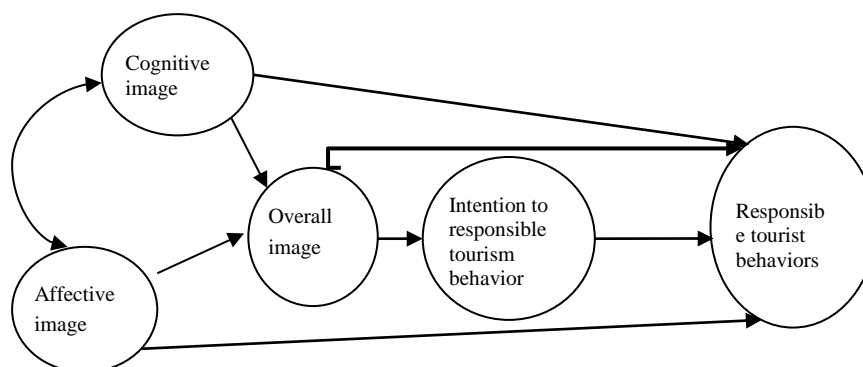


Figure 1: The research framework

Hypothesis 1 (H1): the cognitive image has a positive and significant influence on responsible behaviors.

Hypothesis 2 (H2): the affective image has a positive and significant influence on responsible behaviors.

Hypothesis 3 (H3): the cognitive image and affective image has a positive and significant influence on the overall image.

Hypothesis 4 (H4): the overall image has a positive and significant influence on tourist's intention to behave responsibly.

Hypothesis 5 (H5): the overall image has a positive and significant influence on tourist's responsible behaviors.

Hypothesis 6 (H6): the tourist's intention to behave responsibly mediates relationship between overall image of destination image and tourist's responsible behaviors.

3. Methodology

A questionnaire was used to explore the connection of research factors in the practices. Before collecting the preliminary data, the survey was checked and recommended by expert to make sure all questions were well organized based on the structure of the framework. The data was collected through online surveys.

The target population of this research is domestic tourists who have travelled to Hanoi at least once time. The surveys were aimed at tourists, both men and women, however only tourists aged 18 and over are suitable for this sample. A pilot survey was conducted prior to in order to make sure the questionnaire understandable. After eliminating all the questionnaires in which any question had been left blank or not suitable the criteria, a final sample of 120 valid responses was obtained for data analysis.

All the constructs including cognitive image, affective image, overall image, responsibly behavioral intention and responsible behavior were measured by a 5-point Likert scale where 5 is Strongly agree, 4 is Agree, 3 is Neutral, 2 is Disagree, and 1 is Strongly disagree. The questionnaire includes three main parts. The first part is all questions to measure destination image, intentions to behave responsibly and responsible behaviors of the tourists. Destination image included cognitive, affective and overall images. A total of 11 items in the cognitive dimensions were used as watched items to measure cognitive image of destinations. The items analyzed were based on (Huete Alcocer & López Ruiz, 2020; Qu et al., 2011). It is shown in detail in table below.

Table 1: Measurements of Cognitive image

Items to measure cognitive image	Acronym
It is easy to find restaurant, hotels, homestays and leisure places in Hanoi	CI1
It is easy to search information on internet and through tourism organizations	CI2
It is easy to access public transportations in Hanoi	CI3
Hanoi has many monuments, museums, historical buildings	CI4
There are many festivals, concerts, folklore, customs in Hanoi	CI5
People are very hospitable and friendly	CI6
Hanoi has many green trees	CI7
Hanoi has beautiful landscapes	CI8
Natural environment in Hanoi is not clean	CI9
The price of products is very reasonable	CI10
Hanoi is safe	CI11

To measure the affective image, this study adopted 6 attributes based on the previous studies including distressing/ relaxing, exciting/ boring and unpleasant/ nice for the measurement of the affective image (C.-C. Chen et al., 2016; Huete Alcocer & López Ruiz, 2020; Styliadis et al., 2017)

Regarding the tourist destination's overall image, it is measured with a single question based on study of (Baloglu & McCleary, 1999): 'After your visit, rate the site's overall image. Respondents had to answer the question using a 5-point Likert scale (1 is very bad; 5 is very good).

Next, the survey was used to measure tourist's intention toward responsible behaviors based on the three statements and 11 items to measure tourist's responsible behaviors adopted from which are adopted from study of (B. Chen & Tapachai, 2020).

The second part was about personal information of the domestic tourists who visit Hanoi tourist site.

The last part is additional comments from the tourists where they give their extra information of Hanoi experiences.

4. Data analysis and results

4.1. Sample Profile

There were 120 valid responses collected through online social media. In this study, most of the tourists who completed the questionnaires were Vietnamese (90%) compared to foreigners (10%) who are permanently residing in Vietnam. Males took for 38.3% and percentage of females was 61.7%. Regarding the tourist's average monthly income, 31.7 % of participants said that they earned under 7 million dong per month, 7 to 15 million dong(39.2 %), 16 to 30 million dong (11.7%) and over 50 mil. dong (8.3%). All most of the participants are well educated who hold College/ university education level. Furthermore, mostly domestic visitors travelled to Hanoi with their friends, with their family rather than travelling alone. The result is shown in detail in table 2.

Table 2: Sample profile

Demographic	Classification	Proportion (sample, n= 120)	
		N	%
Vietnamese or Foreigner	Foreigner	12	10.0
	Vietnamese	108	90.0
	Africa	1	0.8
	America	5	4.2
Nationality	Asia	109	90.8
	Europe	4	3.3
	Oceania	1	0.8
	Female	74	61.7
Genders	Male	46	38.3
	18-24	34	28.3
Ages	25-34	40	33.3
	35-44	39	32.5
	Over 44	7	5.8
	Under 7 mil. VND	38	31.7
Monthly Income	From 7 to 15 mil. VND	47	39.2
	From 16 to 30 mil. VND	14	11.7
	From 31 to 50 mil. VND	11	9.2
	Over 50 mil. VND	10	8.3
Education	High school	3	2.5
	Vocational college	2	1.7
	College/ University	85	70.8
	Post-graduate	30	25.0
Living locations	The North of Vietnam – exception of Hanoi	62	51.7
	The Central of Vietnam	17	14.2
	The South of Vietnam	41	34.2
	By agency	10	8.3
Type of tour	By myself	110	91.7
	Alone	12	10.0
Travelling with whom	With family	48	40.0
	With friends	60	50.0
	One-day trip (0 night)	10	8.3
Length of stay (nights)	1-2 nights	18	15.0
	3-4 nights	47	39.2
	5-7 nights	13	10.8
	Over 7 nights	32	26.7

“n = sample size, N= Frequency, % = percentage of sample”

4.2. Descriptive Statistics

The table below indicates the result of the descriptive statistics. All the variables values were ranged from minimum (1) to maximum (5). Cognitive image variable was found as the most favorable with a mean score of 3.94. The overall image had a positive level with a score of mean (3.72) that means the most respondents agree that Hanoi has a good image in overall. Affective image was also found respectively favorable with a moderate level of 3.3.

Among the cognitive image variables, the study found that the respondents positively evaluated physical image including 11 watched items. In which “Hanoi has many monuments, museums, historical buildings” item was seen as the most favorable with a mean score of 4.23. Although the item of “Hanoi has many green trees” had lowest with a mean score of 3.73, it was still seen as a favorable.

Besides, the most participants agree that Hanoi is an exciting – nice – relaxing place with favorable mean scores of 3.9, 3.82, 3.6; respectively. The opposite items of “exciting – nice – relaxing” are “boring- unpleasant – distressing” that had lower scores. The participants rated “Hanoi is a distressing place” with an average of 3.25, “Hanoi is an unpleasant place” and “Hanoi is a boring place” had means of 2.76, 2.48; respectively.

Table 3: Descriptive statistics of Destination image

Code	Items	Min	Max	Mean	Std. Dev
CI	Cognitive image	1.82	5.00	3.94	0.50
CI1	It is easy to find restaurant, hotels, homestays and leisure places in Hanoi	1.00	5.00	4.18	0.72
CI2	It is easy to search information on internet and through tourism organizations	1.00	5.00	4.12	0.87
CI3	It is easy to access public transportations in Hanoi	1.00	5.00	3.77	0.97
CI4	Hanoi has many monuments, museums, historical buildings	1.00	5.00	4.23	0.75
CI5	There are many festivals, concerts, folklore, customs in Hanoi	1.00	5.00	4.00	0.75
CI6	People are very hospitable and friendly	1.00	5.00	3.91	0.77
CI7	Hanoi has many green trees	1.00	5.00	3.73	0.86
CI8	Hanoi has beautiful landscapes	1.00	5.00	4.05	0.73
CI9	Natural environment in Hanoi is not clean	1.00	5.00	3.80	1.06
CI10	The price of products is very reasonable	1.00	5.00	3.62	0.93
CI11	Hanoi is safe	1.00	5.00	3.93	0.79
AI	Affective image	2.00	4.33	3.30	0.46
AI1	Hanoi is a distressing place	1.00	5.00	3.25	1.12
AI2	Hanoi is relaxing	1.00	5.00	3.60	0.88
AI3	Hanoi is an exciting place	1.00	5.00	3.90	0.80
AI4	Hanoi is a boring place	1.00	4.00	2.48	1.10
AI5	Hanoi is an unpleasant place	1.00	5.00	2.76	1.21
AI6	Hanoi is a nice place	1.00	5.00	3.82	0.79
OVI	How do you rate overall image of Hanoi destination	1.00	5.00	3.72	0.80

Table 4: The degree of Intention to practice responsibly travel behavior and domestic tourists' preference for travel behavior to Hanoi

Code	Items	Min	Max	Mean	Std. Dev
RBI	Intention to responsible tourism behavior	1.00	5.00	3.85	0.68
RBI1	I intended to behave responsibly when I visit Hanoi	1.00	5.00	4.01	0.72
RBI2	I studied on how to practice responsible tourism when I travel in Hanoi	1.00	5.00	3.73	0.88
RBI3	I planned to practice in responsible tourism when I visit Hanoi	1.00	5.00	3.78	0.84
RB	Responsible behaviors	1.00	5.00	3.84	0.52
RB1	I limited the production of garbage	1.00	5.00	4.20	0.74
RB2	I put trash into public trash bins	1.00	5.00	4.32	0.69
RB3	I did not step onto green grass or broke trees	1.00	5.00	4.06	0.79
RB4	I used public transports to reduce gas emissions onto the environment	1.00	5.00	3.27	1.03
RB5	I did not touch the historical and archeological sites of the destination	1.00	5.00	4.10	0.78
RB6	I respected people together with their customs and habits	1.00	5.00	4.22	0.71
RB7	I actively talked to local people during my trip	1.00	5.00	3.70	0.81
RB8	I encouraged other tourist to do the same as me	1.00	5.00	3.65	0.86
RB9	I bought authentic and local souvenirs	1.00	5.00	3.68	0.93
RB10	I tried many foods in Hanoi	1.00	5.00	4.06	0.78
RB11	I paid more in order to compensate for my impacts on ecological sites.	1.00	5.00	2.97	0.979

The study found that the overall degree of intention to participate in responsible tourism was 3.85 which means the level of intention of domestic tourists to participate in responsible tourism was high. Among the determinants of intention to behave responsibly, the item of "I intended to behave responsibly when I visit Hanoi" had the highest level of mean equal 4.08, followed by "I planned to practice in responsible tourism when I visit Hanoi" (mean =3.78) and "I studied on how to practice responsible tourism when I travel in Hanoi" (mean =3.73). In term of responsible behaviors of tourists visiting Hanoi, this research found that the overall mean of responsible behaviors of domestic tourists was 3.84. It can be seen from table above that tourists' practices at a favorable level included "I put trash into public trash bins", "I respected people together with their customs and habits", "I limited the production of garbage", "I used public transports to reduce gas emissions onto the environment", "I did not touch the historical and archeological sites of the destination", "I respected people together with their customs and habits", "I actively talked to local people during my trip", "I encouraged other tourist to do the same as me", "I bought authentic and local souvenirs", "I tried many foods in Hanoi". While the items of "I used public transports to reduce gas

emissions onto the environment”, “I paid more in order to compensate for my impacts on ecological sites” had a moderate degree with means equal 3.27 and 2.97, respectively.

4.3. Correlation Analysis

Table 5: Pearson correlation statistic summary

Correlations						
		CI	AI	OVI	RBI	RB
CI	Pearson Correlation	1.00				
	Sig. (1-tailed)					
AI	Pearson Correlation	0.14	1.00			
	Sig. (1-tailed)	0.06				
OVI	Pearson Correlation	.46**	-0.11	1.00		
	Sig. (1-tailed)	0.00	0.12			
RBI	Pearson Correlation	.52**	0.05	.30**	1.00	
	Sig. (1-tailed)	0.00	0.29	0.00		
RB	Pearson Correlation	.56**	-0.04	.28**	.59**	1.00
	Sig. (1-tailed)	0.00	0.34	0.00	0.00	

** . Correlation is significant at the 0.01 level (1-tailed).

The table below shows the correlations among all variables. In which the correlations between AI and all other variables are not significant. RB has significantly correlation with RBI, CI and OVI with $r = 0.59$, $r = 0.56$ and $r = 0.28$ respectively.

4.4. Multiple Linear Regression Analysis

Based the research model, the hypothesis was tested by simple linear regression and multiple regression analysis. The result of multiple regression analysis is explained in detail.

Hypothesis 1 (H1): “the cognitive image has a positive and significant influence on responsible behaviors”

The result shows that $P - \text{value} = 0.00 < 0.05$ the hypothesis is supported. That means there is positive and significant relationship between cognitive image and responsible behaviors. This explains that 58 % of the variance in responsible behaviors can be explained by cognitive image.

Table 6: Coefficients and Significance of hypothesis 1

Model		Unstandardized Coefficients				Correlations
		B	Std. Error	t	Sig.	
1	(Constant)	1.54	.31	4.88	.00	
	CI	.58	.08	7.36	.00	.56

a. Dependent Variable: RB

Hypothesis 2 (H2): the affective image has a positive and significant influence on responsible behaviors.

The table showed the P value was not significant ($P=0.69 > 0.05$). This explains that the affective image has no influence on responsible behaviors.

Table 7: Coefficients and Significance of hypothesis 2

Model		Unstandardized Coefficients				Correlations
		B	Std. Error	t	Sig.	
1	(Constant)	3.98	.34	11.55	.00	
	AI	-0.42	.10	-0.40	.69	-0.37

a. Dependent Variable: RB

Hypothesis 3 (H3): the cognitive image and affective image has a positive and significant influence on the overall image.

The result manifested that CI and AI had a significant relationship with OVI. Especially, the result of the correlation shows that there was a negative correlation between affective image and overall image with $P = 0.032$. That means when the AI had higher score, the OVI score had lower. 30.5 % of change of OVI is caused by AI. It also indicates that CI has a positively significant influence on overall image with $P = 0.000$ and $B = 0.786$.

Table 8: Coefficients and Significance of hypothesis 3

Model		Unstandardized Coefficients			Sig.	Correlations
		B	Std. Error	t		
1	(Constant)	1.630	.646	2.525	.013	
	CI	.786	.130	6.03	.000	.464
	AI	-.305	.141	-2.17	.032	-.11

a. Dependent Variable: OVI

Hypothesis 4 (H4): the overall image has a positive and significant influence on tourist's intention to behave responsibly

The table manifests the result of $B = 0.253$, $T = 3.382$, $P = 0.01 < 0.05$. This proved that the hypothesis "the overall image had a positive and significant influence on tourist's intention to behave responsibly" is confirmed. 25.3 % of change in the tourist's intention to behave responsibly can be explained by overall image of destination.

Table 9: Coefficients and Significance of hypothesis 4

Model		Unstandardized Coefficients			Sig.	Correlations
		B	Std. Error	t		
1	(Constant)	2.903	.284	10.239	.000	
	OVI	.253	.075	3.382	.001	.297

a. Dependent Variable: RBI

Hypothesis 5 (H5): the overall image has a positive and significant influence on responsible behaviors.

The study found that P-value is $0.02 < 0.05$, this relationship is significant. In other words, the overall image has a positive and significant influence on responsible behaviors. It explains that 18% change of RB is resulted in by OVI.

Table 10: Coefficients and Significance of hypothesis 5

Model		Unstandardized Coefficients			Sig.	Correlations
		B	Std. Error	t		
1	(Constant)	3.164	.217	14.549	.000	
	OVI	.181	.057	3.171	.002	.280

a. Dependent Variable: RBI

Hypothesis 6 (H6): the intention to behave responsibly mediates relationship between overall image of destination image and tourist's responsible behavior.

To check whether the tourist's intention to behave responsibly mediates relationship between overall image of destination image and tourist's responsible behavior, the study followed 4 steps based on Sobel mediator test.

- Step 1: Conducting linear regression to estimate the total effect between overall image and responsible behavior. The study found that P-value is $0.02 < 0.05$, this relationship is significant as shown in hypothesis 5
- Step 2: Estimating the direct effect between overall image and tourist's intention to behave responsibly. The result already showed in hypothesis 4 with $B = 0.253$, $T = 3.382$, $P = 0.01 < 0.05$.
- Step 3: The study performed linear regression to estimate the effect between responsibly behavioral intention as predictors; responsible behavior as dependent variable. The result showed that responsibly behavioral intention had a positively significant effect on responsible behaviors of the domestic tourists visiting Hanoi, $B = 0.451$, $T = 7.964$ and $P \text{ value} = 0.000 < 0.05$.

Table 11: Coefficients and Significance of hypothesis 6

Model		Unstandardized Coefficients			Sig.	Correlations
		B	Std. Error	t		
1	(Constant)	2.107	.221	9.545	.000	
	RBI	.451	.057	7.964	.000	.591

a. Dependent Variable: RB

- Step 4: Conducting Sobel mediator test. The result manifested that the Sobel mediator test was significant with $P \text{ value} = 0.0019$, $T = 3.103$. It means that the mediator of intention to responsible tourism behavior significantly explained that the responsible behavior was determined by the predictor (overall image) with the help of the mediator.

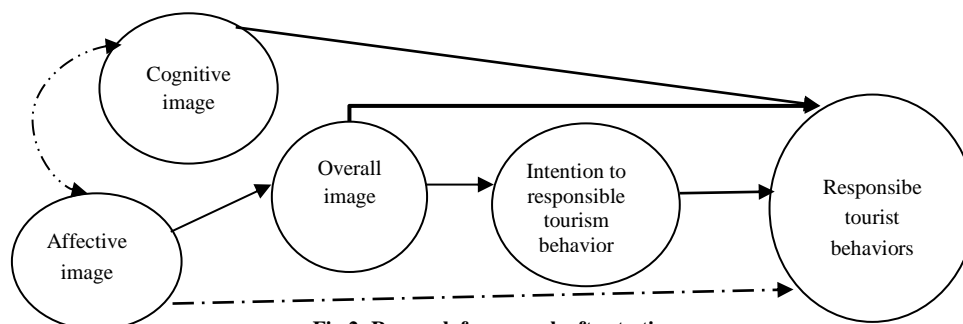


Fig 2: Research framework after testing

Table 4.11: The results of multiple linear regression.

Hypotheses	Results
Hypothesis 1 (H1): the cognitive image has a positive and significant influence on responsible behaviors.	Supported
Hypothesis 2 (H2): the affective image has a positive and significant influence on responsible behaviors.	Not-Supported
Hypothesis 3 (H3): the cognitive image and affective image has a positive and significant influence on the overall image.	Supported
Hypothesis 4 (H4): the overall image has a positive and significant influence on tourist's intention to behave responsibly.	Supported
Hypothesis 5 (H5): the overall image has a positive and significant influence on tourist's responsible behaviors.	Supported
Hypothesis 6 (H6): the tourist's intention to behave responsibly mediates relationship between overall image of destination image and tourist's responsible behaviors.	Supported

5. Discussion, recommendation and implications

5.1. Discussion

By analysing collected data, the findings provide the explanations for the research questions as follows:

First, destination image contributed to creating the antecedents in the relationship between overall image of tourist sites and tourists' intention and behaviors towards responsible tourism. The hypothesis testing confirmed that domestic tourists' responsible behaviors is positively influenced by overall image of Hanoi destination with behavioral intention as a mediating factor. In other words, the greater overall image of a tourist attraction site had, the greater we can predict that the tourists would behave responsibly if they have intention toward being a friendly tourist in a local area. The more positive the intention of people has, the more probability that tourists participate in responsible tourism behavior. This result is consistent with the theory and previous studies mentioned in the previous literature. Furthermore, regarding the overall image of Hanoi, many tourists also mentioned that Hanoi is nice place, but it still has some significant issues that need to be improved. In term of environments, Hanoi is not clean, the air is very polluted; especially in tourist sites there are many garbages on streets, more green trees are needed. Traffic becomes a big concern, most of tourist did not agree that they would use public transport to reduce gas emissions onto the environment due to its poor service and infrastructure of the city. In wording of society, Hanoi is a safe place, but the local people are still not well educated on environment issues, this also affects the tourist's intention to practice responsible tourism. The local shops and sellers still treated unfair to the tourists when it comes to price. Hence, the image of a location plays an important role in building responsible visiting behaviors of tourists.

Secondly, the study also found that domestic tourists who practiced responsibly travel behavior differently. The findings indicate that the tourists are willing to take actions to behave responsibly toward environments such as limiting their garbage production, putting trash in trash bin or stepping onto grass or breaking green trees. However they are not willing to use public transport in Hanoi. The tourists also respected the local people and their culture and customs, but they still had a barriers to talk with locals, that also explained why the visitors also had lower passion to encourage other people to practice responsible behaviors among society. These findings are supported previous studies in the literature part. Many tourists agreed that they enjoyed local food and bought authentic and souvenirs. These actions expressed that the tourists have thought to share economy with local community. On the other hand, the tourists still did not take the initiative for compensation of their impacts on ecological sites, this finding does not support the previous study. When it comes to additional comments, many tourists also mentioned about being unfair treated by local shop owners. Because that causes the reason why the tourists feel comfortable while shopping in Hanoi.

In conclusion, in context of Hanoi tourism, destination image is very important for the tourist to build up their intentions and preferred behaviors to practice their travelling responsibilities. The physical images has larger impacts than how the tourists feel about Hanoi. Even though they had some positive initiatives towards responsible tourism, somehow they do not agree with that they have to compensate extra money for their service consumption. This findings contribute to tourism literature to better understand about the tourists' responsible behaviors.

5.2. Implications

Based on the findings of this study. There are recommendations for Hanoian tourism authorities:

To increase responsible travel behavior of domestic tourists, Hanoi department of Tourism should invest into tourism and public infrastructure such as public buses, train. Therefore, the tourists feel comfortable to access the service in order to reduce private transports. By doing this, it can contribute decreasing the problem of traffic jam, and gas emission into the air.

Furthermore, by educating the local people on being responsible towards our environment, being friendly with the tourists is very important to encourage the tourists to act in friendly manners.

Hanoi tourism managerial authorities should promote and publicize knowledge of sharing and compensating for ecological impacts to encourage domestic tourists to build up their thoughts of their impacts on tourism while consuming the local service.

In conclusion, it is crucial to get the tourists a reason to care and participate in protecting the environment, society of Hanoi and sharing economy directly to the local community.

5.3. Limitation and recommendation

The paper contains several limitations which may be suitable for further study in the future.

First, due to situation of Covid 19, the survey was undertaken and collected by only method which was online. Thus, the participants were not diversified. Recommendation for study in the future, researchers should combine both offline and online methods in order to diversify the different groups of participants.

Furthermore, this study also has other limits which is related to time of the data collection. In the future study, it is recommended the data collection period could be extended or arrange longer to facilitate more tourists to participate.

Next, this study focused on only domestic tourists who travel to Hanoi location. Because the tourists who travel within their country might still be familiar with the culture and habits. Therefore, in the future, the next study might expand more groups of tourist for example international tourists as well as domestic tourists to have deeper insights into tourists' intention and their behaviors towards responsible tourism.

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