

Factors Driving Tourist Revisit Intention A Case Study of Phu Quoc Island (2022-2024)

Tin Diep¹, Adarsh Batra²

Master of Business Administration - Hospitality and Tourism Management
Graduate School of Business and Advanced Technology Management
trongtin.diep@gmail.com
adarshbtr@yahoo.co.in

Received 1st August, 2024, Revised 27th August, 2024, Accepted 26th September, 2024

Abstract

The tourism industry on Phu Quoc Island has seen notable growth, leading it as a top destination in Vietnam. Phu Quoc has emerged as a premier travel destination for both domestic and international tourists, drawn to its stunning pristine beaches, majestic mountainous landscapes, cultural attractions and multi-million dollar entertainment complexes. Recently, Phu Quoc has experienced a drop in tourism, particularly in the wake of the Covid-19 pandemic. This study examines the factors influencing tourist revisit intentions to Phu Quoc from 2022 to 2024. Key determinants analyzed include tourism resources, accessibility, amusement developments, service quality, safety and security, cost, hygienic environment, and advertisement & promotion. Using a quantitative methodology, data were collected through a structured survey from 434 tourists using stratified probability sampling who had revisited the island. Statistical analyses revealed that tourism resources, cost, safety & security, and service quality significantly impact revisit intentions. The study also emphasizes the role of effective advertisement and the balance between amusement development and environmental protection. These insights offer practical strategies for enhancing tourist satisfaction and promoting repeat visits, contributing to the literature on tourism management.

Keywords: Tourist Revisit Intention, Phu Quoc Island, Vietnam, Quantitative Research.

1. Introduction

Phu Quoc Island, Vietnam's largest island, is renowned for its beautiful beaches, clear blue sea, and pleasant tropical climate, making it a premier tourist destination. The island has a total area of 574 square kilometers and the population is approximately 103,000 people. For several years, Phu Quoc island has been ranked by some well-known papers as one of the most beautiful islands in the world, such as Rough Guides, CnTraveler, and Huffington Post (Tung, An & Thai, 2018). Phu Quoc has been ranked as the second most beautiful island in the world by the readers of the esteemed American magazine Travel + Leisure (VietNamNet News, 2024). The island offers a diverse range of attractions, from natural landscapes such as Sao Beach and Long Beach to cultural and historical sites like Phu Quoc Prison Camp and Nguyen Trung Truc Temple. Furthermore, tourism products are bound to find out the various types of historical-cultural relics, cultural heritages, craft villages, gastronomy, etc. Therefore, Phu Quoc has another name of Phu Quoc as "Pearl Island" by its mysterious beauty (Vu & Ngo, 2019). In addition, Phu Quoc has received attention as well as vast investments in amusement complexes such as VinWonders, Safari, Mediterranean Village, and Corona Casino. Furthermore, traditional craft villages featuring pepper farms, net fishing, fish sauce production, pearl farming, and Sim wine-making processes are also factors attracting tourists to visit.

However, after the COVID-19 pandemic, Phu Quoc's tourism sector has encountered fluctuation in airfare, visitation expenses, and service quality, resulting in an inconsistent source of tourists. Phu Quoc Island has experienced a drop in tourists, which has led to many concerns about tourism on this island specifically and in Vietnam in general (Le, 2024). Despite large investments in entertainment complexes and high-end resort projects, the remaining question arises as to whether those massive investments will benefit the island and drive more travel volume, or if the majority of travelers still prefer the authenticity of the tour, which comes from the beauty of nature and the experiential travel (Ngoc Tai & Nguyen, 2024). The changing trends in tourism and the concerns of tourists about sustainable values and nature should be taken into consideration to guide the appropriate tourism development for Phu Quoc in the future (Bao Tran, 2023).

Recently, Phu Quoc Island has faced a decrease in the number of tourists. By 2023, Phu Quoc had been featured at least 10 times in rankings of the most must-visit islands in Southeast Asia. However, in the domestic tourism market, the "pearl

island" is experiencing a slump as tourists are turning away. During the national holiday on September 2, 2023, Phu Quoc welcomed only 62,544 visitors, a drop of 26.5% compared to the same period in 2022, with just 5,700 international tourists. The number of overnight guests fell by more than 38%, and the room occupancy rate was only around 27% (Bao Tran, 2023). Complaints and negative reviews have hit it with bad news about the decline in quality service, lack of items that entertain tourists, and high prices that turn them away. Meanwhile, ineffective promotion, environmental degradation, and security issues reduce the attraction of the island (Trang, 2023). Compared to other destinations, Phu Quoc has outstanding advantages such as visa exemption policy for international visitors, international airport, major investments in entertainment complexes and luxury resorts. However, these advantages have not been effectively promoted, it is still unclear whether these entertainment complexes are what most tourists would like to see more of on the island or if its natural beauty should be preserved and provide more authentic tourist experiences (Bách, 2023). Interviews between the author and tourism experts on Phu Quoc Island also revealed the need for balanced development, improved accessibility, and enhanced service standards. Mr. N.G.Q, a CEO of a beachfront luxury resort on Phu Quoc Island, mentioned that in recent years, while many architectural developments and entertainment areas have been constructed, significantly contributing to attracting domestic tourists, this tourism model seems ineffective in achieving the desired results for European and American visitors. Mr. N.N.M, a general manager of a 5-star hotel in Phu Quoc, also added that while some tourists were excited by the novelty of the large entertainment centers on Phu Quoc Island, others felt there was a need for more activities related to the natural beauty and exploration of the local culture. In terms of service quality, Ms. T.A, a CEO of one of the largest tour operators on the island, emphasized that to attract more customers, the company needed to upgrade the quality of the tours with unique itineraries to remain competitive in the market. Explaining further regarding the decrease in tourists visiting Phu Quoc, a director of Sales and Marketing for a hospitality chain in Vietnam, Ms. N.T.T.N, mentioned that Phu Quoc Tourism in recent years has been facing some challenges. Tourists are no longer as enthusiastic about returning to Phu Quoc due to the reduced number of flights to the island. Realizing the difficulties ahead, the study aims to address these issues by investigating factors that influence tourists' revisit intentions, focusing on tourism resources, accessibility, amusement development, service quality, safety and security, cost of visit, hygienic environment, and advertisement & promotion.

There are two objectives of this study, which are (1) identifying the influence of each factor on the intention of tourists to return to Phu Quoc. This was done through analyzing data collected from a survey of 434 tourists currently travelled in Phu Quoc in the post-Covid period and (2) proposing improvement measures to enhance the experience and increase the intention of tourists to return. Based on the research results, proposing specific and feasible solutions for tourism managers and businesses in Phu Quoc to improve services and attract returning tourists.

2. Literature Review

Tourism research has widely investigated what influences tourist revisit intention. Different theories provide a panoramic view of the dynamics of said phenomenon, with the idea that behavior is determined by behavioral intentions being at the focal point of the Theory of Planned Behavior (TPB). Behavioral intentions can be influenced by the attitude toward the behavior, subjective norms, and perceived behavioral control. TPB applied to tourism suggests that revisit intentions are formulated by tourists based on their attitudes towards the destination, perceived social pressure to revisit, and perceived ease of revisiting, with tourism resources and accessibility playing a big part (Ajzen, 1991; Lam & Hsu, 2004; Um & Crompton, 1990). Destination Image Theory provides that service quality and development of amusement develop cognitive and affective images that enhance a tourist's perception of destination with time; it consequently fosters positive emotions and satisfaction that may develop repeat visits (Crompton, 1979; Chi & Qu, 2008; Baker & Crompton, 2000). According to the Push-Pull Theory of Travel Motivation, tourist behavior is explained in light of push factors such as intrinsic motivations and pull factors associated with destination attributes, where safety, security, and cost of visit are seen as critical pull factors in those respects (Dann, 1977; Fuchs & Reichel, 2006; Jang & Wu, 2006). That is, customer intentions to revisit are influenced by satisfaction based on the disconfirmation between expectation and experience, as proposed by the expectancy-confirmation model, with the hygienic environment and effective advertisement playing vital roles (Oliver, 1980; Ryu & Han, 2010; Bigné, Sánchez, & Sánchez, 2001). All these theories together provide a strong framework for understanding the factors driving tourist revisit intention to Phu Quoc Island, including tourism resources, accessibility, amusement development, service quality, safety and security, cost of visit, hygienic environment, advertisement and promotion.

The empirical studies reviewed provide valuable insights into the factors influencing tourists' revisit intentions. Khuong, Nguyen & Nguyen (2019) found that destination attributes, perceived service quality, and perceived value positively influence tourist loyalty, highlighting the significance of natural and cultural attractions, perceived price, safety, and entertainment. Giao, Ngan, Phuc, Tuan, Hong, Anh & Nhu (2020) identified eight main factors impacting domestic tourists'

revisit intentions to Ba Ria-Vung Tau Province which is one of the leading coastal cities in Vietnam: infrastructure, variety seeking, accessibility, local food, atmosphere, environment, price value, and leisure and entertainment, emphasizing the importance of a comprehensive destination image. Huong, Trang, and Phuong (2024) found that destination brand, perceived quality, and overall satisfaction are critical determinants for international tourists in Vietnamese destinations, reinforcing the role of destination attractiveness, service quality, and convenient travel options. Tung, An, and Thai (2018) identified that destination image, perceived price, accessibility, leisure and entertainment, and local cuisine positively influence return intentions to Phu Quoc Islands, providing specific insights into factors driving tourist loyalty. Thông (2019) highlighted nine factors—hygiene, price, entertainment, human factors, tourism resources, accommodation, transportation, advertisement and promotion policies, and safety and security—affecting revisit intentions in Kien Hai district, Kien Giang province. These studies collectively underline the significance of destination attributes, perceived value, service quality, destination image, and accessibility in influencing tourists' revisit intentions, offering a robust foundation for understanding tourist behavior in Phu Quoc Island.

3. Conceptual Model

The conceptual model for this study focuses on the factors influencing tourists' revisit intentions to Phu Quoc Island. Based on previous literature, selected empirical studies and the concerns of public via the online news and experts, eight key independent variables were selected for this study: tourism resources, accessibility, amusement developments, service quality, safety and security, cost of visit, hygienic environment, and advertisement & promotion. These factors are posited to impact the dependent variable, which is the tourists' intention to revisit Phu Quoc Island.

The model hypothesizes that each of these independent variables positively influences revisit intentions. Tourism resources encompass natural, cultural attractions as well as the attractiveness of traditional cuisine and craft villages that enhance the island's appeal. Accessibility refers to the ease with which travelers can access and navigate the island, as well as the convenience of locating restaurants, accommodations, and public facilities. Amusement developments include entertainment and recreational facilities that add to the visitor experience. Service quality covers the hospitality and services provided by local businesses. Safety and security ensure tourists feel protected during their stay and the good management of solicitation, price gouging and theft activities. The cost of a visit addresses the affordability of the destination in terms of sightseeing prices, shopping prices, accommodation prices as well as transportation prices. The hygienic environment reflects the cleanliness and health standards maintained on the island. Advertisements & promotion involve marketing efforts to attract and retain tourists.

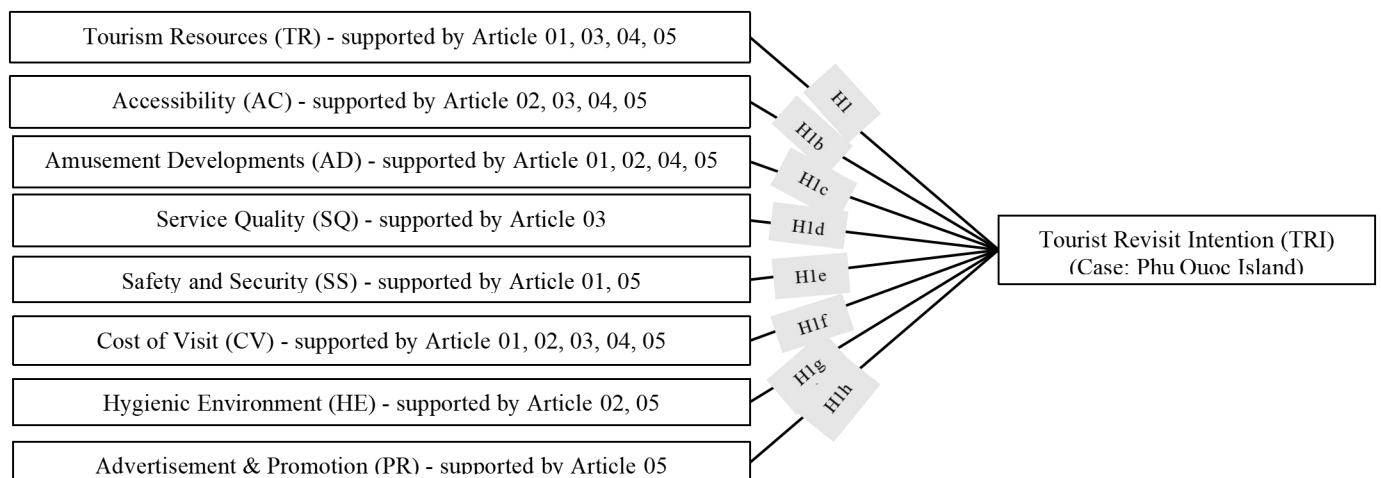
The study uses these variables to build a comprehensive framework, aiming to provide actionable insights into how improving these areas can enhance tourist satisfaction and encourage repeat visits to Phu Quoc Island. Those comprehensive frameworks are from:

Table 1: A table shows selection of each independent variable (author/ study) and a proven association with the intention to revisit

Authors/Titles of the Study	Aims of the Study	Key Findings	Selection of variables
Article 01: Khuong, Nguyen, & Nguyen (2019). International tourists' loyalty to Ho Chi Minh City destination—A mediation analysis of perceived service quality and perceived value.	To explore the structural relationships among destination attributes, perceived service quality, perceived value, and loyalty of international tourists in Ho Chi Minh City.	Destination attributes, perceived service quality, and perceived value positively influence tourist loyalty. Destination attributes also indirectly affect tourist loyalty through perceived value and perceived service quality.	This study also mentioned that natural, historical and cultural attractions (tourism resources), perceived price (cost of visit), safety and security, entertainment and recreation (amusement development) affect tourist loyalty.

Article 02: Giao, Ngan, Phuc, Tuan, Anh & Nhu (2020). How destination image factors affect domestic tourists' revisit intention to Ba Ria-Vung Tau Province, Vietnam.	To examine the impact of destination image factors on the revisit intention of domestic tourists in Ba Ria-Vung Tau Province.	Eight main destination image factors affect revisit intention: Infrastructure, Variety Seeking, Accessibility, Local food, Atmosphere, Environment, Price Value, Leisure and Entertainment.	This study mentioned that accessibility, leisure and entertainment (amusement development), price value (cost of visit), atmosphere (hygiene environment) affect the revisit intention of visitors positively.
Article 03: Huong, Trang, & Phuong (2024). Factors affecting international tourists' revisit intention in Vietnamese tourist destinations.	To analyze and identify the factors affecting international tourists' revisit intentions in Vietnamese tourist destinations	Six main factors are divided into two groups: destination brand and perceived quality. Destination brand has the highest impact on revisit intention.	This study mentioned that satisfaction (service quality), the attractiveness of destination (tourism resource), convenience in travel destinations (accessibility), and travel expenses (cost of visit) affect the revisit intention of visitors positively.
Article 04: Tung, An, & Thai (2018). Determinants of return intention of visitors: An investigative study in Phu Quoc Islands, Vietnam.	To analyze the factors affecting the return intention of visitors to Phu Quoc Islands.	All eight independent variables (destination image, natural and cultural environment, perceived price, infrastructure, accessibility, local cuisine, leisure and entertainment, attitude of local people) have positive effects on return intention.	This study mentioned that destination image (tourism resource), perceived price (cost of visit), accessibility, leisure & entertainment (amusement development) affected positively to the tourist revisit intention.
Article 05: Thông (2019). Các nhân tố thu hút du khách đến du lịch biển đảo ở huyện Kiên Hải, tỉnh Kiên Giang. (Factors attracting tourists to sea and island tourism in Kien Hai district, Kien Giang province.)	To evaluate the factors attracting tourists to sea-island tourism in Kien Hai district, Kien Giang province	Nine factors were identified: hygiene and no price challenge, price, entertainment, humans, tourism resources, accommodation, restaurant and wharf, roads and transportation, advertisement and promotion policies, safety and security.	This study mentioned that tourism resources, infrastructure, technical facilities (accessibility), entertainment (amusement development), hygiene and environment, safety and security, cost (cost of visit), advertising and promotion affected positively to the tourist revisit intention.

Figure 1: Conceptual Framework by author



Source: Author

The author's conceptual framework is inspired by studies conducted in Ho Chi Minh City, the largest cosmopolitan city attracting millions of travelers from all over the world (Khuong, Nguyen & Nguyen, 2019), and Ba Ria-Vung Tau, a coastal city that shares many common tourism characteristics with Phu Quoc (Giao, Ngan, Phuc, Tuan, Hong, Anh & Nhu, 2020). In addition, comparing tourist revisit intentions before and after Covid-19 enables the author to better understand this island's adaptability to environmental and social changes (Tung, An & Thai, 2018). While Huong, Trang & Phuong (2024) point out the factors affecting international tourists' revisit intentions to Vietnamese tourist destinations in general, Thông (2019) details the specific factors that attract travelers to return to Phu Quoc as a case study. Those above-mentioned related empirical studies make a significant contribution to the success of this study and are the premise for future research articles to further study Vietnam's island tourism.

4. Research Methodology

The research methodology for this study employed a quantitative approach to investigate the factors influencing tourists' revisit intentions to Phu Quoc Island. The conceptual framework was based on eight key factors: tourism resources, accessibility, amusement developments, service quality, safety and security, cost of visit, hygienic environment, and advertisement & promotion. A structured survey was designed to collect primary data from tourists who had visited Phu Quoc Island more than once since 2022. The survey, distributed online via platforms like Facebook, Zalo, and Instagram, targeted a sample of 434 respondents. Data were gathered from May 27th to June 10th, 2024 on tourists' perceptions and satisfaction levels using a five-point Likert scale. Both primary and secondary data sources were utilized, with primary data collected through online surveys and secondary data sourced from journals, newspapers, and other online resources. Additionally, face-to-face interviews with experts provided further insights.

The larger the sample is, the higher the accuracy is but it is costly and time consuming (Nguyen, 2011). To ensure a representative sample of the number of tourists visiting Phu Quoc Island, a stratified random sampling method was used. This method allows for consideration of diversity within the tourist community and enhances the reliability and value of findings (Cochran, 1977; Trochim, 2001). According to the statistics of annual number of tourists that travelled to Phu Quoc Island from the Department of Tourism of Kien Giang, the average of annual visitors to Phu Quoc calculated based on the number in 2022 and 2023 (4.3 million and 5.4 million respectively) equals 4.85 million tourists. The sample size formula:

$$nf = \frac{n}{1 + \left(\frac{n-1}{N}\right)} = \frac{385}{1 + \left(\frac{385-1}{4,850,000}\right)} = \frac{385}{1 + 0.0000792} = 385$$

The total of actual samples collected was 434, which was higher than the presumed number 385.

After the questionnaires are approved and reviewed, they were sent to returning guests of Phu Quoc, targeting 400 to 500 responses expected from four sources: 100 from hotels, 150 from amusement theme parks, 100 from tour operators, and 200 from the author's social media connections. Key facilitators include the hotel manager of the largest 5-star hotel in Phu Quoc, the Director of Sales and Marketing of the largest amusement park, and the CEO of the biggest travel agency and tour operator. Through expert consultations and preliminary research, eight core factors influencing tourist revisit intention were identified and integrated into a survey with 39 questions. Stage 1 involved creating and testing the questionnaire, first in English, and then translated to Vietnamese. Experts verified its accuracy, and a pretest with 42 respondents refined the survey. Stage 2 included trial research, adjusting the survey based on pretest feedback, and assessing reliability with Cronbach's Alpha. To assess the reliability of the survey instrument measuring tourist revisit intention to Phu Quoc, Cronbach's Alpha was utilized. This measure evaluates the internal consistency of items within a scale, with values ranging from 0 to 1. Higher values indicate greater reliability. Commonly accepted thresholds for Cronbach's Alpha are: 0.7-0.8 (acceptable), 0.8-0.9 (good), and above 0.9 (excellent). Using IBM SPSS, the pre-test result showed a Cronbach's Alpha of 0.975 for 39 items, indicating excellent reliability.

Table 2: Reliability Test for Pre-Test (n=42) by using SPSS

Case Processing Summary			
Cases		N	%
	Valid	42	100.0
	Excluded ^a	0	.0
	Total	42	100.0
Reliability Statistics			
Cronbach's Alpha		N of Items	
0.975		39	

After successfully passing Stage 2, with Cronbach's Alpha in the excellent range, the final surveys were distributed to 434

tourists online from May 27 to June 10, 2024. The data collected was then analyzed, followed by the formulation of recommendations.

5. Data Collection

The questionnaires were distributed to visitors drawing from the sampling procedure under online form. The survey which includes 39 scaling questions helped to gain deeper insights and support the hypothesis. The research was conducted from May 2024 to June 2024, surveying tourists who had visited Phu Quoc more than once after 2022, when the COVID-19 pandemic was completely under control. After the data was received, the author conducted an in-depth analysis of all primary data using SPSS in order to generate statistics, charts, tables, and various analyses to test the hypothesis and draw conclusions.

5.1 Results of Descriptive Statistics on Survey Respondents

Table 3: Results of Descriptive Statistics on Survey Respondents

Variables	Characteristics	No	Percent
Nationality	Vietnamese	394	91%
	Foreigner	40	9%
	Total	434	100%
Gender	Male	164	38%
	Female	255	59%
	Others	15	3%
	Total	434	100%
Age	18-30 years old	224	52%
	31-40 years old	170	39%
	41-50 years old	28	6%
	Over 50 years old	12	3%
	Total	434	100%
Monthly Income	10,000,000 - 18,000,000 VND (410 - 730 USD)	227	52%
	18,000,000 - 32,000,000 VND (730 - 1,300 USD)	98	23%
	32,000,000 - 52,000,000 VND (1,300 - 2,100 USD)	60	14%
	52,000,000 - 80,000,000 VND (2,100 - 3,250 USD)	22	5%
	Over 80,000,000 VND (Over 3,250 USD)	27	6%
	Total	434	100%
	2 times	165	38%
Travel Experiences	3 times	71	16%
	More than 3 times	198	46%
	Total	434	100%
Average Length of Stay	2 nights	55	13%
	3 nights	166	38%
	More than 3 nights	213	49%
	Total	434	100%

Among the 434 participants, the majority are Vietnamese (91%), with a smaller group of foreigners (9%). More females (59%) participated compared to males (38%), and a small percentage identified as other (3%).

In terms of age, the largest segment is 18-30 years (52%), followed by 31-40 years (39%), with fewer respondents in the 41-50 (6%) and over 50 (3%) age groups. Over half of the respondents earn under 730 USD monthly (52%), indicating the potential of affordable travel services to attract returning tourists. Factors such as promotions, economical tours or homestay accommodations may bring interest to this target group.

Regarding travel experiences, 38% have visited Phu Quoc twice, 16% three times, and 46% more than three times, demonstrating a high level of loyalty. The average length of stay varies, with 13% staying for 2 nights, 38% for 3 nights, and 49% for more than 3 nights. This presents an opportunity for hotels and local tour operators to enhance the visitor experience and maximize company profits by offering a greater range of recreational activities customized to these extended 4-day, 3-night itineraries.

5.2 Inferential Analysis

In this study, eight hypotheses were scrutinized based on the objectives and research questions to explore the determinants influencing tourists' intention to revisit Phu Quoc Island, spanning from 2023 to 2024. Following meticulous data collection, the calculation of Cronbach's Alpha for each independent variable facilitated the elimination of certain questionnaire items to bolster the overall reliability of this research. The remaining observed variables underwent testing through KMO and Bartlett assessments to confirm the appropriateness of the data for further analysis. Subsequently, hypothesis testing was conducted, encompassing Pearson's Correlation and Multiple Regression Analysis.

Table 4: The results of Pearson's Correlation Analysis

		TR	AC	AD	SQ	SS	HE	CV	PR	TRI
TR	Pearson Correlation	1	.453**	.250**	.489**	.360**	.462**	.458**	.305**	.627**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
AC	Pearson Correlation	.453**	1	.213**	.486**	.393**	.466**	.535**	.286**	.583**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
AD	Pearson Correlation	.250**	.213**	1.000	.266**	.209**	.200**	.232**	.161**	.272**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	0.001	.000
SQ	Pearson Correlation	.489**	.486**	.266**	1.000	.460**	.473**	.482**	.355**	.621**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
SS	Pearson Correlation	.360**	.393**	.209**	.460**	1	.401**	.417**	.414**	.560**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
HE	Pearson Correlation	.462**	.466**	.200**	.473**	.401**	1	.451**	.370**	.584**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
CV	Pearson Correlation	.458**	.535**	.232**	.482**	.417**	.451**	1	.379**	.631**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
PR	Pearson Correlation	.305**	.286**	.161**	.355**	.414**	.370**	.379**	1	.430**
	Sig. (2-tailed)	.000	.000	0.001	.000	.000	.000	.000		.000
TRI	Pearson Correlation	.627**	.583**	.272**	.621**	.560**	.584**	.631**	.430**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	

**Correlation is significant at the 0.01 level (2-tailed).

b Listwise N=434

This table illustrates the Pearson correlation matrix between the independent variables (TR, AC, AD, SQ, SS, HE, CV, PR) and the dependent variable (TRI). All correlation coefficients Sig. (2-tailed) < 0.05, showing that the relationship between variables is statistically significant. Delving into details, Tourism Resources (TR) has the highest correlation with TRI ($r = 0.627$), indicating a strong and positive relationship. After that, Cost of Visit (CV) is also highly correlated with TRI ($r = 0.631$), followed by Service Quality (SQ) ($r = 0.621$) and other variables such as Accessibility (AC), Hygienic Environment (HE), and Safety and Security (SS) also have a significant correlation with TRI ($r = 0.583$, 0.584 , and 0.560 , respectively). Lastly, Advertisement & Promotion (PR) has the lowest correlation with TRI ($r = 0.430$), but is still statistically significant. Among those independent variables, the variable Amusement Development (AD) has the lowest correlation coefficient with TRI ($r = 0.272$) which means that AD has the weakest relationship with the dependent variable TRI compared to other variables. In addition, AD also has weak correlations with other independent variables, such as with AC ($r = 0.213$), SS ($r = 0.209$), and HE ($r = -0.200$). This low correlation coefficient shows that the AD variable does not contribute significantly to the model and may cause noise, reducing the accuracy of the analysis results. Therefore, AD should be removed to enable to focus on variables that have a stronger and more meaningful relationship with TRI, which bring the reliability and validity of the analysis to the max level.

Table 5: The results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.980	.158		-6.209	.000	.640	1.562
TR	.264	.038	.243	7.012	.000	.596	1.678
AC	.138	.040	.124	3.449	.001	.581	1.721
SQ	.180	.039	.170	4.673	.000	.669	1.494
SS	.192	.037	.176	5.176	.000	.625	1.599
HE	.165	.039	.149	4.243	.000	.583	1.715
CV	.230	.040	.211	5.804	.000	.746	1.341
PR	.049	.031	.051	1.597	.111	.640	1.562

Adjusted R^2 : 0.666

Durbin-Watson: 1.992
ANOVAa (sig.): 0.000
Dependent Variable: Tourist Revisit Intention (TRI)

The regression model predicting Tourist Revisit Intention (TRI) demonstrates a strong fit with an Adjusted R^2 of 0.666, indicating that approximately 66.6% of the variance in TRI is explained by the included predictors. The Durbin-Watson statistic is 1.992, which is close to the ideal value of 2, suggesting that there is no significant auto correlation in the residuals and thus enhancing the reliability of the model. Furthermore, the ANOVA test is highly significant (p-value = 0.000), confirming that the overall regression model is statistically significant and that at least one predictor variable contributes meaningfully to explaining the variation in TRI. These statistics collectively validate the robustness and reliability of the regression model. It can be seen that the regression model is consistent and statistically significant. In addition, the tolerance values are within acceptable ranges as well as VIF values are all below 10, indicating that multicollinearity is not a concern in this model and . It leads to the generation of a regression model with unstandardized beta coefficients (Iacobucci & Churchill, 2015) as below:

$$TRI = -0.980 + 0.264 TR + 0.138 AC + 0.180 SQ + 0.192 SS + 0.230 CV + 0.165 HE$$

The regression model illustrates that when all independent variables are zero, the Tourist Revisit Intention (TRI) is -0.980. The study reveals the impact of various factors on Tourist Revisit Intention (TRI). Tourism Resources (TR) have the strongest influence, with a one-unit increase in TR leading to a 0.264 increase in TRI, holding other variables constant. The Cost of Visit (CV) follows, with a one-unit increase resulting in a 0.230 increase in TRI. Safety and Security (SS) also play a significant role, as a one-unit increase in SS leads to a 0.192 increase in TRI. Service Quality (SQ) shows a moderate impact, with a one-unit increase causing a 0.180 rise in TRI. The Hygienic Environment (HE) contributes to TRI as well, with a one-unit increase resulting in a 0.165 increase. Finally, Accessibility (AC) has the least impact among these factors, though still noteworthy, with a one-unit increase leading to a 0.138 increase in TRI. All these relationships are observed while holding other variables constant.

Table 6: The summary of hypothesis Test Results

Hypothesis	Level of Significance (Sig≤ 0.05)	Standardized Beta Coefficient Value	Result
H1 _{0a} : Tourism Resources do not significantly influence tourists' intentions to revisit Phu Quoc Island.	.000	0.243	Rejected H1 _{0a}
H1 _{0b} : Accessibility does not significantly influences tourists' intentions to revisit.	.000	0.124	Rejected H1 _{0b}
H1 _{0c} : Amusement Developments do not significantly influence tourists' intentions to revisit.	Rejected due to the low correlation coefficient (Pearson's Correlation) with Tourist Revisit Intention Failed to reject H1 _{0c} (r = 0.272)		
H1 _{0d} : Service Quality does not significantly influences tourists' intentions to revisit.	.000	0.170	Rejected H1 _{0d}
H1 _{0e} : Safety and Security do not significantly influence tourists' intentions to revisit.	.000	0.176	Rejected H1 _{0e}
H1 _{0f} : Hygienic Environment does not significantly influences tourists' intentions to revisit.	.000	0.149	Rejected H1 _{0f}
H1 _{0g} : Cost of Visit does not significantly influences tourists' intentions to revisit.	.000	0.211	Rejected H1 _{0g}
H1 _{0h} : Advertisement and Promotion do not significantly influence tourists' intentions to revisit.	.111	0.051	Failed to reject H1 _{0h} (Sig>0.05)

According to the result of this study, these factors: Tourism Resources ($\beta=0.243$), Cost of Visit ($\beta=0.211$), Safety and Security ($\beta=0.176$) and Service Quality ($\beta=0.170$) are the most influential factors affecting tourist revisit intention. In addition, these factors: Hygienic Environment ($\beta=0.149$) and Accessibility ($\beta=0.124$) are also proved to have an influence on tourists' intentions to revisit. At the same time, the removed variables are amusement development and advertisement and promotion not significant or have minimal influence on the tourist's revisit intention. Among these six factors are proved to be associated with the tourist revisit intention, the tourism resources factor makes the highest contribution to guests' revisiting motivation. With such highly favorable conditions regarding valuable natural resources, the findings of this analysis seem to underline and sharpen the attraction of nature to domestic and foreign tourists. Therefore, the destruction of primary forests to build modern entertainment complexes may be a trend that is not really highlighted in this study.

6. Discussions

The result shows that among the hypotheses proposed, hypothesis $H1_{oc}$ (Amusement Developments) and $H1_{oh}$ (Advertisement and Promotion) are failed to reject while the remaining $H1_o$ are rejected. It means the development of the amusement complex as well as the investment into advertisement and promotion are not influencing the tourist revisit intention, whereas the remaining factors exhibit positive correlations. The objective reason why hypothesis regarding Amusement Developments was not successful because visitors to Phu Quoc are solely looking for experiences close to nature and relaxing activities on the beach. Thông (2019) also supported this perspective, emphasizing the necessity of cleaning up tourist waste at beaches and installing signs and trash bins to maintain and restore the natural cleanliness of these areas. Additionally, it is crucial to limit excessive rock mining and deforestation for construction purposes, such as housing, accommodations, and dining facilities, to preserve the landscape and prevent negative impacts on the island's environment. The preservation of the local island culture is essential, avoiding the influx of foreign influences that could diminish its appeal to tourists. Furthermore, efforts to promote and enhance the preparation of local specialty dishes should be prioritized. At the same time, Tung, An, and Thai (2018) similarly emphasized these factors as key contributors to tourists' intentions to revisit Phu Quoc Island. It is recommended that businesses focus on preserving and restoring traditional landmarks, particularly those representing the island's heroic revolutionary past, while also collecting stories related to the local revolutionary tradition. As Phu Quoc Island is a culturally diverse destination with deep-rooted indigenous traditions, it is essential to showcase these cultural characteristics to tourists more widely and efficiently in the future.

Although entertainment areas may attract a small portion of visitors, they are not the main deciding factor in returning visitors. Many visitors come to Phu Quoc to enjoy the natural beauty and peaceful feeling, so entertainment facilities do not have a big impact on their intention to return. For hypothesis about Advertising and Promotions, the reason for failure could be that although advertising and promotions can attract first-time visitors, for them to return, a good hands-on experience is needed. Tourists will return if they feel satisfied with factors such as beautiful beaches, natural landscapes, reasonable prices and service quality. Advertising and promotions can only create a first impression, but are not enough to maintain and promote visitors' intention to return if other basic factors are not guaranteed.

Compared to the research article "Determinants of Return Intention of Visitors: An Investigative Study in Phu Quoc Islands, Vietnam" by Le Thanh Tung, Tran Quoc An, Nguyen Hong Thai (2018) written before the Covid pandemic on tourist attractions of Phu Quoc island, this research article has many similarities: the tourism resources of Phu Quoc Island including natural resources and historical and cultural resources are the driving factors to attract tourists. Price and service quality from a good labor source also play an equally important role in attracting tourists. This study also highlights some key differences: the pre-pandemic study identified entertainment and recreational activities as influential. However, in this survey of 434 participants, the factor amusement development had very little impact. Also, compare to the article "Factors attracting tourists to island tourism in Kien Hai district, Kien Giang province" by Truong Tri Thong (2019), in this study the factor related to advertisement and promotion seems like less attractive which leads to the rejection of that hypothesis ($H1h-PR$). This could be due to limited access to, or the ineffectiveness of, current advertising and promotional programs. The research shows that beautiful nature remains the preferred choice in both the pre- and post-Covid periods. The author believes that tours associated with nature, culture, and history will always retain their inherent attraction and will be a decisive factor for tourism development in the future. To achieve this, the government needs to coordinate with local people to both promote tourism and preserve these rich tourism resources for sustainable and long-term development.

7. Recommendations

7.1 For tourism managers

Based on the findings of this study, tourism resources emerged as the most significant influence factor of tourist revisit intention ($\beta=0.243$), underscoring the important role of natural and cultural values in shaping visitor travel destination selection. Several recommendations are suggested for increasing visitor return intentions to Phu Quoc: preservation, conservation, and improvement of natural resources, including strict protection measures for beaches and coral reefs, regular beach cleaning campaigns, and education of the community on environmental protection. Further, it is essential to develop sustainable ecotourism, and this can be done by promoting eco-tours accompanied by environmental education but also at the same time combining protection of nature. Quality of service needs to be improved, and this calls for investments in specialized training programs which will make the skills of service staff, tour guides better and promote a friendly attitude among the personnel involved in the tourism and hospitality industry. Moreover, developing and maintaining high standards

in services provided through regular inspections and multidimensional feedback can enhance service quality as well.

Indicated by a β value of 0.176, the safety and security are factors that tourists consider to returning to Phu Quoc Island. This could be carried out by continuing effective management of begging and tourist solicitation, providing more security in popular tourist areas, and setting up an emergency hotline in public areas. This will attract more island visitors to stabilize prices to levels that are reasonable and competitive for tourism services, shopping, dining, and accommodations. In addition, sanitation is improved with better trash management practices, cleanliness in tourist areas, and good food hygiene at dining establishments.

Free travel brochures and directories could help improve accessibility, making public transport more efficient and ensuring ease of traffic at critical points. This would enable an increase in promotion and marketing activities by creating more awareness in the online channel, especially social media and travel blogs, on the actual tourist experiences. From the fact that hypothesis regarding advertisement and promotion being rejected, enticing promotions and service bundles, particularly the budget-friendly ones, are also a good help in the retention of tourists.

Given the rejection of the hypothesis related to amusement development, balancing tourism amusement development with environmental protection should be taken into consideration. This includes closely monitoring development projects to ensure luxury resorts and modern structures do not harm natural ecosystems, enacting strict regulations to safeguard the environment, and improving waste management and preservation of cultural sites. Encouraging community participation in environmental protection and tourism development through educational initiatives and community-based tourism activities will further support sustainable tourism growth.

7.2 For local businesses

Businesses need to focus on developing sustainable tourism products, consistent with current tourist trends and needs. This includes creating eco-tours, outdoor activities associated with nature. Since 52% of survey respondents are aged 18-35, it shows that new travel trends targeting young people, like glamping and trekking, are gaining popularity, especially among this demographic. Tour operators can consider the tourism situation and diversify services and eco-tours, on the one hand to create diversity to attract more customers, on the other hand to enhance awareness of environmental protection as well as traditional and cultural values of Phu Quoc locals in particular and Vietnamese people in general.

In order to increase visitors' intention to return, businesses need to focus on enhancing customer experience through improving service quality which is one of the most influencing factors in tourist revisit intention ($\beta=0.170$). Developing attractive promotions and diversifying product and service offerings is an effective strategy to attract budget-conscious tourists, as 52% of survey respondents reported monthly incomes near or a little above minimum wage. From the survey, it can be seen that customers are not too interested in advertising campaigns and promotions. Perhaps it is because the promotions are not really attractive or maybe the coverage of these promotions is not accessible enough to reach many different customers.

7.3 For the academic community

The results of this study provide additional data and suggestions for further research on sustainable tourism and factors affecting tourist revisit intention. The academic community can use these results to further develop new theories and models in the field of tourism. While Thông (2019) found that entertainment, advertising and promotion significantly influenced tourists' intention to revisit Phu Quoc Island, this study, conducted post-COVID, rejected these hypotheses which leads to the reason behind them. Future research should further explore the impact of developing entertainment services on both opportunities and challenges, exploring potential solutions. Furthermore, optimizing advertising and promotion strategies to attract visitors remains a crucial area for future studies. This research can be used as reference materials in training and education programs in tourism management, helping students and practitioners gain deeper insights into the important factors in sustainable tourism development.

8. Limitations

The study faces several limitations that may affect its accuracy and generalizability. Although 434 tourists were surveyed, the sample may not fully represent all visitors to Phu Quoc during the study period. The random survey distribution, especially online, may have excluded less tech-savvy individuals, leading to sampling bias. Additionally, seasonal variations and special events during the 2022-2024 research period could have influenced tourist behavior, while those surveyed in

2024 may not recall earlier experiences accurately.

The study's quantitative method limits insight into deeper motivations, and self-reporting bias, along with survey fatigue, could affect response accuracy. Subjective perceptions of factors like service quality and safety may also vary, leading to inconsistent results. Furthermore, regression analysis identifies relationships but cannot prove causality, and the findings may not apply to other tourist destinations with different characteristics.

9. Future Research

Based on the results and limitations of the current study, below are some future research directions that could add value and contribute to the field of tourism research, specifically focusing on the two AD variables (Amusement Development) and PR (Advertising and Promotion) are dropped after running the regression: With the strong development of technology and communication, future research can focus on evaluating the effectiveness of different marketing and promotion strategies on tourists. This includes studying how social media campaigns, online advertising, and traditional marketing activities influence visitors' perceptions and intention to return. In addition, the development of artificial structures and large amusement parks on Phu Quoc island has created many opportunities and challenges for the tourism industry. Future research that can revolve around the opportunities and challenges of building artificial structures and amusement parks will help determine optimal solutions and strategies to develop Phu Quoc tourism in a sustainable and effective way.

10. Conclusion

This research explores the factors influencing tourists' intentions to return to Phu Quoc Island from 2022 to 2024, focusing on the post-COVID-19 context. The study identifies key factors such as tourism resources, accessibility, amusement development, service quality, safety and security, cost of visit, hygienic environment, and advertising and promotion. Using quantitative research methods, the study finds that all these factors significantly impact tourist behavior, with tourism resources, cost of visit, safety and security, and service quality having the greatest influence. This highlights the importance of maintaining high service standards, leveraging natural and cultural assets, and ensuring a safe environment. Strategic marketing campaigns are essential to enhance the island's visibility and appeal in a competitive market. Balancing the development of large entertainment projects with nature conservation and cultural heritage is also crucial.

The outcomes have an advantage for the tourism authorities and local businesses: they can further enhance satisfaction and, thus, increase the loyalty of travelers by improving the tourism resources, service quality, safety, and promotion strategies. It would be interesting to investigate how new trends and environmental factors influence tourist behavior. Moreover, studying the opportunities and challenges of the development of large-sized amusement complexes will provide a key to help tourism managers and researchers understand the development of the tourism system in Phu Quoc. Thus, this study reflects the factors that determine return intentions to Phu Quoc Island, from the viewpoint of tourism management. Practical recommendations may guide the stakeholders on how to make the visit more pleasant and promote Phu Quoc as the prime destination on the return visit.

11. References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665-683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Bách, T. (2023, October 16). Du khách giảm 50%, Kiên Giang tìm cách "cứu" du lịch Phú Quốc. *VnEconomy*. <https://vneconomy.vn/du-khach-giam-50-kien-giang-tim-cach-cuu-du-lich-phu-quoc.htm>
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897. [http://dx.doi.org/10.1016/S0160-7383\(99\)00030-4](http://dx.doi.org/10.1016/S0160-7383(99)00030-4)

- Bảo Trân. (2023, November 14). Du lịch Phú Quốc "than ế" như... nhà giàu than khó. *Dân trí*. <https://dantri.com.vn/du-lich/du-lich-phu-quoc-than-e-nhu-nha-giau-than-kho-20231109223533242.htm>
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, 22(6), 607-616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636. <http://dx.doi.org/10.1016/j.tourman.2007.06.007>
- Cochran, W. G. (1977). *Sampling Techniques* (3rd ed.). New York: John Wiley & Sons.
- Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 17(4), 18-23. <http://dx.doi.org/10.1177/004728757901700404>
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194. [http://dx.doi.org/10.1016/0160-7383\(77\)90037-8](http://dx.doi.org/10.1016/0160-7383(77)90037-8)
- Dann, G. M. (1981). Tourist motivation: An appraisal. *Annals of Tourism Research*, 8(2), 187-219. [https://doi.org/10.1016/0160-7383\(81\)90082-7](https://doi.org/10.1016/0160-7383(81)90082-7)
- Eid, R., & El-Gohary, H. (2015). The impact of e-marketing use on small business enterprises' marketing success. *The Service Industries Journal*, 33(1), 31-50. <https://doi.org/10.1080/02642069.2011.594878>
- Fuchs, G., & Reichel, A. (2006). Tourist destination risk perception: The case of Israel. *Journal of Hospitality & Leisure Marketing*, 14(2), 83-108. http://dx.doi.org/10.1300/J150v14n02_06
- Giao, H. N. K., Ngan, N. T. K., Phuc, N. P. H., Tuan, H. Q., Hong, H. K., Anh, H. D. T., & Nhu, D.T.H. (2020). How Destination Image Factors Affect Domestic Tourists Revisit Intention to Ba Ria-Vung Tau Province, Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(6), 209-220. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO6.209>
- Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of Tourism Research*, 11(2), 199-217. [https://doi.org/10.1016/0160-7383\(84\)90070-7](https://doi.org/10.1016/0160-7383(84)90070-7)
- Iacobucci, D., & Churchill, G. A. (2015). *Marketing research: Methodological foundations* (11th ed.). Cengage Learning.
- Jang, S., & Wu, C. E. (2006). Seniors' travel motivation and the influential factors: An examination of Taiwanese seniors. *Tourism Management*, 27(2), 306-316. <https://doi.org/10.1016/j.tourman.2004.11.006>
- Khuong, N. M., Nguyen, P. N. D., & Nguyen, P. T. M. (2019). International tourists' loyalty to Ho Chi Minh City destination—A mediation analysis of perceived service quality and perceived value. *Sustainability*, 11(19), Article 5447. <https://doi.org/10.3390/su11195447>
- Huong, K. T., Trang, B. T. Q., & Phuong, T. M. (2024). Factors Affecting International Tourist's Revisit Intention in Vietnamese Tourist Destinations. *Revista De Gestão Social E Ambiental*, 18(1), e06380. <https://doi.org/10.24857/rgsa.v18n1-138>
- Lam, T., & Hsu, C. H. (2004). Theory of planned behavior: Potential travelers from China. *Journal of Hospitality & Tourism Research*, 28(4), 463-482. <https://doi.org/10.1177/109634800426751>
- Le, T. M. (2024, April 2). Domestic tourism under threat from high flight costs. *Vietnam Investment Review*. <https://vir.com.vn/domestic-tourism-under-threat-from-high-flight-costs-110021.html>
- Ngọc Tài, & Nguyễn, T. (2024, August 29). Vì sao khách tới Phú Quốc giảm? *VnExpress*. <https://vnexpress.net/vi-sao-khach-toi-phu-quoc-giam-4604172.html>
- Nguyen, T. D. (2011). *Phương pháp nghiên cứu khoa học trong kinh doanh [Scientific research method in business]*. NXB Lao Dong, Viet Nam.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. <https://doi.org/10.2307/3150499>
- Prayag, G., & Ryan, C. (2012). Determinants of tourist satisfaction and intention to return: Evidence from Mauritius. *Journal of Travel Research*, 51(3), 342-356. <https://doi.org/10.1177/0047287511410>

- Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology*, 38(2), 311-322. <https://doi.org/10.1037/0022-3514.38.2.311>
- Ryu, K., & Han, H. (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(3), 310-329. <https://doi.org/10.1177/1096348009350624>
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (pp. 33-47). Monterey, CA: Brooks/Cole.
- Thông, T. T. (2019). Các nhân tố thu hút du khách đến du lịch biển đảo ở huyện Kiên Hải, tỉnh Kiên Giang. *Tạp chí Khoa học Đại học Cần Thơ*, 55(4), 113-122. <https://doi.org/10.22144/ctu.jvn.2019.101>
- Trang, L. (2023, November 1). Vì sao du lịch Phú Quốc ngày càng mất điểm trong mắt du khách? *Vietnamnet*. <https://vietnamnet.vn/vi-sao-du-lich-phu-quoc-ngay-cang-mat-diem-trong-mat-du-khach-2209291.html>
- Trochim, W. M. K. (2001). *The Research Methods Knowledge Base* (2nd ed.). Atomic Dog Publishing, Cincinnati.
- Tung, L. T., An, T. Q., & Thai, N. H. (2018). Determinants of return intention of visitors: An investigative study in Phu Quoc Islands, Vietnam. In M. Loster & T. Pavelka (Eds.), *Proceedings of the 12th International Days of Statistics and Economics* (pp. 1800-1813). University of Economics, Prague.
- Um, S., & Crompton, J. L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17(3), 432-448. [http://dx.doi.org/10.1016/0160-7383\(90\)90008-F](http://dx.doi.org/10.1016/0160-7383(90)90008-F)
- Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846. [https://doi.org/10.1016/0160-7383\(94\)90091-4](https://doi.org/10.1016/0160-7383(94)90091-4)
- VietNamNet News. (2024). Vietnam's Phu Quoc surpasses Bali and Phuket in Global Island Ranking. Retrieved from <https://vietnamnet.vn/en/vietnam-s-phu-quoc-surpasses-bali-and-phuket-in-global-island-ranking-2301276.html#:~:text=Phu%20Quoc%2C%20a%20breathtaking%20island,significant%20achievement%20for%20the%20island>
- Vu, H. M., & Ngo, V. M. (2019). Strategy Development from Triangulated Viewpoints for a Fast Growing Destination Toward Sustainable Tourism Development – A Case Of Phu Quoc Islands in Vietnam. *Journal of Tourism and Services*, 10(18), 117-140. <https://doi.org/10.29036/jots.v10i18.86>