

DANANG DESTINATION IMAGE AND REVISIT INTENTION THE CASE OF DOMESTIC VISITORS

(ALT + 1)

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ABSTRACT

The overall objective of this study is to investigate the attributes which create the Danang destination image and the relationship between Danang destination image and the revisit intention of domestic visitors. The findings prove that there is an inter-relation among destination image's components. All the components have positively influenced the domestic visitor's intention to revisit a destination. Some implications and policies have been recommended to the destination management organizations, enterprises in the field of tourism, travel agents, accommodation, and restaurants in Danang city to boost some specific activities in terms of domestic tourism.

Keywords: destination image's components; Danang city; domestic tourism; revisit intention.

1. Introduction (Alt + 7)

For this initial and engaging part of your research paper, be selective about providing readers with:

- Definitions, notions, and some other important information required for understanding the paper
- Context and background of your research
- Your rationale for conducting the research, why your research is important
- Your position

(Ctrl + Shift + N)

2. Theoretical framework (Alt + 7)

2.1. Theory 1 (Alt + 8)

2.1.1. Theory 1-1 (Alt + 9)

In-text reference styles:

(i) Author's name and year of publication are both in parentheses: i.e (Nguyen Van A, 2009); or

(ii) Author's name part of narrative and year of publication is in parentheses: i.e Nguyen Van A (2009) found that ...

When a direct quote is needed, remember to place quotation marks and include page numbers. For example, Nguyen Van A (2009, p. 3) stated that "...".

(Ctrl + Shift + N)

2.1.2. Theory 1-2 (Alt + 9)

2.2. Theory 2 (Alt + 8)

2.2.1. Theory 2-1 (Alt + 9)

2.2.2. Theory 2-2 (Alt + 9)

3. Research method (Alt + 7)

3.1. Method 2-1 (Alt + 8)

1.1. Method 2-2

3.1.1. Content 2-2-1 (Alt + 9)

a) Content 2-2-1-1(Alt + 0)

b) Content 2-2-1 -2(Alt + 0)

3.1.2. Content 2-2-2 (Alt + 9)

4. Results and discussion (Alt + 7)

4.1. Results (Alt + 8)

This section should simply state the findings, without bias or interpretation, and arranged in a logical sequence. Non-textual elements, such as, figures, charts, photos, maps, tables, etc. to further illustrate the findings, should also be included if appropriate. In the text, refer to each non-textual element in consecutively numbered order [e.g., Table 1, Table 2; Chart 1, Chart 2; Map 1, Map 2], and complete with a heading [title with description goes above the figure, table, chart, etc.].

Table 1. An example of a table. (Alt + B)

An example of a column heading	Column A	Column B
And an entry	1	4
And another entry	2	5
And another entry	3	6

Source:



Figure 1. Communal house in Kontum (Alt + B)

Source:

Equations and formulae should be typed in Mathtype, and numbered consecutively with Arabic numerals in parentheses on the right hand side of the page (if referred to explicitly in the text). They should also be separated from the surrounding text by one space.

$$\sum_{i=0}^n \frac{B_i}{(1+r)^i} - \sum_{i=0}^n \frac{C_i}{(1+r)^i} = 0 \tag{1}$$

4.2. Discussion (Alt + 8)

This section puts forward further explanation about the meaning, importance and relevance of your results. Four key elements should be discussed: interpretations (what do the results mean?), implications (why do the results matter?), limitations (what can't the results tell us?), recommendations (what practical actions or scientific studies should follow?).

5. Conclusion

A synthesis of key points and practical and managerial implications are crucial elements of conclusion section.

6. Appendix

Authors including an appendix section should do so before the References section. Multiple appendices should all have headings in the style used below. They will automatically be ordered A, B, C etc.

Appendix A. An example appendix

A.1. Example of a sub-heading within an appendix

There is also the option to include a subheading within the Appendix if you wish.

REFERENCES (Alt + D)

- [1] Anderson E. et Weitz B. (1989), Determinants of continuity in conventional industrial channel dyads, *Marketing Science*, 8, 4, 310-323. (Alt + T)
- [2] Nguyen Van A (2010), *Hội nhập quốc tế của Việt Nam thế kỷ XX*, Publisher XYZ, Ha Noi.
- [3] Blau M.P (1964), *Exchange and power in social life*, New York, John Wiley & Sons. (Alt + T)
- [4] Cannon J.P. et Perreault W.D. (1999), Buyer-seller relationships in business markets, *Journal of Marketing Management*, 36, 4, 439-460. (Alt + T)
- [5] Le Van A (2009), “Tác động của toàn cầu hóa đến tăng trưởng kinh tế: Trường hợp nghiên cứu tại Việt Nam”, *Journal Y*, 15, 12-19. (Alt + T)
- [1] Westbrook, R. A. (1987). “Product/consumption-based affective responses and postpurchase processes”, *Journal of Marketing Research*, 24, 3, 258-270. (Alt + T)