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Factors affecting the development of Cultural Tourism in Hanoi

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Abstract

The study investigates the major factors of cultural tourism development in Hanoi considering visitor's perceptions of cultural heritage, the motivation behind their engagement, and the contributions of both governments and local communities to the overall tourism experience. To address this aim, the research applied a positivist and deductive approach, data were gained from the collection of quantitative data through a structured questionnaire that was given to tourists who had been to Hanoi earlier. The responses of the 52 participants were subjected to Exploratory Factor Analysis, which helped uncover the factors that are supporting or limiting the development of cultural tourism. The results show that the factors such as the perception of cultural heritage, tourist motivation, government participation, and cultural attractions, have a significant impact on the positive visitor experiences and their decision-making. Nevertheless, community involvement and socio-economic impacts on the local president showed minimal influences over the current tourism scenario. These results highlighted that the major driving forces behind cultural tourism in Hanoi are the variety of the heritage, the curiosity of the tourists, and the government's friendly policies. However, engagement by the local community remains a part that needs further attention and improvement. Cultural authenticity, resident engagement, and strategic policy support should be strengthened as the main factors that shape and sustain the cultural tourism growth of Hanoi.

Chapter 1. Introduction

1.1. Background information

Hanoi is the capital of Vietnam, a developing nation in Southeast Asia. With a thousand years of history, Hanoi – capital of Vietnam, has a unique culture with a variety of heritage sites, historical villages and festivals that attracts both domestic and foreign tourists. It is the application of cultural heritage principles to the creation of tourist goods that suit the needs of visitors while also delivering economic and social benefits and aiding in the preservation of cultural assets. Cultural tourism is a sort of tourism that exploits cultural values in order to contribute to the preservation and promotion of current cultural values while also recognizing emerging cultural values of humanity (Chi Hai, 2022). By visiting historical-cultural sites, festivals, and celebrations as well as traditions, beliefs, religions, and food, cultural tourism meets tourists' cultural heritages, both tangible and invisible, that must be studied and experienced (Trinh and Ryna, 2015). In addition to cultural heritage, tourists are interested in how tourism programs are set up and carried out. As a result, it is crucial to understand the significance of cultural heritage in the tourist industry and to pay attention to how people interact with each other when engaging in tourism-related activities (Mai and Smith, 2018). According to Hanoi Travel Guide (2016), Hanoi has made large expenditures in its local tourism industry to raise the standard of services offered at culturally significant locations which attracts lots of foreigners. This study will define and analyse the components of cultural tourism as they are practised and experienced; besides, this

paper examines how local government decisions have impacted the growth of cultural tourism and analyse the decision-making process used by visitors to Hanoi while choosing to participate in cultural tourism events. Furthermore, it aims to ascertain how local residents of the destination increase the improvement in their standard of living brought on by the rapid growth of tourism.

1.2. Rationale of the study

There have been numerous studies on the speeding up of tourism and its effects, but none of them have demonstrated how it has affected the local society, particularly in terms of changes in educational levels of local residents' education. Then, as a cycle, the advancement of education continues to support the advancement of the sector. Special attention also paid to how infrastructural development and governmental regulations have either facilitated or hindered the expansion of cultural tourism in Hanoi. Through an in-depth analysis of these variables, a context-specific perspective on Hanoi's tourism scene, advancing the field of cultural tourism studies by offering practical advice that could be applied to improve regional tourism development and promote sustainable growth. Furthermore, the study will examine the reasons behind visitors' decisions to visit Hanoi as a cultural destination- an area that hasn't been well examined. Understanding these elements will enable local officials useful knowledge to enhance cultural tourism tactics that benefit the local community in addition to drawing visitors. Currently, a lot of both foreigners and domestic tourists are interested in those unique cultural heritages in Hanoi so now the government is pushing to upgrade the customer services in all the places of cultural heritages. And the final result of this paper will serve the readers to have more information, more deeply knowledge about the given aim below.

1.3. Aim and Objectives

The investigation of critical elements influencing the growth of cultural tourism in Hanoi is the study's main goal. Following objectives will be considered to achieve the aim:

- To identify and discuss the elements that characterise cultural tourism as it is lived and experienced in Hanoi.
- To analyse local government policies that have affected the development of cultural tourism in Hanoi.
- To analyse the traveller's process of decision making in regards to engaging in cultural tourism experiences in Hanoi.

Chapter 2. Literature review

2.1. Tourism vs culture

Regarding conceptual definition, WTO (1993) indicates that "The temporary short-term movement of people to destinations outside the place where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes as well as day visits and excursions". The technical definition here can be understood as activities which people participate in while travelling and staying in another place over an uninterrupted period of no more than a year, whether for business, pleasure, or other reasons (Holloway, 1985). The sector includes a diverse range of component activities, such as arranging for transportation, lodging, leisure, food, and associated services (Australian Department of Tourism & Recreation, 1975, p.2). McIntosh (1977) defined that the science, art, and economics of attracting visitors to a destination, providing for their accommodation, and satisfying their needs and desires in a courteous manner is collectively known as tourism. With regard to holistic definition of tourism, two Swiss academics defined tourism as the phenomenon and connections resulting from non-residents' travel and stays, insofar as they do not result in permanent residency and are unrelated to any form of employment (Hunziker & Kraph in Burkart & Medlik 1974, p.40). Jafari (1977) explained that the study of tourism examines the human being outside of his natural context, the industry that meets his demands, and the effects of both on the sociocultural, economic, and physical environments of the host. The definition of culture can be understood in many different ways. In literature, there are two available uses of culture which are 'process' and 'product'. Clarke (1990) stated that drawn from anthropology and sociology, two disciplines that primarily view culture as a set of moral standards ingrained in a particular population. The social setting in which meaning is created, or the methods by which individuals interpret their own lives and those of others, is referred to as culture. As 'Product', originating from literary critics, culture can be seen as the product of individual or group activities associated with certain meanings. Therefore, the productions of famous artists can be considered as 'high' culture, while TV shows are considered as 'low' culture (Richards, 1996). According to Ashworth (1995), the definition of culture related to tourism was divided into three categories. The easiest kind of culture to be commercialised for tourism is "art tourism," which is often associated with the domains of art, artistic products, and performance..; for example : concerts, festivals, museums and live performances,.... The second concept of culture is "Heritage Tourism," which is best illustrated by

a combination of preserved structures, preserved cityscapes, preserved morphological patterns, as well as locations associated with significant historical events and individuals. Place-specific tourism, the third and last definition of culture provided by Ashworth, is that "culture may be described as the shared collection of values, attitudes, and hence behaviour of a social group" (Ashworth, 1995).

2.2. Cultural Tourist Typology

It is important to briefly describe different kinds of cultural tourists before classifying the various definitions and approaches around the idea of cultural tourism. Stebbins (1996) categorised cultural tourists into two main types which are 'general' cultural tourists and 'specialised' cultural tourists. 'General' cultural tourists may eventually develop into specialist cultural tourists who concentrate on a single or a few selected sites or cultural entities as their understanding of other cultures grows. The 'specialised' cultural tourist is people who visits a city, region, or country regularly to get a thorough grasp of its culture, or travels to other cities, regions, or countries to find examples of, say, a certain kind of art, history, festival, or museum. According to McKercher and Du Cros (2002), the top three types of cultural visitors—the deliberate, the sightseeing, and the serendipitous—can feasibly be regarded as the primary cultural tourists due to their primary motivation and prior experiences when picking a location for the sake of cultural values. The other two, casual and incidental, fall within the category of general cultural tourists. When compared to the list supplied by Stebbins, these three sorts of cultural tourists can be said to be specialised. The purposeful cultural tourist mentions a key motivation for travelling which is to learn about other people's cultures or traditions, and this kind of cultural tourist enjoys a rich cultural experience while the sightseeing tourist is also interested in cultures and heritages but this particular group of travellers enjoys a more superficial, entertainment-focus experience. On the other hand, the casual cultural tourist refers to the traveller whose motivation for cultural tourism has a limited part in the decision to visit a location, and this sort of cultural tourist engages with the destination in a superficial manner while cultural tourism does not play a significant role in choosing a destination for the incidental tourist.

2.3. Current state and potential future of cultural tourism.

In UNWTO Reports on Tourism and Culture Synergies (2018), the majority of academics who replied to the UNWTO poll indicated that cultural tourism would continue to develop in the future in addition to highlighting the expansion of this industry over the five years prior to the study. Richard (2007) indicated that this is maybe not entirely unexpected, given that increasing travel rather than a rise in cultural interest is what is essentially driving the growth of cultural tourism. The audience for culture tourism is becoming less elitist, which is directly tied to the declining status of cultural tourism as a desirable kind of travel. Cultural tourism was once thought of as a sort of socially desirable filter that would draw in "good" travellers. Because of its expanding popularity, it is now easy to view it as the tip of the mass tourism spear, advancing to destroy the same culture that visitors seek. However, there is conflicting study evidence for these hypothesised consequences. In a research of eleven German cities, Tokarchuk, Gabriele, and Maurer (2017) discover that the flow of cultural tourism boosts locals' well-being significantly. Furthermore, den Hoed and Russo (2017) also found that urban cultural tourism is typically founded on a thin line separating "tourist" and "resident," which ignores the increasing permeability of both categories. In the other study, the growth of technology, particularly the Internet, which allows travellers to obtain crucial information about cultural attractions prior to travel, is one factor driving the significant rise in cultural tourism. Additionally, by mixing travel, lodging, and alluring extras into custom packages without consulting specialised cultural tourism tour operators, travellers are now able to construct their own cultural tourism offerings (ATLAS, 2007). The development of technology has definitely changed the way of tourist consumption. Richards (2002) showed that the viewfinder of a camera or the earpiece of an audio guide are now used to explore cultural landmarks that were once experienced collectively by a mob of actual visitors.

2.4. The proposed model and hypotheses

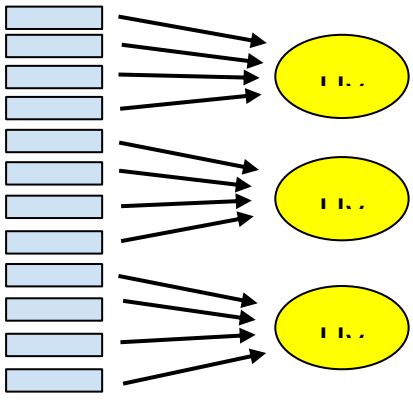

Figure 1: Model of elements contributing to factors influencing the culture tourism in Hanoi (The author, 2024).

Cultural tourism in Hanoi can be considered a source of benefits to not only tourists but also the destination and the society in general. That's why some critical factors, which have influenced cultural tourism, are made to achieve those elements to get all the data from tourists and the local governments. The model above represents the variables after the survey and interview are completed, from which the collected information will be grouped into different factors affecting cultural tourism in Hanoi. Each item will represent a different opinion from many different people interviewed. For this study, Exploratory Factor Analysis (EFA) approach will be applied. As Wipulanusat (2017) pointed out that this method offers significant understanding of the dimensionality of the hidden variables and validates the accuracy of the measurement scales that support the model components. The use of Exploratory Factor Analysis (EFA) in this study is justified because it is the most widely recognized and accepted statistical method for identifying Health & Safety (H&S) in quantitative data (Choudhry, Lang and Lingard, 2009).

Hanoi's cultural tourism industry is shaped by a number of significant factors. To have a deeper understanding about these factors, a model from Figure 1 has been created to categorise, which are tourist motivation, perception of the attraction, role of local government as well as impact on local residents, and how influence on decision making of travellers.

Given that festivals and cultural heritages are major sources of appeal, it is hypothesised that tourists who are driven by cultural experiences would be more satisfied (Stebbins, 1996; McKercher and Du Cros, 2002). Another hypothesis was created according to Mai and Smith (2018), insightful government initiatives like cultural promotion and infrastructural development boost the growth of tourism. In line with Richards' (2002) results, community engagement is also participated to improve tourism experiences and maintain cultural identity. Additionally, the study hypothesised that satisfied tourists are more likely to come back and promote Hanoi to the community, which will help Hanoi's city tourism industry succeed in the long run. Furthermore, the UNWTO (2018) has noted that tourist' decision making tends to be influenced by persuasive advertising and easily accessible cultural information. Lastly, the perception of economic and social benefits is a consistent factor in locals' support for the growth of cultural tourism.

Hypothesis:

H1: Perception of Hanoi' Cultural Heritages

- H1o: There is no influence of strong loadings on the Perception of Hanoi Cultural Heritage to generate a factor.
- H1a: There is a positive influence of strong loadings on the Perception of Hanoi Cultural Heritage to generate a factor.

H2: Motivation of traveller

- H2o:There is no influence of motivation on the perception of Hanoi's cultural tourism to attract travelers.
- H2a: There is a positive influence of motivation on the perception of Hanoi's cultural tourism to attract travelers.

H3: Community involvement

- H3o: There is no significant impact of community involvement on the enhancement of Hanoi's cultural tourism.
- H3a: There is a significant positive impact of community involvement on the enhancement of Hanoi's cultural tourism.

H4: Role of Government

- H4o: There is no influence of government involvement on the preservation and promotion of Hanoi's cultural tourism.
- H4a: There is a positive influence of government involvement on the preservation and promotion of Hanoi's cultural tourism.

H5: Impact on local communities

- H5o:Hanoi's cultural tourism has no significant impact on the socio-economic well-being of local communities.
- H5a: Hanoi's cultural tourism has a significant positive impact on the socio-economic well-being of local communities.

H6: Influence on tourists' decision making

- H6o: There is no significant influence of Hanoi's cultural tourism on tourists' decision-making when choosing travel destinations.
- H6a: There is a significant positive influence of Hanoi's cultural tourism on tourists' decision-making when choosing travel destinations.

Chapter 3. Methodology

3.1. Research Design

To clarify the motives of tourists, cultural tourism was studied to have a more objective view of travellers related to Hanoi. Howell (2013) indicated that the philosophy of empiricism, which holds that hypotheses must be tested empirically to determine their veracity, is where positivism has its roots. Positivism upholds the tenet of natural science, according to which there must be logical relationships between and within objects, and that it is the goal of object inquiry to identify these relationships and provide reasonable justification for them (Ryan, 2018). In terms of ontology, Hudson and Ozanne (1988) embraces the naive realism perspective that the universe is external and that there is a single objective reality for any investigated scenario regardless of the researcher's point of view as well as ideas.

Based on the aims and objectives of this research paper, the positivist paradigm was paid attention to in order to analyse the main interests that makes travellers choose Hanoi as a destination by deductive approach. With the use of deductive approach, data were collected through many different resources in order to infer the factors and to draw conclusions from the theories that make cultural tourism in Hanoi become developed. Deductive approach was defined according to Bryan (2012, p. 35) as "A research strategy that emphasises quantification in the collection and analysis of data" . Rasinger (2013) pointed out that this method normally delves into questions starting with how much, how many, etc. Payne and Payne (2004) said that deductive approach in deductive research that looks for the frequency of human lives was examined by dividing the world into empirical parts called variables which may be measured and introduced by the researcher. These variables can be expressed as frequencies or rates and the statistic can be used to study their relationships with another. Babbie (2010) stated that the deductive method was aimed to collect the number and generalise it to groups of individuals, or explain a specific phenomenon. For this particular study, correlational research design was applied. Cresswell (2002) stated that correlational research is a way of using numerical to set the templates for two variables. According to Leedy and Ormrod (2001), it is important to notice how much numerical significance a researcher identifies relationship between two or more features depending on those attributes. A correlational study's goal was formed from two variables that are connected (Bold, 2001).

3.2 Sampling and data collection

In this deductive research, the author decided to apply simple random sampling technique which guarantees that all individuals present in the population are chosen equally to participate in the surveys (Thomas, 2020). The survey methodology is widely used in social science and commonly linked to deductive approach (Mark, Philip & Adrian, 2009). Yin (1994) stated that discussions or initial surveys were conducted to gather information to support this research strategy. Moreover, researchers can come up with a list of population figures for the research topic, together with a numerical list of every sample size, and when dealing with huge sample sizes, computer programs create numbers randomly (Rahi, 2017; Omair, 2014). Thus, random sampling technique was considered as an effective tool which will help the author to understand deeply about traveller's decision making in order to evaluate the development of cultural tourism in Hanoi.

To collect primary data, a written structured questionnaire was used. The questionnaires focused on identifying event customers and their travel experiences. Relying on the study by Huh (2002) and Jodice et al. (2006) questionnaires were used to measure the general level of satisfaction among tourists, their impression of the cultural tourism features, their demographic and behavioural traits on a five-point scale, "1" represents not satisfied and "5" represents highly satisfied. The following factors are used to measure tourist profile: gender, educational level, personal income, age and nationality. Also, the group membership, duration of stay, prior experience, information source, mode of travel were all taken into account when measuring their behaviour. Not only about the guest's satisfaction but also the policies from the local government which could be seen as one of the critical factors that influence cultural tourism in Hanoi.

In support of the deductive research approach, data collection was collected through a structured questionnaire administered through Google Forms. The sample was selected via a simple random sampling technique whereby every individual in the target population had an equal chance of selection. The survey pointed at tourists who already visited Hanoi and experienced cultural tourism activities, the interviewee inquiring into their socio-demographic profiles consisting of age, gender, monthly income, educational background, and nationality, as well as behavioural characteristics such as group membership, length of stay, past travel, sources of information, and mode of travel. The questionnaire, constructed using a five-point Likert scale, also analyzed perception about Hanoi's cultural heritage, motivations for visiting, levels of engagement, perceptions of government involvement, impacts on local communities, and the influence of cultural attractions on travel decision-making. The survey was published in October 2024, collected 52 valid responses, which provide the empirical data for the statistical analysis and hypothesis testing which is shown in this study.

3.3. Measures

To measure those factors affecting cultural tourism in Hanoi, a structured questionnaire was developed by using the five - point Likert scale (1 = Strongly Disagree, to 5 = Strongly Agree). It consists of the six dimensions of Perception of Cultural Heritage (α = 0.82): For example, "Experiencing true Vietnamese culture is the best part of being in Hanoi" (Kim et al., 2022), and Motivation for Visiting Hanoi (α = 0.79): "One of the major purposes of travelling to Hanoi is to know local festivals" (Prayag et al., 2019). Personal Enrichment and Engagement (α=0.84) means the experience of knowledge gain and

cultural connection (Lee et al., 2021). Role of Local Government (α=0.81) was assessed on how public policies affect tourism. (Duran et al., 2020). Perceived Impact on Local Community (α = 0.85) was assessed economic and social benefits such as job opportunities (Kumar & Hussain, 2023). Lastly, Cultural Attraction (α = 0.80) evaluated influence in decision-making as how cultural charm affects tourist choices (Yoon & Uysal, 2022). This exploratory factor analysis (EFA) confirmed their measures in accordance with the objectives of the research (Taherdoost, 2021).

3.4. Data Analysis

According to Shadish and Campbell (2002), data analysis process was described as a method of using sample data to calculate "statistics" that approximate "parameters" such as variances or relationships characterising entire "populations". The objects chosen must be appropriate in order to have a reliable estimation and unsuitable objects can be eliminated from Exploratory Factor Analysis (EFA). EFA was a highly helpful technique for categorising the constructs when there is little data which is available on the dimensionality of them (Netermeyer et al, 2003). DeCoster (1998) pointed out that researchers use EFA as a tool to identify the number of variables that are influenced by different factors and to determine which variables will go to the same group. McDonald (1985) assumed that EFA has a simple hypothesis is that in the dataset, the number of m common 'latent' elements to be identified, and the objective is to identify the fewest number of possible factors that would fully explain the correlations. It was believed that with the use of EFA, the variables and items were able to be explored from the surveys to then be able to generate all the factors which are critical.
To apply these elements and factors that have shown in the diagram, measurement was necessary. It is common to see measurement as a procedure that enables the numerical depiction of a subject's or object's natural or 'objective' properties. In order to carry out statistical tests and Exploratory Factor Analysis, the researchers analyzed data with the help of an online statistical software tool which is DATAtab - so as to ensure accuracy and clarity of the analysis.

3.5. Ethical Issues

According to Bhandari (2021), ethical considerations in research protected participant safety and the study's integrity. Another study from Lee-Treweek and Linkogle (2000) examined the ethical risks that a social researcher may face in different settings in order to address the main ethical topic. As the author mentioned about the random sampling, if a research was designed to reflect a population, this had to be mentioned, and the nature of the population should be defined and treated ethically. Besides that, in order to determine if a sample is representative of the population, many techniques should be applied (Michael & Dean, 2017). Before joining this study, all the participants were informed clearly about the aims and objectives as well as all the questions which they were asked. The author required every participant to sign a consent form without causing any harm to their work, studies or general well-being; they were free to withdraw as research participants at any time. Focus groups were held in person, and participants were told that all information would be anonymised and that the results would not identify any specific participants. Participants were told that the data would only be accessible to the researchers and that they might withdraw from the study at any time without facing any repercussions, so that it can not be linked to other data by anyone else. It also ensures that all the candidates' data will be deleted when the research paper is finished using the information they provide. The result had to be used carefully to ensure that they support sustainable tourist growth and assist the local residents without compromising Hanoi's cultural character. Finally, the study followed all applicable rules and regulations as already stated in the Participant Form.

3.6. Limitations

This research comes with few methodological limitations, aside from the results that have been verified by research tools. The study solely concentrates on culture, local context, and tourist behavior, which has resulted in the limited perspective that other areas in Vietnam might have different strengths according to the extent of tourism development. Hence, the sample size of a study can affect a productive outcome of paying tribute to the limited perspective mentioned above. Accordingly, the outcome of this study cannot be generalized or extended to different areas given that the sample size is small and there is more fluctuation in the tool's accuracy. Nonetheless, the data is very useful in providing trustworthy insights into tourists' motivations, perceptions, and decision-making processes that are more reliable.
In addition, the researcher cannot guarantee the level of care and understanding of the respondents because the survey was sent online. Some answers may be interpreted differently with other research tools such as online interviews, etc. The study only used the deductive approach which clearly shows the relationship but limits them from giving their opinions and personal experiences. Cultural tourism in Hanoi is still a developing field for research in many aspects, so many local cultural details are not fully expressed.

Chapter 4. Results

4.1. Descriptive statistics

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
ading	4.65	.623	52
on Desicion	4.33	.857	52
Local ties	4.27	.744	52
overnment	4.33	.923	52
ngagement	4.29	.776	52
	4.35	.837	52

Table 1: Descriptive of Statistics Analysis

Several questionnaires were used to measure one factor, but the author will only concentrate on the one that most attendees responded to.

The descriptive statistics describe the factors that affect tourism according to data from 52 respondents. The descriptive statistics described the factors affecting tourism as per the 52 respondents. Perception of Hanoi' Cultural Heritages was the variable that had the highest average score (M = 4.65, SD = 0.623), indicating a very strong agreement on its importance. Influence on Decision-making was the same as the government role regarding their average score (M = 4.33), although the government role had a rather varied opinion (SD = 0.923). Closely similar mean scores were scored by Tourists Engagement (M = 4.29, SD = 0.776) and Impact on Local Communities (M = 4.27, SD = 0.744), where both represent high agreement but moderate variation. Lastly, it pointed out Motivation (M = 4.35; SD = 0.837). This was generally considered as an important factor; however, it showed that responses were diverse. Overall, this high average score reflected positive views; however, varying responses indicated dissimilar opinions on the same subject.

4.2. Results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	358.649
	df	15
	Sig.	<.001

Table 2: KMO Measure and Barlett's Test

The Kaiser-Meyer-Olkin (KMO) measure and the Bartlett's Test results indicate the fitness of the data for factor analysis. The KMO value is found to be 0.878, which exceeds the minimum recommendation value of 0.6, suggesting sufficient shared variance in the data for exploratory factor analysis (EFA). Bartlett's Test of Sphericity is also significant (χ^2 = 358.649, df = 15, p < .001), showing that the variables are very well correlated. Data were subjected to exploratory factor analysis as an effective means of dimensionality reduction.

The correlation matrix reveals important correlations between the significant variables, as well as a number of instances of strong positive correlations. Perception of Hanoi' Cultural Heritages demonstrated a strong correlation with Role of Government (r = .849, p < .001), Tourists Engagement (r = .779, p < .001), and Motivation (r = .798, p < .001), thus this factor will also be seen with these others. Even if Influence on Decision Making included very high correlations with Role of Government (r = .854, p < .001), Tourists Engagement (r = .888, p < .001), and Motivation (r = .905, p < .001), this is regard to its importance in the engagement and motivation process.

The two strongest correlations were in the area of Role of Government and Motivation (r = .942, p < .001), as well as Tourists Engagement and Motivation (r = .930, p < .001), which proves that the government has an important role in engaging the potential traveller. Moreover, this research highlights the relationship shared between governance, engagement, and decision making in the context of tourism.

Correlation Matrix

		Strong Loading	Influence on Desicion Making	Impact	Role of Government	Tourits Engagement	Motivtion
Correlation	Strong Loading	1.000	.731	.205	.849	.779	.798
	Influence on Desicion Making	.731	1.000	.136	.854	.888	.905
	Impact	.205	.136	1.000	.183	.067	.131
	Role of Government	.849	.854	.183	1.000	.907	.942
	Tourits Engagement	.779	.888	.067	.907	1.000	.930
	Motivtion	.798	.905	.131	.942	.930	1.000
Sig. (1-tailed)	Strong Loading		<.001	.072	<.001	<.001	<.001
	Influence on Desicion Making	.000		.168	.000	.000	.000
	Impact	.072	.168		.097	.319	.178
	Role of Government	.000	.000	.097		.000	.000
	Tourits Engagement	.000	.000	.319	.000		.000
	Motivtion	.000	.000	.178	.000	.000	

Table 3: Correlation Matrix of Hypothesis

This is the scree plot showing eigenvalues for factor extraction during the Exploring Factor Analysis. The "elbow" is so visible that it becomes quite clear after the first factor as it turns up very strongly, where the slope line sharply decreases. This means that the first factor-strong loading accounts for most of the variance, after which added factors account for very little. Just the first factor-strong loading has an eigenvalue above 1.0, thus affirming the unidimensional structure. However, this plot does not indicate different groups for the variables themselves but shows that they represent only one dominant factor. This indicates that the dataset is the best possible explanation given by one underlying construct, with any additional factors beyond the

first not contributing any significant portion to the explanation of variance. All items, therefore, load primarily on the single factor and are unable to have sufficient reason for factor grouping.

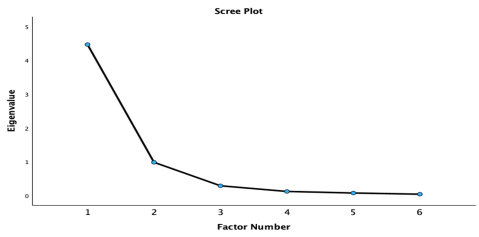

Figure 2: Scree Plot of Hypothesis Analysis

These result analyses give evidence to testing the null hypotheses of H0 regarding Hanoi's cultural tourism. For H1, high factor loading of Perception of Hanoi' Cultural Heritages (0.835) indicates a considerable positive impact on the perception of cultural heritage in Hanoi, thus supporting an alternative hypothesis (H1a) and rejecting null hypothesis (H1o). H2 is also supported because Motivation exhibits the highest value load (0.976) and strong correlations with other variables, such as Role of Government ($r = 0.942$, $p < .001$), which positively influence perceptions regarding cultural tourism in Hanoi, hence leading to the rejection of H2o. Tourists Engagement has a respectable factor loading (0.947) and strong correlations with Motivation ($r = 0.930$, $p < .001$). As a result, its positive impact on the enhancement of cultural tourism in Hanoi is confirmed, which would support H3a while H3o would be rejected.

It was suggested that the government role be much more significant than those two areas H4, along with a very good factor loading (0.969) having great correlations with major variables such as Motivation ($r = 0.942$, $p < .001$) and Tourists Engagement ($r = 0.907$, $p < .001$). All these results supported the alternative hypothesis (H4a) and rejected the null hypothesis (H4o). On the contrary, Impact on Local Communities (H5) has a very low factor loading (0.154) and weak, non-significant associations with other variables, indicating no real effect on the socio-economic wellbeing of local communities, thus not able to reject H5o. The last one of the works, Influence on Tourists' Decision Making (H6), reveals a high value of factor loading (0.907) coupled with important ties to Motivation ($r = 0.905$, $p < .001$) and Tourists Engagement ($r = 0.888$, $p < .001$) opening the door to H6a while closing it with regard to H6o.

Chapter 5. Discussion

The results of this investigation offer significant understanding of the elements impacting the growth of cultural tourism in Hanoi. Through the testing of six hypotheses, the study has brought to light the cultural tourism model in Hanoi's advantages and disadvantages. Table below shows the wording of these six hypotheses and the statistical significance results of the hypotheses test and whether the hypotheses were supported or rejected.

Hypothesis	Result
H1a	A positive influence of strong loadings on the Perception of Hanoi Cultural Heritage to generate a factor.
	Supported
H2a	A positive influence of motivation on the perception of Hanoi's cultural tourism to attract travelers.
	Supported
H3a	A significant positive impact of community involvement on the enhancement of Hanoi's cultural tourism.
	Rejected
H4a	A positive influence of government involvement on the preservation and promotion of Hanoi's cultural tourism.
	Supported
H5a	Hanoi's cultural tourism has a significant positive impact on the socio-economic well-being of local communities.
	Rejected
H6a	A significant positive influence of Hanoi's cultural tourism on tourists' decision-making when choosing travel destinations.
	Supported

Table 4: Hypothesis Testing Results Summary

5.1. Perception of cultural heritage in Hanoi

The results showed that the tourist valuation of cultural heritage is extremely high among these factors ($M = 4.65$), confirming that authenticity remains a central appeal in cultural tourism. Another research from Kim et al (2022) which supported the argument that genuine cultural expression and heritage richness significantly enhance visitor satisfaction. Thus, both internal tourists and externals are paid attention not only to the visible sites but also to have a sense of belonging and authenticity as local lifestyle, festivals (Trinh and Ryna, 2015). However, Richards (2007) indicated that the decline of authenticity was led from mass tourism, and at the same time caused the commercialization of cultural heritage. However, there are studies that have found that Hanoi is still prioritizing the implementation of measures to preserve traditional culture, while still providing memorable experiences for tourists, thereby maintaining a good balance between practicality and accessibility in the process of bringing traditional culture to the international level.

5.2. Tourist motivation and engagement

With high factor loadings (Motivation = 0.976; Involvement = 0.947) it is shown that tourists' motivation and involvement play an important role in promoting cultural tourism in Hanoi. Stebbins (1996) explained that curiosity and the desire to learn something new have led to the development of cultural tourism. Similar to McKercher and du Cros (2002) study, which is very consistent with the mixed response in this study (SD = 0.837), tourists can be serious cultural learners or casual visitors. Even with these differences, it cannot be denied that tourists still show a certain interest in local culture, such as museums, folk festivals or cultural performances. For Richards (2007), his findings are perhaps very relevant to the results when noting that although the authenticity of some places may be reduced due to global tourism, cultural tourism destinations like Hanoi can still retain visitors through interesting and memorable authentic cultural experiences.

5.3. The involvement of the community

In contrast to tourists' high motivation and involvement in experiencing Hanoi's culture, community involvement showed a weaker impact with a low factor loading (factor loading = 0.154). This contrast reflects the unclear presence or contribution of local residents in those cultural experiences while tourists are eager to explore the local heritage. Contrary to Mai and Smith (2018) and also Richards (2002), who emphasized that cultural tourism becomes more authentic and sustainable when the local community actively contributes to the development of local tourism. In Hanoi, most cultural attractions are perceived by tourists as being supported by the government and large organizations rather than by local people. This may reduce the sense of human connection that many tourists are looking for. Similar to Tokarchuk et al. (2017) argue that tourist pride and satisfaction increase when tourism is community-led, Hanoi can empower residents to share their stories, crafts and traditions directly with visitors, thereby satisfying both visitors and the tourism industry. Such participation not only enhances authenticity but also balances economic and social benefits across the community.

5.4. The roles of local government

The very strong factor loading (0.969) has confirmed that the role of local government is very important, which is the basis for a sustainable development in cultural tourism in Hanoi. A study by Duran et al. (2020) also supported the opinion that the government has smart policies and effective investment as the core for the long-term sustainability of cultural tourism. Regarding tourists' perceptions, they considered the main contributions to the city's attractiveness, perhaps due to the government's efforts to restore cultural heritage, organize more attractive events and improve infrastructure. Therefore, tourists' access to relics and sites has become easier and still maintains the image of a vibrant destination in Hanoi. UNWTO (2018) research also agreed that the success of a tourist destination is determined by the coordination between organizations and the cultural brand built over many years. Hoed and Russo (2017) had mixed results when they argued that strict regulations can reduce spontaneity, whereas in Hanoi, government policies have contributed to strengthening rather than limiting cultural authenticity. Timely government involvement is considered an essential factor in balancing conservation, tourism growth and community engagement in cultural tourism.

5.5. Impact on the local community

The weak factor loading (0.154) demonstrated that local people still have limited awareness of socio-economic benefits despite the widespread development of tourism in Hanoi. Community participation in cultural activities or improvements in living standards are rarely seen from the tourist side. This study contrasts with the findings of Kumar and Hussain (2023), who argued that employment and social welfare issues are often fully addressed as cultural tourism develops. The results from this study suggest that benefits do exist but are unevenly distributed or often hidden behind institutional projects. Heritage activities are mostly controlled by larger organizers, reducing the opportunities for local artisans or small businesses to participate. As Tokarchuk et al. (2017) argued, pride and mutual respect are fostered through community-led events. Homestays, craft markets and cultural storytelling are all encouraged to strengthen social bonds and sustainable common interests. It is clear that if we are to change the approach to cultural tourism in a different direction, those who are considered tour guides should be local people so that they can make a positive contribution instead of sitting back and watching the clear growth of cultural tourism in Hanoi.

5.6. Influence on tourist's decision making

The high factor loadings (0.907) supported the strong link between tourist decisions and motivations associated with engagement. As Yoon and Uysal (2022) emphasized, for tourists to have a favorable impression of visiting a destination, it is necessary to focus on the cultural appeal and authenticity first. Furthermore, tourists were particularly interested in local

cultural events such as traditional arts and local festivals; supporting the study by UNWTO (2018) that travel intentions are greatly influenced by easily accessible cultural information or branding. The factor loadings of motivation (r = 0.905) and involvement (r = 0.888) demonstrate that cultural tourism decisions are not purely factual, but rather emotional and experiential. Therefore, the unique factor plays an important role in the competitive tourism market, cultural richness has contributed to directly influence the perception, preferences and decisions of tourists.

Chapter 6. Conclusions

The research aims to explore the essential elements that influence the progress of cultural tourism in Hanoi. The variables are the tourist motivation, perception of the cultural heritage, the engagement of the community, the roles of the government, the socio-economic impacts on the locals and the attraction sites in the tourists' choice of destinations. The researcher uses deductive approach and exploratory factor analysis to thoroughly examine the interaction between attributes in Hanoi city. The outcomes of the research provide a substantial contribution both in terms of theory and practice to the debate on the development of tourism in fast-growing cultural areas.

Practical implications of the conclusions drawn indicate that the government should on a continuous basis invest in the preservation of heritage, visitor infrastructures, and organizing cultural events that keep the authenticity intact while making them more accessible. Communication among the tourism authorities, operators, and local communities should be improved as it would allow the cultural assets to visitors in an interesting way that still resonates with the daily cultural life. Allowing residents to take part more directly in cultural tourism activities may also bring about a better authenticity and an increased sharing of economic profits. The understanding that tourist motivation and decision-making are hugely affected by cultural richness, emotional bond, and information being clear, has actually opened up for tourism management to come up with experiences that would both meet and even promote sustainable development.

It is possible that community engagement will be examined in future research using methods that can give more insights into the local perspective, like qualitative interviews or mixed-method approaches. Moreover, larger and more diverse samples from different regions of Vietnam would also allow considerably stronger comparisons with much greater results. Besides, it is possible to conduct longitudinal studies to determine the gradual evolution of cultural tourism in relation to the changes in government policies, technological influences, and destination branding.

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