The effect of Spatio-Temporal Factors on Tourism Destination Choice: A Study in Vietnam

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Abstract: -Studies on the decision to visit a place are abundant in the tourism field, while the Spatio-Temporal factor has not been investigated systematically. The paper proposes an expanding model of intention to visit place using Spatio-Temporal as moderating factors. In the model, the destination image is taken as an independent factor which affects the attitude and intention to visit a place, Spatio-Temporal were developed as mediate factors. The destination image attributes are organized into three groups: Service, Natural Environment, and Quality of Life of the destination. To illustrate for the model, the empirical study was conducted with data from Vietnam, as a case study. With a total of 865 samples from all three regions: The North, Middle and South. SPSS and AMOS software were utilized to run this structure equation modeling (SEM) model. The results of the study demonstrated that destination image factors have an impact on attitude and intention to visit a destination, and Spatio-Temporal issues affect remarkably the relationship between destination image items, attitude and intention to visit a place. The study reveals that in addition to focusing on the factor of destination image, Spatio-Temporal features must also be considered to fully understand tourist decision-making, and it can bring more advantage to real applications.

Key-Words: - Intention to visit, Service, Natural Environment, Quality of life, Spatio-Temporal, Vietnam.

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1 Introduction

Tourism is a segment of many economies that contributes great fiscal and social significance [1]. Tourism not only enhances economic development, but also creates favorable conditions for the development of other service industries such as aviation. In addition, tourism helps develop infrastructure, promote peace and facilitate cultural exchanges, create jobs, and reduce poverty [2]–[4]. In terms of societal value, tourism helps to improve local quality of life, and to increase labor productivity [2], [5]. Therefore, we must evaluate the factors influencing the decision to choose certain tourism destinations, in order to improve service quality and attract more tourists, thus benefiting both the service providers and local residents, as well as offering tourists more travel destination options.

Literature reveals that there are many studies on factors affecting tourists' decision to choose a destination [6], [7]. In those studies, it can be seen that groups of factors are commonly mentioned, such as: eWOM (Electronic Word of Mouth); Destination Image; Destination Familiarity. Of these factors, the most commonly studied is Destination Image [8], the role of which has been proven to be a powerful factor in predicting visitor intention in different contexts of tourism [9]–[13]. Therefore, this study focuses on directly measuring the factors belonging to the Destination Image group.

Spatio-Temporal factors are closely related with the field of tourism. Regarding the temporal factor, there are distinct and unique aspects. For example, the Spatio-Temporal of a country as Vietnam, the North and the Central regions have four seasons: spring, summer, autumn, and winter with very different weather characteristics, while the South differs, with rainy and dry seasons. This Spatio-Temporal feature makes for a clear difference in travel habits and destination choices of tourists regarding different regions and seasons. Studies

have shown differences around the relationship between destination Image and Attitude and Intention to Visit between gender groups and between different age groups [7]. Therefore, assessment influence of Spatio-Temporal factors and Destination Image coincidentally is still a dramatic need.

The study is based on a critical review of the relevant literature on tourist intention vs. ultimate behavior, and analyzes the connection between destination image and tourist attitude. However, this study extends with another perspective, that of Spatio-Temporal factors, as a further moderator of the relationship between the two. This study examines the role of Spatio-Temporal elements as moderating factors of the relationship connecting destination image, attitude and visitor intention. In this case, the proposed model could observe the change of influence of impact factor on Intention to Visit according to the change of Spatio-Temporal factors. This feature of the proposed model will bring more advantages to real applications.
The remain of this paper is structured as follows:

- Proposes research hypotheses and models. These contents are introduced in Section 2.
- With assessment and analysis of the results, the article presents the conclusions of research conducted in Vietnam, as a case study. These contents are mentioned in Section 3 and 4.

2 Literature Review and Research Model

Theory of Planned Behavior (TPB) is often used as a research guideline for predicting behavioral intentions [14]. This theory includes three independent deciding factors for intention: the attitude toward the behavior; social factors viewed as the subjective norm and perceived behavioral control. The relative significance of these three factors will naturally vary across behaviors and situations when predicting intention. Therefore, it may be found in some cases that all three predictors make separate significant contributions, while in other cases attitudes alone will have a significant impact, or in still others that perceived behavioral control and attitudes as a mediate factor are sufficient to explain intentions [15]. Besides, previous studies have confirmed the contributed of mediate factors. For example, the motivation factor as a mediate that predicting Technology_Based Enterprises Development was proved [16]. Therefore, Attitudes can be a mediate to explain intentions to visit a destination.

TPB is significant in many studies explaining human intention behavior in different contexts [17]. In order to further improve the measurement of intended behavior in the field of tourism, numerous new factors have been appended to the model to enhance the prediction. Literature showed that, in the tourism field, one of the crucial factors which added to the model was Destination Image [11]. Mehdi Tajpour (2021) revealed the role of trust in relationship with the development of family businesses in media firms [18]. Meanwhile, the destination image is the crucial factors to build tourist satisfaction that leads to a create of tourist' trust in the destination [19]. Destination Image is a decisive concept in studies of factors affecting a person's choice of destination [20]–[23]. Destination Image is defined as the accumulation of perceptions, values, beliefs, influences, emotions and presumptions of a person regarding a travel destination [8], [24], [25].

Many elements of Destination Image may be found in abundance in previous studies. [26] stated that natural landscapes and local dishes need to be highlighted, while physical well-being and conviviality need to be a focus in order to improve Taiwanese college students' perceptions of Vietnam. When [27] investigated tourists' likelihood of revisiting Vietnam, they found that infrastructure, price, natural and cultural environment, and safety are the factors that most affect this decision. A study by [28] investigated in factors Affecting Domestic Tourists' Revisitation Intention for Ba Ria-Vung Tau Province of Vietnam, was conducted by directly interviewing over five hundred domestic tourists. The result identified six items such as: the destination's identity; recreation and diversions; flora and fauna along with cultural traditions and heritage; and climate.

Besides investigating the separate Destination Image items, the group of Destination Image attributes was also utilized. For example, [6] studied foreign tourists who travelled to Cambodia's Angkor Wat. This study identified the destination attributes and grouped them as follows: (1) Destination Brand: people are friendly, honest and trustworthy; the destination offers safety and good value for money; (2) Atmosphere: comfortable and peaceful places for relaxation; (3) Cultural Environment: cultural attractions and activities and which demonstrate unique ways of life and customs; (4) Natural Environment: beautiful lakes, parks and mountains; (5) Entertainment: good night life, varied gastronomy and good shopping. [7] studied intentions to visit Australia by Chinese visitors. This

research grouped 20 destination image items of into three groups: Service and Tourism Provisions (7 items), Natural Environment (11 items), Quality of Life (4 items). The total of twenty factors included those mentioned in domestic and international studies.

In this section, the study develops a research model to predict tourists' decision to visit a destination which are affected by destination image with the impact of Spatio-Temporal elements. The proposed model adapts the items of the destination image which have been analyzed in previous studies in different contexts. Therefore, this study exposes the connection between destination image factors and the decision to visit a place. Furthermore, the research model explores the impact of Spatio-Temporal factors on travelers' intentions. The destination image items are derived from previous studies and grouped into three areas: Service (S), Natural Environment (NE), and Quality of Life (QL). Attitude was found to be the mediating factor of the connection between destination image and the intention to visit. Figure 1 shows the proposed research model.

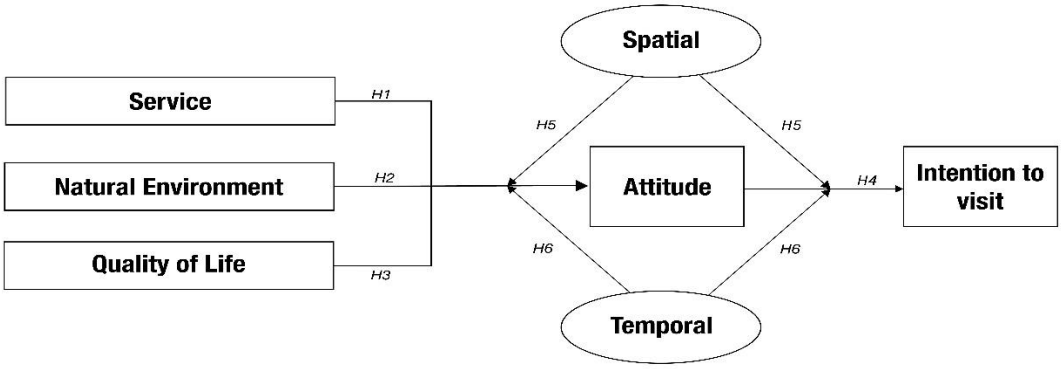

Fig. 1: Proposed Research model

Service (S), Natural Environment (NE), Quality of Life (QL)

The proposed model includes items contained within three groups: Service, Natural Environment, and Quality of Life. These are the critical groups of criteria that directly affect the visiting behavior of tourists.

Service refers to the customer-oriented characteristics of the destination, such as the qualifications of staff; the existence of good tourism infrastructure (restaurants, accommodations); availability of interesting night time activities, along with shopping and sport opportunities; personal safety; reasonable pricing and good perceived value; and local travel convenience. In the model H is hypotheses, and H is proposed as following:

H1: Service positively affects attitude towards a visit to a place

Natural Environment (NE) refers to the nature characteristic of the destination. Each destination has its own characteristics in terms of natural conditions such as climate, weather conditions, topography, flora and fauna, historical sites. The NE in this study are the features of place which includes the climate, landscape, flora and fauna, and well-known tourist sites.

H2: Natural Environment positively affects attitude when visiting a place

Quality of Life (QL) is comprised of the standard of living of the local residents within the destination. It is determined by the conditions as depicted by 5 items (table 3): general living conditions, ease of transport to and from a larger urban area, the social welfare, the availability of nutritious foods, and the sociability of the local people friendly and kindly.

H3: Quality of Life positively affects visitor attitude toward a place

This group included items of Service, Natural Environment and Quality of Life as shown in Table 1.

Table 1. The Elements Factors

Short word	Items
	1. **ELEMENTS OF SERVICE FACTOR**
S1	Qualified, helpful and sociable service staff
S2	This is a value for money destination
S3	The destination provides for travelers' physical well-being
S4	Offers a good nightlife opportunity
S5	Quality tourism infrastructure, including restaurants and accommodation
S6	Offers good places for shopping
S7	Has convenient local transport system
	2. **ELEMENTS OF NATURAL ENVIRONMENT FACTOR**
NE1	This place has a good climate
NE2	This place provides opportunities for relaxation and rejuvenation
NE3	It offers a variety of opportunities for physical recreation and adventure
NE4	This place has many distinguished and celebrated tourist sites
NE5	This place has a spectacular landscape
NE6	The environment in this place is very clean
NE7	This place has fascinating native animals and vegetation
NE8	This place includes a vast land area and a relatively small population
	3. **ELEMENTS OF NATURAL QUALITY OF LIFE FACTOR**
QL1	This is a place with comfortable living conditions
QL2	Easy to get to this place from the big cities
QL3	This place provides quality, supportive social welfare
QL4	This place offers a good variety of quality foods
QL5	Local people are sociable and welcoming

Attitude and Intention to Visit

Based on the TPB theory, attitude has an effect on intention towards an action, therefore this study added two more elements to the model. Moreover, much research in tourism reveals that attitude is a powerful predictor of visitor intention. Also, some researchers argue that destination image has a clear impact on intention to visit a place, and the literature reveals that attitude has been found to be a medium factor between Destination Image and Visit Intention. Therefore, the paper develops the hypothesis H4 as follow:

H4: Attitude towards visiting a place positively affects Visit Intention

In order to fully grasp the destination choice behavior of tourists, in addition to the traditional factors mentioned in many studies, other aspects are also very important, affecting the link between tourists, Destination Image, Attitude and Intention to Visit. As such, we include the Spatio-Temporal element as mentioned next.

Spatio-Temporal issues as moderating factors

The Spatio-Temporal features play an important part in the decision process of choosing a destination. For example, tourists tend to travel to the mountainous areas in the winter, but in the summer, they tend to choose to travel to coastal areas. Furthermore, since the Spatio-Temporal element is ubiquitous, these factors need to be included in the study to achieve a more accurate assessment of intention to visit a place.

Although the Spatio-Temporal aspects have been mentioned in studies of the tourism field, there is limited evidence in the literature confirming the role of Spatio-Temporal matters in the interconnection between Destination image, Attitude and Visit Intention. As a consequence, it is important to assess whether Spatio-Temporal elements could modify the way the perception of Destination Image affects tourist Attitude and, accordingly, Visit Intention.

Previous studies were somewhat lacking in the analysis and reciprocal evaluation of the Spatio-Temporal role, while its characteristics are closely associated with the field of tourism. Its features have appeared everywhere, thus this study extends these space and time factors to the model by proposing the hypotheses H4, H5.

H5: Spatial characteristics refine the effects of perceived Destination Image on tourist Attitude and Visit Intention.
H6: Temporal characteristics refine the effects of perceived Destination Image on tourist Attitude and Visit Intention.

Figure 1 above shows the research model which extends the new factors.

3 Research Method and Findings

In order to prove the model proposed in figure 1, in this section, the paper will experiment with the model in Vietnam and provide analysis to confirm the research model.

3.1 The Spatio-Temporal features of Vietnam

Vietnam has a long coastline, beautiful natural scenery and a culture of rich identity. A Vietnam tourism map is shown in figure 2. According to Government Portal of Social Republic of Vietnam, the territory of Vietnam is characterized by its S-shape, the differences in topographical structure, the distribution of regions, and the 54 ethnic groups with their own customs, traditions, and cultural identities living within the three regions of North, Central and South. With regard to climate, Vietnam is separated into two major zones: (1) The North (from Hai Van Pass and above) experiences a tropical monsoon climate, which offers four discrete seasons (Spring-Summer-Autumn-Winter), influenced by the northeast monsoon (from the Asian continent) and the southeast monsoon, with higher humidity levels. (2) The South (from Hai Van Pass and below is less affected by the monsoon, so the sultry climate is quite moderate, hot all year round and divided into two distinct seasons, dry and rainy. Also, due to the structure of the topography, Vietnam possesses subordinate climate regions, some with mild, balmy climates and some with a continental climate.

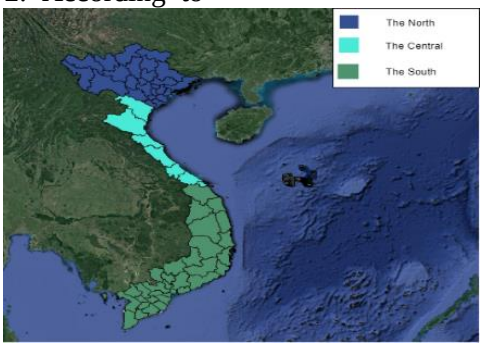

Fig. 2: Vietnam Spatial Map

Geographical differences between the three regions and season lead to differences in tourism activities. It can be seen that, in Vietnam, Spatio-Temporal factors may make a difference in tourist behavior.

3.2 Overview of Research Method

Questionnaire design: Every question posited is derived from the reasoning of the hypotheses regarding the variables, and a five-point Likert-type scale is used for evaluation ranging 5 points from "strongly disagree" (1) to "strongly agree" (5). A convenient sampling method was used to survey residents in three regions of Vietnam. However, some criteria are applied to collect reliable data, and to reduce noise of data. Only the adult can be chosen (over 18 years old) and respondents must be visited destinations in Vietnam. Data were collected by questionnaire using google forms, then coded and processed by SPSS and AMOS software. The analysis was performed: Cronbach's Alpha to estimate the consistency of measured items by using Reliability Analysis Method, CFA to assay whether the measured items are in line with latent variables, SEM (Structure Equation Modeling) help to confirm the structural value and relevance of measurement model, and running multigroup analysis utilizing SEM to test the moderating effects of the Spatial and Temporal characteristics in the relationship among destination image items, attitude and intention to visit.

In this study, the total number of valid tourist questionnaires which were distributed in three regions of Vietnam, then collected and processed, was 865, which meets the requirements and is generalizable, representative of the total study. The descriptive statistic was run using SPSS software, the result shows that there are 357, 225 and 283 observations choosing a place to visit in the North, Middle and the South respectively. The results also show the preferred season of travel, in that there are 193 respondents who opted for travel in Spring, and

269, 286, 117 respondents preferring the Summer, Autumn, and Winter respectively. The age of respondents ranged from 18 to 65. As such, the volume and the distribution of the sample is representative of the whole.

3.3 Research Findings

3.3.1 Test the Reliability of the Scale by Cronbach's Alpha Coefficient

Evaluation of measurement scales is accomplished by examining the appropriateness of the factors which are used in the Cronbach's Alpha Coefficients. The aim of this action is to find out what variables are suitable, and which are not, before running the EFA analysis, so that inappropriate variables can be deleted.

Table 2. Reliability of Measurement Scales in the Research Model

Factor	Short word	Initial N of Items	N of Items after measurement	Cronbach's Alpha	Item Deleted
Service	S	7	7	0.914	0
Natural Environment	NE	8	8	0.895	0
Quality of Life	QL	5	5	0.841	0
Attitude	ATT	6	6	0.862	0
Intention to visit	INT	3	3	0.787	0

As shown in the Table 2 above, all the constructs have Cronbach alpha greater than 0.7 indicating that the all five factors are reliable: for Service and Tourism Provisions (S) and Natural Environment (NE) variables, Cronbach's Alpha coefficient is very high, respectively 0.914; 0.895; the variables Factor analysis is a technique used to condense data and ease the collection of observation variables into the main groups employed in the analysis and tests which follow. Factor loading guarantees the practical significance of EFA: factor loading > 0.3 is thought to be the minimum level; factor loading> 0.4 is considered to be important; factor loading> Attitude (ATT), Quality of Life (QL), and Intention to Visit (INT) have Cronbach's Alpha coefficient, respectively, 0,862; 0.841; 0.787, all of which are greater than 0.7. Therefore, no item was deleted.

3.3.2 EFA analysis Results

0.5 is considered to have practical significance (Hair et al. 2006). The stipulations for exploratory factor analysis are: (1) (Factor loading) > 0.5; (2) KMO (Kaiser-Meyer-Olkin) coefficient ranges in [0.5; 1]; (3) Bartlett test is significant (Sig.) < 0.05; (4) (Percentage of variance) > 50% (Hair et al. 2006).

Table 3. Analysis Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.942
Bartlett's Test of Sphericity	Approx. Chi-Square	12601.653
	df	406
	Sig.	0.000

Data analysis results in Table 3 reveal that KMO is 0.942, reached a level greater than the threshold. The range from 0.5 to 1, with Sig. = 0.000, has significance, indicating that the variables in the model are correlated. There are 28 observation variables of 5 independent and dependent variables which were inserted for EFA (Exploratory Factor Analysis) analysis with the Extraction is Principal Axis Factoring method and Matrix rotation via the Promax method.

Table 4. Results of Pattern Matrixa

Factor	Factor loading					Total Variance Explained (%)
	1	2	3	4	5	
S7	0.870					
S1	0.848					54.827%
S6	0.811					
S2	0.784					
S3	0.748					
S5	0.742					
S4	0.619					
NE6		0.789				
NE7		0.771				
NE2		0.763				
NE8		0.742				
NE1		0.722				
NE4		0.695				
NE5		0.678				
NE3		0.602				
QL1			0.806			
QL3			0.771			
QL5			0.718			
QL2			0.640			
QL4			0.636			
ATT6				0.815		
ATT1				0.793		
ATT4				0.682		
ATT2				0.644		
ATT3				0.554		
ATT5				0.548		
INT2					0.833	
INT1					0.691	
INT3					0.683	

Analysis of data results in Table 4 indicates that all variables in the groups have factors loading > 0.5, thereby reaching reliability. Factors loading of observation variables are 0.5; Total Variance Explained divided into 5 groups with 28 variables could explain 54.827% of the variations of the model. As such, after EFA analysis, 28 observation variables and 5 independent and dependent variables are extracted.

3.3.3 CFA analysis Results

Table 5. Results of CFA and SEM Testing Model Fit

Measure	Estimate CFA	Estimate SEM	Threshold	Interpretation
CMIN	718.868	777.001	--	--
DF	367.000	370.000	--	--
CMIN/DF	1.959	2100	Between 1 and 3	Excellent
CFI	0.972	0.967	>0.95	Excellent
SRMR	0.034	0.042	<0.08	Excellent
RMSEA	0.033	0.036	<0.06	Excellent
PClose	1.000	1.000	>0.05	Excellent
AVE	From 0.510 to 0.605		>0.5	Convergent
P value of (C.R)	0.00		<0.05	Discriminant
AVE minus MSV	>0		AVE>MSV	Discriminant

According to Hu and Bentler (1999) a combination of CFI>0.95 and SRMR<0.08 is sought. To further

harden this evidence, we add the RMSEA<0.06. Based on the criteria of Hu and Bentler (1999), all the indices are satisfied, and we conclude that the model is compatible with the data. The scale is considered to have converged value when the sum of extracted variance (AVE) of the concepts reaches about 0.5 or more. Fornell and Larcker (1981), OR, when the normalized weights of the scales are greater than 0.5 and statistically significant (Gerbring & Anderson, 1988; Hair et al., 1992). According to the results of this study, the AVE values are all greater than 0.5, so it can be concluded that the factors have converged values. Discriminant value is assessed according to the following criteria: (1) Evaluate whether the correlation coefficient between the factors is different from 1 or not. (2) Compare the square root of AVE with the correlation coefficients of one factor with the other factors. The criterion is satisfied when the square root of AVE is greater than all absolute values of its correlation coefficient with other factors, Or, AVE is bigger than MSV (MSV is the greatest square of all correlation coefficient squares). The results show that the correlation coefficient between factors other than 1 and the AVE is bigger than MSV, means that they are really distinct from each other.

As the results indicate, the model results meet the requirement and are ready to run the SEM model to verify the research model.

3.3.4 Results of SEM Analysis

A structural equation modeling (SEM) technique was employed to ascertain the soundness of the model and causal associations between variables using IBM AMOS software version 20. The results are presented in Figure 3 and Table 5.

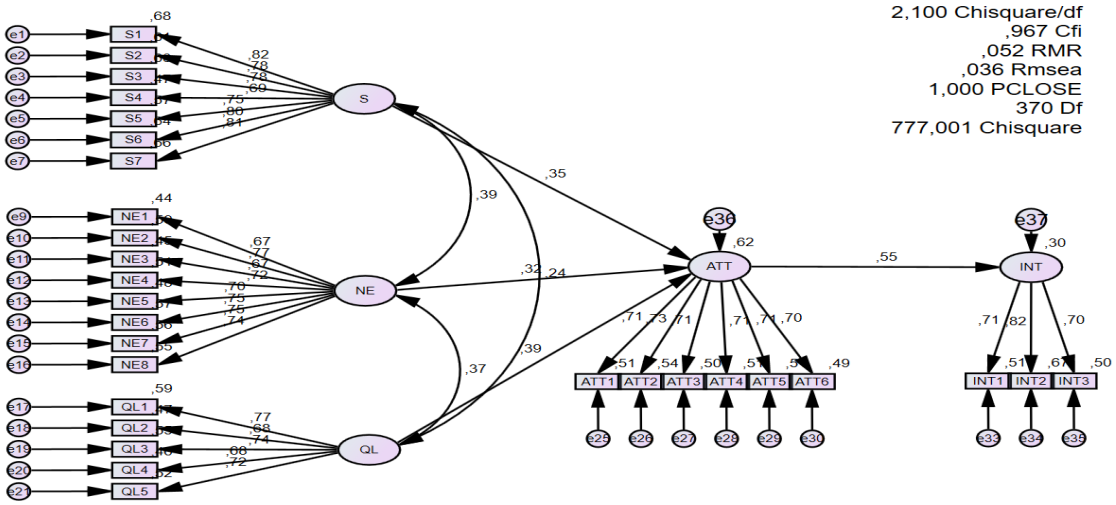

Fig. 3: Structural Equation Modelling Full Model Results

According to Hu and Bentler (1999), threshold values of CMIN/DF between 1 and 3 would be excellent. CFI equal or greater than 0.8 is acceptable; equal or greater than 0.9 is good and equal or greater than 0.95 is excellent. SRMR at less than 0.08 would be excellent. RMSEA equal or less than 0.06 is good; and equal or less than 0.08 is acceptable.

The results of the analysis of this study as shown in Table 5 above indicate that the model put forward provides a reasonable match for the data. The CMIN/DF, CFI, SRMS, RMSEA, PClose for the proposed model is 2.1, 0.967, 0.042, 0.036 and 1.000, respectively.

The analysis of the relationships between constructs indicated that proposed paths were significant p-value positive for the effect of S, NE, QL on ATT, ATT on INT. The finding confirmed the existing knowledge of intention to visit place.

Table 6. the results of SEM Analysis

Correlation between the factors			Estimate	S.E.	C.R.	P	Standardized Estimate
ATT	<---	S	0.248	0.023	10.18	***	0.353
ATT	<---	N_E	0.276	0.031	8.823	***	0.317

ATT	<---	QL	0.307	0.028	11.015	***	0.392
INT	<---	ATT	0.675	0.056	12.133	***	0.546

Table 6 also accounts for the indirect effect among independent and dependent variables. The result shows that for the Regression Weights the QL has the most effect on INT with the Beta is 0.392, following by S with Beta is 0.353. ATT has an effect on INT with p value is 0.000 and regression weights is 0.546.

3.3.5 Results of Multigroup Analysis

The study utilized SPSS and AMOS software to run multigroup analysis to test the effect of the Spatio-Temporal aspects in the relationship among independent (S, NE, QL), mediate (ATT) and dependent (INT) variables. The results are shown in Table 7.

The results of the study on the impact of Spatial elements show that there are differences among tourists when choosing to travel in different geographical regions, specifically the North, with p values reaching less than 0.05 in all relationships among the variables S, NE, QL, ATT and INT. On the other hand, in the Central and Southern regions, the p value of the relationship between S, NE and ATT is less than 0.05, and the p values of the relationship QL and ATT are all greater than the threshold 0.05, indicating that QL is not impacted on ATT. Looking at estimated weights, it is found that, for tourism in the North, tourists are most interested in the natural environment (NE=0.264), then service (S=0.233), and, finally, quality of life (QL=0.222). There is a similarity in all three areas, in that visitors are most interested in the natural environment: Specifically, NE are 0.264, 0.265 and 0.142 for North, Middle and South respectively, and it is also the highest ratio compared with service in the Middle (S=0.113) and the South (S=0.138). Nonetheless, with the destinations in the North and the South, the influence of service factor is competitive to natural environment, while the influence of service factor is much lower in the Middle. The fact is that the service at destinations in Middle is similar and low due to limited resources. In addition, the quality of live seem to be an important factor at the North but the Middle and the South. This is might resulted from the level of development in the North of Vietnam, where most of beautiful destinations are in remote areas.

Table 7. Group Spatio-Temporal Comparisons

Factor	Spatial			Temporal			
	North (n=357)	**Middle (n=225)**	**South (n=283)**	**Spring (n=193)**	**Summer (n= 269)**	**Autumn (n=286)**	**Winter (n=117)**
	Estimate/ P value	Estimate/ P value	Estimate/ P value	Estimate/ P value	Estimate/ P value	Estimate/ P value	Estimate/ P value
S→ ATT	0.233/0.000	0.113/0.008	0.138/0.000	0.241/0.000	0.272/0.000	0.089/0.000	**0.084/0.186**
NE→ATT	0.264/0.000	0.265/0.002	0.142/0.000	0.177/0.000	0.312/0.000	0.121/0.000	**0.051/0.527**
QL→ATT	0.222/0.000	**0.049/0.279**	**0.032/0.452**	0.200/0.000	0.234/0.000	**0.040/0.308**	**0.031/0.559**
ATT→INT	0.145/ 0.014	**-0.210/0.164**	-0.397/0.008	0.469/0.000	0.233/0.000	-0.963/0.000	**-0.015/0.822**

n: number of observations

The results on the impact of Temporal elements show that, in the first half of the year, the p value of all relationships is significant, at lower than 0.05. During the first 3 months of the year, the service quality factor received the most attention (S=0.241) compared with the quality of life at the destination (QL=0.234) and the natural environment (NE=0.117). But moving to the subsequent three months, tourists are most interested in the natural environment, with the highest estimated weight (NE=0.312), followed by service quality (S=0.272) and quality of life at the destination, respectively. (QL=0.234). This can be explained in that, at this time, combined with the Spatial factors in the North and Central region, the weather is intense, hot and humid, so tourists will tend to prefer the criteria of natural environment to choose their destination. The results of the study also show an interesting situation in that, in the last three months of the year, all p values have values greater than 0.05 (table 7), showing that three groups of factors

S, NE, QL have no relation to ATT and INT. This can also be explained, the reason, for example of Vietnamese as a case study, the people here often do not travel at the end of the year time because there are many jobs that need to be solved before the traditional Tet holiday, and at the same time they have to complete the work. To serve the year-end summaries, members who live and work far from their home will prepare to return to celebrate the traditional New Year with their families, so even during this the travel activities is less than others time, this can explain for factors of service quality, environment or quality of life at the destination do not affect tourists' attitudes and intentions to travel in this time.

4 Conclusion

The study builds model that predicting visit intention a place extending Spatio-Temporal issues. In this model, 20 items of destination image which were organized into three group, the Spatio-Temporal as a new factor that was developed in the model in order to contributed for better understanding of visit intention. To illustrate the model, an experiment analyze was conducted. The results were proved the model and supported almost hypotheses. The Spatio-Temporal have affected the relationship among perceived destination image on tourist attitude and visit intention.

In the term of spatial, as the results reveal that for each of tourist who chooses to travel in different places, the importance of the factors affecting the attitude and the attitude affecting the intention to travel is also different. Specifically, those who choose to travel to the North are interested in all three groups of criteria: Service quality at the destination (S), environment (NE) and quality of life at the destination (QL). While tourists who visit destination in the Central and the South are interested in two factors of service quality and environment at the destination with p value both reaching less than 0.05, however, the service quality factor at the destination is less than 0.05. with p value greater than 0.05 (p=0.279 and p=0.452 for Central and South, respectively). So that, in the North and the South the policies that improve the service and quality of life might improve the attractiveness of its destinations, meanwhile with the Middle increment of advertise on natural environment seem to be unique solution.

In terms of temporal, there were differences with tourists choosing to travel at different times of the year. Specifically, for tourists who choose to travel in the season in the first half of the year, they are interested in all three groups of factors: services, natural environment, quality of life at the destination; At the same time, attitude has an impact on the intention to choose a destination. While there is a difference in the second half of the year, specifically in the last three months of the year, all three groups of factors (S, NE, QL with p value greater than 0.05) have no relationship. attitude and intention to choose a destination of tourists. Overall, the temporal factor shows great impact to the level of influence of impact factor on the Intention to Visit. Therefore, researchers and managers should spend more attention on this factor, and the research models have to combine it as a necessary issue.

This study reveals that when the Spatial is moving it is result in changing Temporal and vice versa. The results of the study can be applied to help develop policies that help attract tourists, especially by geographical location and over time, making appropriate policies. However, the study can bring more advantage by researching the impact of temporal factor in each separate region, and the future work will follow this approach.

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