

**INTRA-NATIONAL TRAVEL AND FAMILIARISATION WITH A NEW HOME:  
A CASE STUDY OF TRAVELLING PROFESSIONAL WORKERS IN DA NANG  
AND HOI AN, VIETNAM**

by

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## **ABSTRACT**

This thesis examines the relationship between the intra-national travel behaviour of travelling professional workers (TPWs) and their familiarisation with the host country as their new home. It aims to provide a better understanding of the relationship between tourism and migration. A conceptual framework is developed to illustrate the context and direction of this study.

This research is a case study performed by employing semi-structured, in-depth interviews. A total of 34 interviews were conducted with TPWs in the hospitality and tourism industry in Da Nang and Hoi An (Vietnam). Collected data were coded into prominent themes using an analytical framework developed by the researcher.

This thesis found that the intra-national travel behaviour of TPWs is related to their familiarisation with the host country as their new home. In particular, the intra-national travel motivations of TPWs reveal their desire to become familiar with a new home. In relation to intra-national travel patterns, volume of travel, choice of destinations and activities are found to have an impact on TPWs' familiarisation with a new home. This study also found that intra-national travel experiences help them become familiar with their new home through the establishment of social relationships, by increasing their cultural familiarity, and through enhancing a sense of safety and security, psycho-socio wellbeing and life satisfaction. Moreover, travel companions and the most memorable experiences play a significant role influencing TPWs' familiarisation with a new home.

An underlying concept for the whole topic, the notion of home, is explored and found to be influenced by a number of factors including physical exposure to the place, social relationships, psycho-socio wellbeing, life satisfaction, safety and security, cultural familiarity, local language skills and employment. In the case of TPWs, the concept of home often carries a temporary meaning rather than a permanent one due to their frequent movements. In addition to intra-national travel, this research found two aspects influencing the way by which TPWs make the host country their new home: 'employment' and 'domestic partnership and family'. Nevertheless, the results of this study suggest that TPWs represent a resident international market and contribute to the development of the local

tourism industry. Several recommendations are also made regarding TPWs' settlement in the host country, and the opportunity for local marketers to capture the TPW market efficiently.

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## **CHAPTER 1: INTRODUCTION**

### **I. General introduction**

This thesis is a study that addresses the call for more research in relation to the tourism-migration nexus (Bianchi, 2000; Uriely, 2001; Williams & Hall, 2000). In particular, it examines the relationship between the intra-national travel behaviour of travelling professional workers, a group of migrants referred to as TPWs by Uriely (2001), and their effort to become more familiar with the host country as their new home. The research is based on a case study of TPWs in central Vietnam, particularly in Da Nang and Hoi An. Rather than looking at TPWs broadly, it only focuses on those who work in the hospitality and tourism industry. The term ‘intra-national travel’ in this study’s context is understood as travel undertaken by foreigners within the host country. In other words, the thesis explores the travels of long-term international visitors within Vietnam during the course of their stay. The findings of this study will provide insights into the relationship between intra-national travel and the settlement of migrants in the host country. It will also suggest a number of recommendations to local tourism marketers on ways to promote intra-national tourism among TPWs.

This chapter sets the conceptual and research context for the project. It starts with an explanation of the research background that looks at the relationship between tourism and migration in an increasingly mobile world. An overview of the case study is then provided. Research was undertaken in Da Nang and Hoi An, where rapid tourism development is taking place and where the number of TPWs is increasing due to this development. After that, the objectives and key research questions are addressed. The structure of this thesis is also described in the last part of this chapter.

### **II. Research background**

Tourism and migration are two interrelated phenomena that have received significant attention in the literature (Hall & Page, 2006; Hall & Williams, 2002; Montanari & Williams, 1995). Increasing mobility allows people to travel from one place to another easily for different reasons, such as work, education, marriage or holidays. Consequently, the number of migrants, both temporary and permanent, in many countries is increasing. This group of people is likely to

undertake various tourism activities while being in the new country, or what Bell and Ward (2000) call “extended recreational travel”, which makes them a potential market for local travel.

There are various types of migrants in the tourism context, ranging from temporary to permanent such as business travellers, expatriates, working-holiday tourists, seasonal tourists, second-home owners and permanent residents. Each group, however, expresses a distinct travel behaviour within the host country. For instance, business travellers often undertake fewer touristic activities due to time constraints (Martinez-Garcia, Ferrer-Rosell & Coenders, 2012) rather than expatriates who may have more time and ties to the place such as work and dependents.

The flow of migrants nowadays is not only from developing to developed countries, but also the reverse (Yu & Pine, 1994; Barber & Pittaway, 2000). This study explores an example of the reverse flow, where TPWs from developed countries travel to the less developed ones primarily for working purposes. Vietnam, as a developing country that increasingly attracts foreign investment, is a promising place for this type of research. More specifically, Da Nang and Hoi An, two emerging tourist destinations with a high number of expatriates were selected for the case study.

Another common topic of studies on migrants is their settlement in the host country after migrating (Doherty & Taylor, 2007; Massey, 1986; Villar, 1990). This study, by examining the intra-national travel behaviour of TPWs, intends to explore the relationship between their intra-national travel behaviour and their familiarisation with the host country as their new home. Although a number of studies have discussed familiarity with tourist destinations (Prentice, 2004; Tasci & Knutson, 2004; Yang, Yuan & Hu, 2009), the notion of familiarisation with a place as a new home is different, and has not been explored widely (Dayaratne & Kellett, 2008; Sampson & Gifford, 2010).

This thesis is developed within the context of the tourism-migration nexus, representing the flow of TPWs from developed countries to a less developed one. The case study focuses on TPWs in Da Nang and Hoi An, their intra-national travel and their familiarisation with Vietnam as their new home. Relevant

concepts and studies on which this thesis is based are addressed in chapter 2, the literature review. The research undertakes a qualitative approach, namely in-depth, semi-structured interviews. Interviewees were recruited using a snowball sampling method. More detailed information on this study's methodology is provided in chapter 3, the research methodology. The next section, research context, presents a brief overview of the case study.

### **III. Research context**

Similar to the other developing countries in Southeast Asia such as Thailand, Singapore and Malaysia, tourism is an important economic activity in Vietnam. Statistics show that the number of foreign visitors to Vietnam is increasing. The top three most popular purposes of visit are tourism, business and visiting friends and relatives (General Statistics, n.d.). This demonstrates not only the growth of the tourism industry, but also the increasing number of migrants who travel to Vietnam for various reasons. Vietnam is also seen as an attractive destination for foreign investment due to abundant human capital, rich resources and strong consumer market growth (VAM, n.d.).

The case study takes place in Da Nang and Hoi An, which are located in central Vietnam. Da Nang, with the main international airport of central Vietnam, is seen as the gateway to the whole region. The total number of tourist arrival in Da Nang in 2012 was approximately 2.7 million (2.02 million domestic and 0.63 million foreign) representing an increase of 12% compared with the previous year (Gasparotti, 2013). Hoi An, recognised as a UNESCO world heritage attraction, is another popular tourist destination in the region. Together with the growing tourism sector, these two places are also attracting a lot of foreign investment, especially for hotels and resort development. Consequently, the number of foreign visitors to Da Nang and Hoi An is increasing, not only for leisure but also business purposes. As such, they are suitable destinations for this study.

### **IV. Research questions**

The main research question of this study is: What relationship – if any – exists between the intra-national travel behaviour of travelling professional workers (TPWs) in the hospitality and tourism industry and their efforts to become more

familiar with Vietnam as their new home? To answer this question, the study attempts to address the following supplemental questions:

- i) What are the intra-national travel patterns of TPWs living in Danang (Vietnam)? Do these patterns reflect their familiarisation with the country and a sense that Vietnam is becoming a new home for them?
- ii) What motivates TPWs to undertake intra-national travel while they are living in Vietnam? Do these motivations reveal a desire to become more familiar with the country as a new home?
- iii) Are the intra-national travel experiences of TPWs related to their efforts to make Vietnam seem like a home to them?

The first supplemental question explores the intra-national travel behaviour of TPWs by examining their intra-national travel patterns such as choices of destinations, purposes of visit, length of stay, spending and activities. It also attempts to identify any possible link between these travel patterns and TPWs' familiarisation with a new home (Vietnam). The second question addresses their motivations to undertake trips within Vietnam. The main purpose of identifying these motivations is to see if they reflect TPWs' desire to become more familiar with the host country as their new home. It also looks at factors which may demotivate TPWs to travel or influence their travel-related decisions. Lastly, the third question examines the relationship between the intra-national travel experiences of TPWs and their efforts to make Vietnam their new home. This relationship is tackled by investigating their travel experiences in Vietnam and the contributions of those experiences to their familiarisation with a new home. Furthermore, a negative side to intra-national travel in Vietnam and TPWs' self-identification on a tourist-migrant continuum are also addressed.

Besides assisting in tackling the main question, the three supplemental questions can potentially help local marketers obtain a better understanding of the TPWs' intra-national behaviour. As a result, they would be able to target this market more efficiently. Therefore, the case study also has some practical outcomes for the local tourism industry.

## V. Structure of the thesis

**Chapter One**, this chapter, serves as an introduction to the thesis. It gives a brief overview of the research background and context. The research questions which this study aims to examine are presented. Finally, the chapter presents the overall structure of the thesis.

**Chapter Two** presents the literature review for this research. This chapter begins with a brief introduction and some definitions of technical terms used in the thesis. It then discusses the relationship between tourism and migration, followed by the description of tourism labour migration, a focus of this study. The notion of home and familiarisation with a place as a new home is also explained. In the last part of this chapter, a framework used to conceptualise the research is presented.

**Chapter Three** addresses theoretical issues and the methodology employed for this thesis. It provides a description of the interpretive social sciences research paradigm which informs this thesis. The research design – a qualitative case study using semi-structured interviews – is then discussed, as well as the study sites and the selection of participants. The research fieldwork during which the data was collected is also described, followed by the explanation of how the data was analysed. An analytical framework is developed to assist in analysing the data. The chapter ends with a section that addresses the merits and limitations of this research.

**Chapter Four** first provides a summarised profile of the participants and addresses the notion of home. It then reveals the research results on the relationship between intra-national travel behaviour, including motivations and travel patterns, of TPWs and their familiarisation with a new home.

**Chapter Five** presents findings of the relationship between intra-national travel experiences of TPWs and their familiarisation with a new home. In addition, it discusses emerging aspects unrelated to intra-national travel that may have an influence on TPWs' familiarisation with their new home.

**Chapter Six** completes the thesis with the conclusion about the relationship between intra-national travel behaviour and becoming familiar with a new home. Several recommendations for TPWs and the local marketers are also provided. Finally, suggestions for further research are mentioned.

## **CHAPTER 2: LITERATURE REVIEW**

### **I. Introduction**

#### **1. Mobility and tourism**

Tourism, in conventional definitions, involves travel. For instance, Leiper (1979, p. 404) refers to tourism as a system “involving discretionary travel and temporary stay of persons away from their usual place of residence.” Therefore, mobility is one of the key factors that enables tourism to develop and expand. Tourism and migration, as two different forms of mobility, are distinctive concepts yet interconnected. Whilst in the past they were studied separately, the literature has recently addressed their connection and examined the two concepts together. The relationship between migration and tourism has been explored (Montanari & Williams, 1995; King, 1995; Hall & Williams, 2002; Adler & Adler, 2004; Hall & Page, 2006). Moreover, a number of articles have been written about the settlement of migrants in their new country, as well as their leisure behaviour after migrating (Stodolska, 2000; Stodolska & Livengood, 2006; Doherty & Taylor, 2007). Following this trend, the current thesis examines the relationship between the intra-national travel behaviour of TPWs and their familiarisation with the host country as their new home. For a better understanding of the studied topic, it is important to address some key concepts. Hence, the next sections explain the tourism- and migration-related terms that are relevant to this thesis.

#### **2. Tourism and some definitional issues**

Since this study examines the intra-national travel behaviour of TPWs, it is necessary to understand the notion of intra-national travel. One should know the two major categories of tourism: domestic and international. Domestic tourism involves people visiting destinations within their own country's boundaries (Jafari, 2003, p. 158). International tourism, in contrast, is undertaken by tourists who cross a country's border and spend at least one night there, but not more than twelve consecutive months (Jafari, 2003, p. 323). It consists of inbound tourism (involving international visitors travelling to a given destination country other than their own) and outbound tourism (involving residents travelling to a country other than theirs).

Another form of tourism that rarely receives scholarly attention is intra-national in nature. The intra-national travel concept is identified by two main components of intra-national travel flows: the movement of international tourists between different locations within a certain country and their stays at these locations (Oppermann, 1992). In other words, two major matters that need to be studied when examining intra-national travel are the choices of destinations within the country and length of stay in such places. Moreover, Pearce (1995, p. 49) indicates that there are two sets of intra-national movements: one in the generating country as tourists leave home and make their way to a port of departure, and the other in the receiving country as tourists move to a destination or visit a variety of destinations. Accordingly, intra-national travel is associated with both inbound and outbound travel. This thesis looks at the intra-national movements undertaken by TPWs in the receiving country. One may ask: who are TPWs? To answer this query, the next section discusses another set of key terms related to migration and the types of people who migrate.

### **3. Migration and some definitional issues**

Migration and its associated terms have been broadly defined in the literature. Migration is described spatially as movement across the boundary of an areal unit (Boyle, Halfacree & Robinson, 1998, p. 34). Hall and Williams (2002, p. 20) suggest that migration flows have contributed to the continuous formation and reconstruction of state and national identities in terms of emigration, immigration as well as diasporic experiences. In statistical terms, migrants refer to people who change their residence to or from a given area, and immigrants are those returning or arriving from abroad to take up residence in a certain country (Eurostat, n.d.). Another term often used in relation to migration is emigration. As opposed to immigrants, emigrants are people who leave the country where they usually reside and take up residence in another country (Eurostat, n.d.). Accordingly, emigration refers to the act of emigrating. Migration in its stated definition does not mention any limit on geographical boundaries. As such, there are two main differences between migration and immigration: Immigration involves crossing national borders and only presents one way of the movement (moving from), whereas migration may happen between places nationally or internationally, and describes both ways of movement (moving to or from).

TPWs, the focus of this research, are one type of migrant group. According to Uriely (2001), the category of TPWs is comprised of business people and employees of various occupations, who travel while working or combine business with pleasure and perceive tourist-like pursuits as a by-product of work. This definition is developed within the tourism context. Another comparable term that should be mentioned is “expatriates”. Barber and Pittaway (2000, p. 352) define expatriate as “an employee who has spent the majority of his [her] career working on temporary and/or semi-permanent assignments in overseas locations”. By applying the term to the tourism context, expatriates, also called “expats”, often refer to those who travel from one country to another for tourism work, either short- or long-term. From the definitions of TPWs and expatriates, the two groups are similar. TPWs can be seen as a group of expatriates with a set of distinctive characteristics.

The main purpose of this literature review is to provide a more comprehensive background on the topic. It is structured into four main sections. The first section, the current one, provides a basic understanding of the bigger context in which this thesis fits, as well as an explanation of several key terms. The second section describes the relationship between tourism and migration with a focus on the rise of global mobility, classifications of tourism-informed migration and the relevant concepts and theories. The chapter then explains in more detail the phenomenon of tourism labour migration by addressing its rationale, developed typologies and flow patterns. Within this section, the focus of this thesis driven by the previous literature is also presented. Lastly, this literature review discusses studies that are linked to the case study of this thesis, including tourism development in less developed countries, TPWs and the concept of being familiar with a place as a new home.

## **II. Tourism and migration**

### **1. The context of global mobility**

The phenomenon of increasing mobility and its effects have been recognised in the literature (Montanari & Williams, 1995; Hall & Williams, 2002; Hall & Page, 2006). With the development of global economics and technology, the world has become more mobile. More specifically, the phenomenon of mobility is



associated with a series of changes in relation to demography and society, disposable income, transport, communication and politics (Hall & Williams, 2002). From an economic perspective, Williams (1995) suggests that global mobility has allowed the transnationalisation of capital for various industries including tourism. As an example, his analysis concentrated on three main sectors of the tourism industry (air travel, hotels and tour companies) and indicated that transnational activity in the tourism industry is highly uneven among sectors in both its degree of penetration and form. Furthermore, Duncan, Scott and Baum (2013) argue that contemporary society is characterised by the continuous movement of people, objects, capital and information. Mobility is indeed a significant characteristic of the modern world.

Movements of people around the world can be temporary or permanent, short- or long-term. Temporary mobility is defined as any form of territorial movement which does not represent a permanent or lasting change of usual residence (Bell & Ward, 2000). Accordingly, temporary or permanent migration is characterised by an intention to return (temporary) or not return home (permanent). They are distinguished through several elements with the respect to three main dimensions (duration, frequency and seasonality) presented in the Figure 2.1 below.

Figure 2.1: Comparing permanent migration with temporary mobility: key concepts and dimensions

	Type of movement	
	Permanent migration	Temporary mobility
<b>Definition</b>	<b>Permanent change of usual residence</b>	<b>Non-permanent move of varying duration</b>
Key concepts <ul style="list-style-type: none"> <li>• Usual residence</li> <li>• Return</li> </ul>	Integral concept No intention to return	Less centrality May involve a return “home”
Key dimensions <ul style="list-style-type: none"> <li>• Duration</li> <li>• Frequency</li> <li>• Seasonality</li> </ul>	Lasting relocation Single transition Minor seasonal variation	Varying duration of stay Generally a repetitive event Large seasonal variation

Source: Bell and Ward (2000, p. 90)

Whereas temporary mobility reveals repetitive frequency of movements with varied duration of stay, permanent migration, in contrast, is only one single transition for a lasting relocation. Another point of difference between these two forms of movement is associated with seasonality. Permanent migration can happen anytime throughout the year and therefore involves minor seasonal variation. Temporary mobility, however, consists of many forms that involve marked seasonal peaks such as holiday travel (Bell & Ward, 2000). These characteristics show that they both have potential implications for the tourism industry, yet the implications are different.

The relationship between tourism and mobility is no longer new in the literature. Williams and Hall (2000) suggest that the relationship between tourism and mobility is influenced by a number of broader economic and social trajectories including: the increasingly volatile labour market; the globalisation of the labour market; the ageing of developed societies; changes in working lives and retirement; changing national and regional identities; changing income streams; the re-valuation of valued living and working environments (a shift to

fundamental values associated with post-modernism such as authentic experiences with nature, a nostalgia for real or imagined past lifestyles, landscape and the growth of environmentalism); transport and communications changes. In relation to tourism-related trajectories that have an impact on the relationship between tourism and mobility, they include mass tourism, the internationalisation of tourism markets and the internationalisation of tourism capital (Williams & Hall, 2000). These changes have contributed to increasing global mobility and, consequently, alter the tourism industry in terms of both demand and supply. Regarding demand, Williams (1995) states that the increasingly close relationships between the local and global economies are not only influencing mass tourism but rather shaping tourism in many different formats such as business tourism, mega-events or cultural tourism. Likewise, the re-valuation of valued living and working environments is another reason for a decrease in the market for mass tourism and plays a part in shaping various types of special interest tourism such as rural tourism, adventure tourism and eco-tourism. In contrast, the supply side also becomes more flexible. The growing demand for tourism globally means a greater need for labour. Labour migration is hence a response to this need. In general, both the tourism market and workforce have become more diverse and dynamic as a result of global mobility.

There are many reasons that make mobility in the tourism industry a complicated matter. First, there is an unclear boundary amongst leisure, work and travel which has been mentioned widely in the literature (Bianchi, 2000; Duncan, Scott & Baum, 2013). Similarly, the boundary between being a tourist and a migrant (or an immigrant) has been questioned in the previous literature (Krakover & Karplus, 2002; O'Reilly, 2003). Individuals nowadays often link their career to the pursuit of their lifestyle choices. This occurrence is especially common in the tourism industry. One good example is those who travel to Hawaii to work as surfing instructors in various hotels and resorts (Adler & Adler, 2004). For them, there is leisure within work as they do what they enjoy in life. The blurred boundary amongst leisure, work and travel makes it hard to determine the motivations and purposes of movements within the industry.

Second, movements in the tourism industry can be either temporary or permanent (Bell and Ward, 2000), either domestic or international (Haug, Dann and

Mehmetoglu, 2007). Moreover, the nature of tourism migration may change over time. For instance, one may move to a certain place temporarily for tourism work at first and then become a permanent resident afterward. Mobility in tourism is not just about physical movement but rather an amalgam of types, spatially and sectorially (Bell, 2011). If spatial mobility in tourism is illustrated through physical movements addressed above, sectorial mobility is about moving amongst various sectors within the industry. Since the tourism industry is broad and associated with many other economic activities, sectorial mobility can be complex. For instance, one may move from any other industry of the economy into the tourism industry, or move around different sectors of the tourism industry. Nevertheless, the second complication noted contributes to the challenge of distinguishing amongst types of mobility in the tourism industry, given the possibility of being transformed from one type to another.

Overall, tourism and mobility are interrelated concepts. Increasing global mobility is associated with the tourism industry in terms of demand and supply changes. Migration, as a form of mobility, has contributed to altering the world's tourism industry. It should be noted that the act of migrating can be either temporary or permanent, depending on the intention to return home or not afterward. The relationship between tourism and migration is clarified further in the following section, which presents classifications of tourism-informed migration developed in the literature.

## **2. Classification of tourism-informed migration**

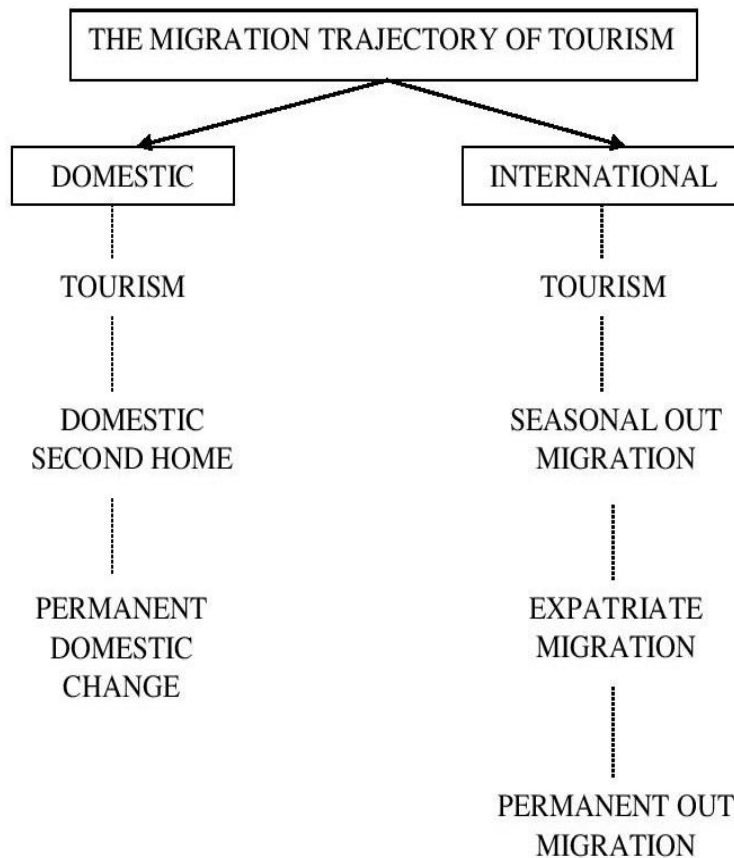
A number of researchers have attempted to develop typologies for tourism-informed migration using different approaches. For example, O'Reilly (1995) provides a five-fold typology based on a sense of commitment and relative orientation to the host and origin countries including "expatriates", "residents", "seasonal visitors", "returners" and "tourists". According to her description, "expatriates" are permanent and identify with the host country; "residents" are tied to the host country in terms of orientation and legal status but seasonally visit the country of origin; "seasonal visitors" are orientated to the country of origin and spend a certain period of time (generally 2-6 months) at the host country each year; "returners" are usually second home owners who visit irregularly and "tourists" are those who identify with the area as a holiday destination. Her

typology includes a wide range of migrating periods among categories from short-term (tourists, seasonal visitors, returners) to long-term (expatriates, residents). However, her description of expatriates may cause some confusion with the category of residents as they are both strongly tied to the host country. There is a difference, though, as expatriates' primary purpose of migrating is job related, and they initially have no intention of becoming permanent residents. Certainly, this might be changed if they decide to stay permanently afterward.

Hall and Williams (2002) identify five main forms of tourism-informed mobility belonging to two main groups: production-led ("labour", "entrepreneurial" and "return migration") consumption-led ("economically active" and "retirement migration"). Their typology is developed from the migrants' intention to work in or enjoy the tourism industry in the host country. Whilst tourism employment and business opportunity play a significant role in production-led mobility, lifestyle choice is the key to the different forms of consumption-led mobility. Compared to O'Reilly's typology, the five categories proposed by Hall and Williams (2002) exclude tourists and residents. The two typologies have some compatible groups: "labour migrants" are similar to "expatriates", and "retirement migrants" are similar to "seasonal visitors" and "returners". One issue that should be noted is the high potential overlap among categories. For instance, Williams and Hall (2000) argue that in some ways, entrepreneurial migration constitutes a special case of both lifestyle-seeking migration and labour migration. Another issue is the possibility of one category transforming into another. For example, if retirement migrants decide to set up tourism businesses in the host country, they can then be included in the category of entrepreneurial migrants as well as retirement migrants.

Haug et al (2007, p. 203) develop a framework that describes the migration routes of tourism:

Figure 2.2: The migration trajectory of tourism



Source: Haug et al (2007, p. 203)

According to Figure 2.2, tourism migration can be either domestic or international. The current thesis looks at international migration, which consists of three different types (“seasonal out migration”, “expatriates” and “permanent out migration”). Haug et al. (2007) claim that theorising these types of international tourists can be varied, for instance, according to their familiarity and encounters with the destination (Cohen, 1979) or their customary adaptation and assimilation with the host country (Nash, 1970). In contrast, mainly based on the dimensions of spatial boundaries and time, Bell and Ward (2000) also establish a diagram (Figure 2.3) that describes population movements classified by reference to two dimensions: time and spatial boundaries.

Figure 2.3: Population mobility in space and time

**Spatial boundaries**

		Local	Regional	National	
<b><u>Time</u></b>	Years	Residential mobility	Intra-urban Rural-urban Urban-rural	Inter-regional Inter-urban	International
					12 months
	Months			Seasonal work Extended recreational travel	
					4 weeks
	Weeks	Study	Vacation Long distance commuting		
					7 days
	Days	Health care Visits	Business travel Excursion		
					24 hours
	Hours	Commuting Shopping			
		Local community	Regional	National	World

Source: Bell and Ward (2000, p. 92)

Depending on the length of the trip and the distance of travel, migrants can be categorised into various groups that range from temporary to permanent; from local to international. One noted limitation of the typologies and frameworks presented in this section is that they do not help determine the migrants' relationship with the host country.

In general, there are different ways to classify tourism-informed migration. The current section has identified a number of typologies developed by different authors. O'Reilly's typology is based on a sense of commitment and relative

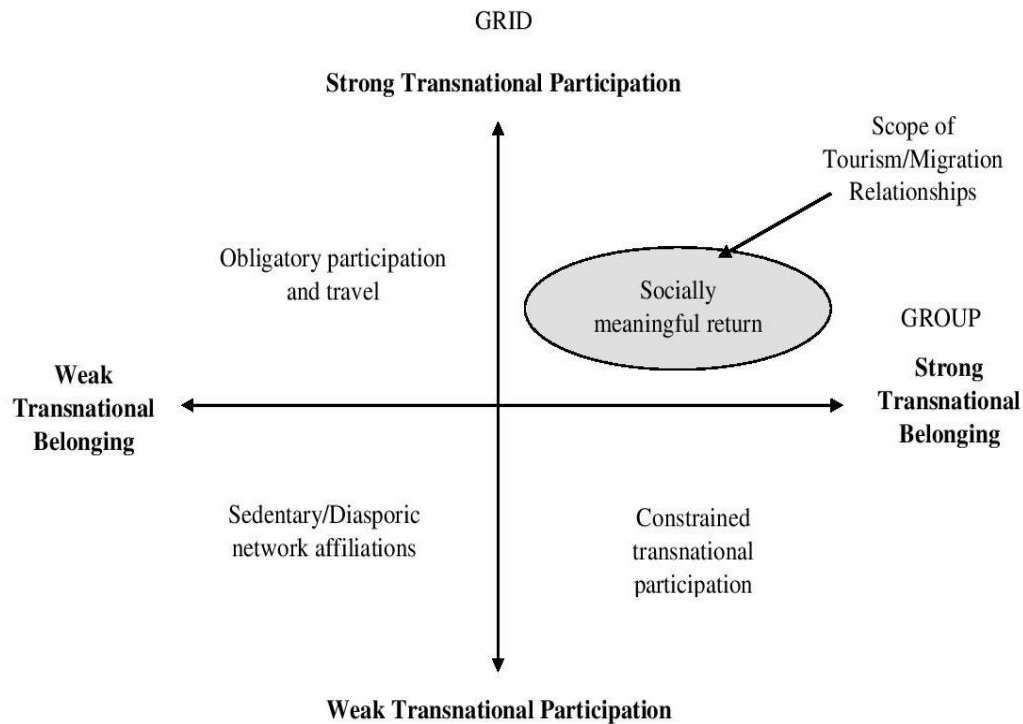
orientation to host and origin countries, whereas Hall and Williams develop one that is based on the production-consumption nexus. Additionally, Haug et al. (2007) foreground the domestic and international nature of migration, while Bell and Ward's typology is oriented around time and spatial scale. Specific forms of tourism-informed migration may be subdivided into distinct and separate groups. For example, King, Warnes and Williams (1998) develop a four-fold classification of retirement migrants: "seasonal (long stay) tourists", "second home owners", "seasonal migrants" and "permanent migrants". As tourism labour migration is the particular focus of this thesis, a few other typologies and relevant frameworks that relate more to this form of migration will be presented in later parts. The following section discusses some concepts and theories that can be used as the basis to tackle the relationship between tourism and migration.

### **3. Relevant concepts and theories**

A number of concepts and theories have been developed and used as the foundation to assess the relationship between tourism and migration. Duval (2006) applies grid/group theory to create a matrix (Figure 2.4) that shows the scope of tourism and migration and the social relationships resulting from the marriage of these two disparate concepts. The matrix has four quadrants ("obligatory participation and travel", "socially meaningful return visits", "sedentary/diasporic network affiliations" and "constrained transnational participation") as a result of two axes that cut across each other ("transnational participation" and "transnational belonging").



Figure 2.4: Grid/group theory applied to migration and tourism



Source: Duval (2006, p. 7)

Each quadrant in the matrix is characterised by the strength of transnational participation (grid) and transnational belonging (group). The amount of grid exhibited conveys the extent to which an individual partakes in activities that incorporate more than one locality (Duval, 2006). Accordingly, migrants with a strong transnational participation recognise the meaning of transnational social bonds, and thus, tend to engage in frequent return visits to their former homeland. Conversely, weak grid (weak transnational participation) migrants may be comfortable in their own social and cultural surroundings and consequently, not feel the need to establish and maintain social contacts with their former homes. In contrast, the notion of group refers to the extent to which individuals perceive their role within larger transnational networks (Duval, 2006). Consequently, migrants with strong transnational belongings are likely to establish more social ties within the host country than those with weak transnational belongings do.

Duval's study of grid/group theory shows the scope for understanding the social connections (with the home country) that are linked to the mobility exhibited by migrants in the form of travel or tourism to their former homes. It can be

considered as a response to the limitations of the tourism-informed migration typologies and frameworks mentioned earlier, since his application of grid/group theory to tourism and migration assists in determining migrants' social connection with the host country. One noted matter is that the matrix is designed to only represent individual cases. In other words, migrants within the same group may portray different degrees of grid and group. One example is a scenario where a family of Vietnamese immigrants in the United States travel back to Vietnam for a holiday. Although they are all VFR (Visiting Friends and Relatives) visitors, people of the older generation may belong to the "socially meaningful return visits" category because they are more likely to have strong ties to their country of origin, whereas the younger generation (American-born Vietnamese) could be more in the category of "constrained transnational participation", as they may have weaker social belonging with respect to Vietnam and travel back just because they are included in the family trip.

Hall and Williams (2002) have offered a sequential analysis of the relationship between tourism and migration that includes four phases. The first phase is about how the flow of tourists to a specific area leads to the creation of a tourist industry. In the second phase, as tourism development progresses, there is a need for labour to be recruited from outside the local area. The increasing demand for labour in the tourism industry gradually leads to the occurrence of labour migration. In the third phase, the tourism-migration nexus becomes more complex. Whilst tourism movements continue unabated, the earlier tourism flows generate migration from the tourism origin. For example, after the first-time visit to a certain destination, tourists may decide to extend their stay or come back for the second visit or seasonal holidays. The retired migrants and perhaps entrepreneurial labour migrants are likely to emerge in this phase. The fourth phase adds two more forms, permanent migrants and migrants generated from earlier flows of VFR tourists, to the complex picture of tourism and migration. The sequence outlined above simplifies the relationship between tourism and migration, and describes only a single flow. The fourth phase is not really the end of the progression because the permanent residents may then become the basis for another round of VFR tourism by hosting their own visitors or even re-migration at some future time (Hall & Williams, 2002, p. 11). Moreover, individual

migrants may skip some of the phases or not generate any of the latter phases. Nevertheless, the sequence more or less shows how the tourism-migration nexus is formed.

One important dimension of migration that deserves consideration is the integration and settlement process of migrants in the new country. Massey (1986) identifies three phases of this process: “sojourner”, “transition” and “settlement”. “Sojourner” is the initial phase when migrants enter the host country to work. As they spend more time in the new place, they enter a “transition” phase during which the sojourner-settler distinction becomes increasingly blurred. In the final “settlement” phase, migrants come to see themselves as residents of the host society. He also identifies four specific dimensions of the integration process: personal ties, institutional connections, economic links and spending patterns (Massey, 1986, p. 671). His three-phase concept provides a means to picture the integration process within the new country after migrating, yet is only applied to the case of labour migrants. Similarly, Rublee and Shaw (1991, p. 137) develop a model presenting factors that can influence migrants’ mobility within the migrating country (such as language ability, day-care access, reception and orientation and support from the ethnic community) and their integration process (such as community and leisure participation, work and training participation). Their findings are based on a study of women immigrants in Canada.

In general, the literature has shown that the relationship between tourism and migration does exist. Grid/group theory can be used to differentiate the types of migrants according to the strength of their transnational participation and belonging. Moreover, different stages of tourism development at certain destinations are argued to generate and attract different types of migrants. The integration process of migrants and their influence on the tourism industry continuously changes as they live within the country where they migrated to. It is also affected by a number of subjective and objective factors from the migrants themselves as well as the host country, such as personal ties, institutional connections, economic links, spending patterns, the presence of an ethnic community and participation in work and leisure. As the focus of this thesis is labour migration, the next section of the literature review looks more closely at this form of migration in the tourism industry. Matters discussed include key

drivers, typologies and patterns of movement in relation to tourism labour migration. Some suggestions for further related research are also mentioned.

### **III. Labour migration in the tourism industry**

#### **1. Rationale for labour migration in the tourism industry**

One advantage of research on labour migration in the tourism industry is the way previous studies have been set up. Literature on migrants' involvement in networks has largely concentrated on accessing employment (Janta, Lugosi, Brown & Ladkin, 2012). The globalised economy has contributed to creating a network of transnational capitalist and financial interests, which potentially lead to a large number of employment opportunities worldwide (King, 1995; Hall & Williams, 2002). According to Bianchi (2000), the increasing importance of the service sector has exacerbated the emergence of flexible labour markets in which the tourism and hospitality industries figure strongly. Joppe (2012) argues that globalisation has created a link between the growing demand for labour in the tourism sector and labour migration. She refers to labour migration as the freedom of workers to practise their occupation wherever opportunities exist (Joppe, 2012, p. 663). Accordingly, "labour tourism" has become a common phenomenon that occurs when people move across borders as visitors with the intention of picking up work (Montanari & Williams, 1995, p. 180). At first glance, labour migration seems to be driven just by increased demand. However, the phenomenon is rather complicated; labour migrants themselves may create an increase in market demand. The following paragraphs explain in more detail some of the causes and effects of labour migration in the tourism industry.

The role of migrant workers and their contributions to the tourism economy of destination countries have been addressed in a number of papers (Janta, Ladkin, Brown & Lugosi, 2011; Janta et al., 2012; Joppe, 2012). Williams and Hall (2000, p. 15) suggest that the significance of migration in tourism labour markets stems from three main features. First, it serves to fill absolute shortages of labour. Secondly, the availability of migrant labour reduces labour market pressures and consequently wage inflation pressures. Thirdly, labour migration can contribute to labour market segmentation and may serve to reduce the costs of labour to firms. Besides these three key purposes, labour migration also serves two other functions

with respect to tourism: to generate VFR tourists and to define the search spaces of both retirement and lifestyle seeking labour migrants (Williams & Hall, 2000). This function is often associated with entrepreneur migration when both retirement and lifestyle migrants decide to take part in the tourism supply side by having their own tourism businesses that match market trends or their personal interests. Some examples include the overview of international retirement migration in Europe by King et al. (1998), and the urban-rural migration of tourism entrepreneurs studied by Paniagua (2002). In general, the two functions outlined above reflect the effect of labour migration on both the demand and supply side of the tourism industry.

As another dimension of tourism labour migration, entrepreneur migration serves distinctive national tourist groups or resident communities in foreign destinations (Williams & Hall, 2000). A study by Haug et al. (2007) which examined a Norwegian community in Spain, and Paniagua's paper (2002) that described the process of urban-rural migration in Spain are examples of research that examine entrepreneur migration in tourism. It is worth noting that entrepreneurial migration constitutes a special case of both lifestyle seeking migration and labour migration (Williams & Hall, 2000, p. 17). This illustrates the fact that there is overlap amongst different types of tourism-informed migration.

Demographic and lifestyle changes are some other reasons that lead to the increase of labour migration, both nationally and internationally. As Williams and Hall (2000) mention, early retirement and increased labour mobility, both sectorally and spatially, are two consequences of career discontinuities and job changes. Individuals in modern societies often have several jobs in their careers, not only for financial benefit but also personal growth and self-achievement. For example, Adler and Adler (2004) describe a group of lifestyle seekers who travel to Hawaii and work as surfing trainers in hotels and resorts. In addition, as people's interests and pursuits change over time, they may undertake a number of jobs that satisfy their need. The growth of global mobility allows individuals to undertake jobs from a variety of places around the world. As a result, there are increasing experiences of working and living abroad, which have removed the barrier of a lack of familiarity while living in a new country (Williams & Hall, 2000, p. 9).

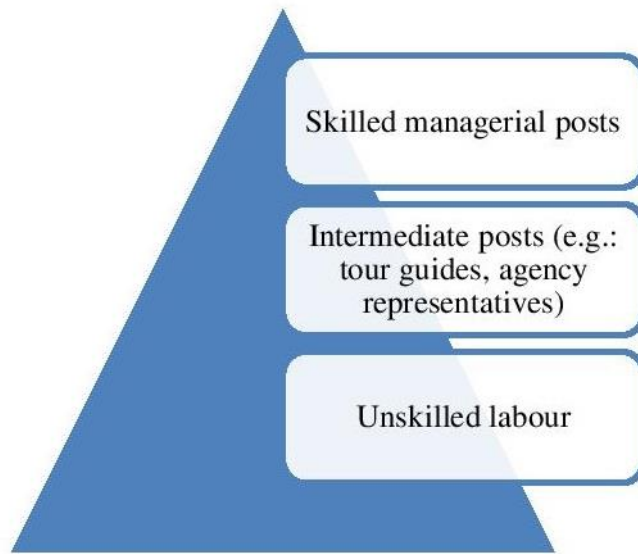
## **2. Typologies and characteristics of tourism labour migration**

There are different ways to categorise labour migration in the tourism industry. In a study by Gössling and Schulz (2005), two different tourism sectors were identified: formal and informal. The formal tourism sector consists of officially registered economic activities, while the informal tourism sector is largely outside of government control. Tourism generates a wide range of employment opportunities in the informal tourism sector (Joppe, 2012). According to Gössling and Schulz (2005), incomes in the informal sector can be higher than in the formal sector. The informal tourism sector is therefore attractive and deserves attention. Another important message of Gössling and Schulz's study (2005) is that tourism labour migration can have far-reaching social, economic and environmental consequences. Thus, it has the potential to substantially transform the regions to which it is directed.

Adler and Adler (2004) suggest that people who work in the hospitality industry are categorised into different groups such as “trapped labourers” (including new immigrants and locals), “transient labourers” (including seekers and managers), “seasonal labourers” and “temporal labourers”. With the context of the hospitality industry in Hawaii, Adler and Adler (2004) indicate the various characteristics of these groups according to factors such as their work, family and leisure behaviour. For example, the book reveals that new immigrants (who are “trapped labourers”) are mostly from the Philippines and represent an immigrant flow from less developed countries to developed ones. This group exhibits extremely hard-working behaviour for materialistic pursuits and as a result of the overwhelming workload and low disposable income; they do not have a lot of time and financial ability for many leisure activities. Different from these new immigrants, managers (who belong to the category of “transient labourers”) have a very tight working schedule and are in a better financial position. Management professionals tend to blend work and leisure together in their lives. Therefore, they would be more likely to engage in leisure activities, including tourism and travelling. This group who are working and partaking in tourism could be a significant focus for tourism research.

King (1995) identifies a hierarchy of labour with respect to tourism that has three levels (Figure 2.5)

Figure 2.5: Hierarchy of tourism labour migration



Source: King (1995)

Although all three levels have been touched on in the literature (Uriely & Reichel, 2000; Adler & Adler, 2004), most studies look at the lower level of the hierarchy (Gössling & Schulz, 2005; Stodolska & Santos, 2006). At the core of this hierarchy is a perception that considers international tourism as a transnational business. Therefore, the movements of tourism labour will be at various levels across the corporate hierarchy, from senior managers at the top to unskilled workers towards the bottom (King, 1995, p. 181). The highest level represents the high-skilled managers, followed by the intermediate posts comprising such occupations as agency representatives and tour guides. Lastly, those who often do not have a lot of experience and skills, yet are needed to satisfy tourism demand for seasonal and short-term labour, belong to the lowest level of the hierarchy. Although developed from a business perspective, the hierarchy should not be understood simply as a corporate ladder. Each level presented in Figure 2.5 represents a distinctive flow of tourism labour, and all three levels do not necessarily have to exist in the same context. For example, in the less developed countries, the migration of skilled managers is more likely to occur, whereas in the developed countries, labourers with lower levels of skill are more in demand (Joppe, 2012).

Uriely (2001) suggests a typology of travellers who engage in situations that combine work with tourist pursuits including TPWs, migrant tourism workers, non-institutionalised working tourists and working-holiday tourists. They are distinguished by the migrants' work-oriented or tourist-oriented pursuits. TPWs are mainly oriented towards work-related purposes and engage in tourist-oriented activities only as a by-product of their excursion. Migrant tourism workers, on the other hand, travel in order to work and have fun at the same time. Non-institutionalised working tourists engage in work while travelling to finance a prolonged trip, whereas working holiday tourists perceive their work engagement as part of their tourist experience. By integrating Uriely's categorisation into King's hierarchy (Figure 2.5), TPWs can be placed in the "skilled managerial posts" tier, while migrant tourism workers are included in the "intermediate posts" tier and the other two groups (non-institutionalised working tourists and working-holiday tourists) belong to the "unskilled labour" level.

Overall, labour migration in the tourism industry can be categorised in various ways. This section has discussed several types of tourism labour migrants and the characteristics of each group. It also shows that tourism labour migrants can be distinguished by their legal employment status, their level of skill, working motivations and personal pursuits. Movements of tourism labour migrants are very broad. As an example, each tier of King's hierarchy may represent a distinctive flow of tourism labour migrants. To obtain a better picture of these movements, the following section illustrates some common flows of tourism labour migrants around the world.

### **3. Flows of labour migrants in the hospitality and tourism industry**

The patterns of labour movement in the tourism industry are very diverse. As already shown in the migration trajectory of tourism outlined by Haug et al. (2007) in Figure 2.2, flows of labour can happen within either domestic or international boundaries. On the domestic scale, Gössling and Schulz (2005) and Paniagua (2002) indicate that new tourism developments usually generate urban-rural labour migration, thus contributing to counter-urbanisation. Paniagua's study (2002) suggests several reasons for rural-urban mobility in relation to tourism entrepreneurship, such as self-employment, flexible working hours and personal and family characteristics. Nevertheless, the most crucial influence on domestic



labour migration of tourism remains the demand and seasonality of the tourism industry.

With regards to the international migration of tourism workers, two common flows are labourers from less developed countries migrating to developed countries, and the reverse. The majority of the previous literature examined migrating labourers from less developed to developed countries (Adler & Adler, 2004; Stodolska & Santos, 2006; Joppe, 2012). Janta et al. (2012) state that migrant workers often come from less developed countries and constitute a major part of tourism labour in Western societies. Moreover, the source regions of the migrants are characterised by high population density, a low degree of development and a high willingness to migrate (Gössling & Schulz, 2005). Therefore, it is noted that migrants from less developed countries are typically unskilled and belong to the lower levels of King's hierarchy (Figure 2.5). Their purposes of migrating are related to economic benefits.

However, Janta et al. (2012) argue that people's motives for entering the tourism industry may vary under different economic or political circumstances. For example, economic benefit is not the primary motivation for tourism labour migrants to migrate from developed countries, but rather the nature of tourism employment that allows them to pursue their lifestyle choice (Adler & Adler, 2004). Compared to migrants from less developed countries, they are more highly skilled and often decide to leave their home countries for personal pursuits. Hotel managers or lifestyle seekers mentioned by Adler and Adler (2004) are some examples of this flow. The reverse flow of tourism migrants from developed to less developed countries, however, has not been explored intensively. The limited relevant literature consists of research that is often conducted in Asian countries and concentrates on the use of expatriates in these countries (Yu & Pine, 1994; Yu & Goh, 1995; Barber & Pittaway, 2000). For example, Yu and Goh (1995) determine and analyse management difficulties which expatriate hotel professionals in China may encounter.

In general, the movements of labour migrants in the tourism industry can be varied, ranging from domestic to international, and between less developed and developed countries. One gap found in the literature regarding the tourism-migration nexus is a limited number of studies on the flow of migrants from

developed to less developed countries (Yu & Pine, 1994; Yu & Goh, 1995; Barber & Pittaway, 2000). This thesis attempts to fill this gap. As well as presenting a number of suggestions for further research with respect to the tourism-migration nexus, the next section also explains the rationale behind this thesis.

#### **4. Focus of the thesis**

As an emerging and expanding phenomenon, the relationship between tourism and migration is a fertile topic for future research. One suggestion for further study from Williams and Hall (2000) is the relationship between the life course and migration pathways of individuals and their travel careers. Uriely (2001) states that various aspects of the interaction between work and tourism requires further research and analysis, such as the encounter between work-related travellers and their hosts, their value to the local tourism industry and their typical tourist activities in the host country. This call is related to the group of TPWs who take part in both overseas work and tourism activities. This group can also be examined within the context of migratory flows from developed to less developed countries.

Moreover, Doherty and Taylor (2007) argue that leisure activities, as an important avenue through which social capital can be built, should be examined further in relation to the immigrant settlement process. They advise that future research with young, recent immigrants could explore ethnic variations within a diverse sample that reflect a pluralistic society such as Canada. Bell and Ward (2000) mention the blurred zone of complex mobility forms that lie on a continuum between permanent migration and tourism. This thesis plans to examine the role tourism may play in the migration process. Aside from what has been discussed, little is yet known about the characteristics of the transient resort workers from within the European Union and other advanced capitalist countries, who embrace features of both travel and labour (Bianchi, 2000). Therefore, investigating the relationship between intra-national travel of travelling professional workers (TPWs) and their efforts to become more familiar with the host country as their new home is a response to such calls.

Bianchi (2000) expresses a need for more systematic research into the specific socio-economic configurations of distinctive tourism-related migratory flows, and

their relationship to production and consumption relations within different regional and local resorts. In term of methodology, Doherty and Taylor (2007) point out the limitation of a focus group methodology as the over-emphasised collective experience, and suggest an individual approach through personal one-on-one interviews, by which more private narratives and subgroup factors can be obtained. By conducting a case study of TPWs in the hospitality and tourism industry in Da Nang (Vietnam) and employing a qualitative method (in-depth personal interviews), the current thesis considers the suggestions from previous literature.

With a greater focus on the case study of this thesis, the next part of the literature review looks at TPWs in less developed countries and their familiarisation with the host country as their new home. It firstly addresses tourism development in less developed countries, especially in Vietnam. The need for TPWs in such places is then explained, followed by a discussion of the main characteristics of this group. Lastly, the concepts of familiarisation with a new home, home-making and settlement after migration are also discussed.

#### **IV. Travelling professional workers in less developed countries: familiarisation with the host country as a new home**

##### **1. Tourism development in less developed countries: The case of Vietnam**

Tourism is often an important economic activity for many less developed countries. It is valued for the potential to earn foreign exchange, generate jobs, gain access to the global market, and diversify and restructure traditional economies (Barrowclough, 2007; Harrison, 1992). According to Kusluvan and Karamustafa (2001), such terms as “less developed countries”, “developing countries”, “the Third World” and “underdeveloped countries” are mostly used interchangeably. This part of the literature review pays more attention to tourism development in Southeast Asia, particularly Vietnam. This region is considered one of the fastest growing tourist destinations in the world, yet each country in the region is different from others (Hitchcock, King & Parnwell, 1993). Whilst Singapore, Malaysia and Thailand are in the top list of countries that have a mature tourism industry, Vietnam has only begun to develop its tourist industry (Wong, 1998).

Some of the common characteristics of tourism development in the less developed countries include a lack of integration into the global economy, limited availability of domestic capital resources and expertise, as well as high economic and social vulnerability (Barrowclough, 2007; Sadler & Archer, 1974; Harrison, 1992). Consequently, the tourism industry of these countries relies heavily on foreign investment, hired managers from overseas and potential overseas markets (Kusluvan & Karamustafa, 2001). According to Mackie (1992, p. 78), many Southeast Asian nations regard tourism as an attractive route to economic development and a means of benefiting local businesses as well as other industries such as construction and real estate. Moreover, Feng and Page (2000, p. 248) indicate that international tourism grew faster in developing countries for both arrivals and receipts reflecting a wider redistribution of tourism revenue in favour of the emerging tourism destinations in the less developed world. In other words, international tourism has a significant economic impact on the national economy of developing countries.

The production and consumption conditions that generate migration flows are contingent on a number of factors relating to tourism development and locality, such as scale of demand, nature of demand in terms of skill and education requirements, and the speed of tourism development (Williams & Hall, 2000). Vietnam, in particular, has become a much more accessible and attractive destination in the international tourism market, especially after several political and economic shifts such as entering into ASEAN in 1995 and admission to the WTO in 2007 (Suntikul, Butler & Airey, 2010). Encouraging foreign direct investment (FDI) is a central concern behind market-oriented policy reforms in Vietnam. Temiz and Gökmen (2011, p. 159) describe FDI as the configuration of international cooperation in a host country, which brings together necessary capital, human resources and markets. According to Suntikul et al. (2010), hotel development accounted for most tourism foreign direct investment and, particularly in Vietnam, by 2004, the country had approximately 239 tourism projects registered with a total capital of USD 6.1 billion.

Beach hotels and resorts are becoming a common form of tourism development in coastal areas. They are also a type of tourism business that attracts foreign investment. Wong (1998) claims that coastal resorts constitute a growing attraction of Southeast Asian tourism. Referring to the case study of this thesis,

Da Nang is a small coastal city in central Vietnam, and Hoi An is a small neighbouring town of Da Nang. Favoured by a beautiful coastline, Da Nang is a popular destination for beach tourism in Vietnam. As a growing city, foreign investment into various local industries is increasing, including hospitality and tourism as demonstrated through the establishment of luxury multi-national hotels and resorts along the coastline. According to the Da Nang tourism strategy 2011-2015, tourism is expected to account for 7% of total GDP by 2015 (Da Nang People's Committee, 2011). Furthermore, the city has developed preferential policies to call for greater investment in the high-end coastal resorts and entertainment areas to meet the increasing demand from tourists (Furama Resort Da Nang, n.d.). In the first six months of 2012, total tourism revenue reached VND (Vietnamese Dong) 2,916 billion (which is approximately equivalent to USD 139 million), up 39% against the same period in 2011, achieving 58% of the proposed plan in 2012 (Furama Resort Da Nang, n.d.). Hoi An is also very developed with respect to the tourism sector. Quang Nam province where Hoi An is located, has welcomed 93 FDI projects with the total value of USD 5.2 million in 2013 (Vietnam Travel, n.d.).

In general, international tourism plays a significant role in the economic development of many less developed countries. The biggest challenge that may hinder the development of the tourism industry in these nations is the limited availability of capital resources and expertise. Da Nang and Hoi An are examined as the focus of this study. One of the current trends in the local tourism industry is increasing investment into the development of luxury beach hotels and resorts. Consequently, there is growing demand for tourism labour, especially the high-skilled group. This need is discussed more thoroughly in the next section.

## **2. The need for TPWs**

As mentioned earlier, TPWs are mainly oriented towards work-related purposes and engage in tourist-oriented activities only as a by-product of their excursion (Uriely, 2001, p. 6). TPWs are in high demand for their expertise in various business fields, especially in the less developed countries where high-skilled labour is limited. This thesis only examines the TPWs in the hospitality and tourism industry. In Da Nang and Hoi An, this group is important for the rapid

growth of the local tourism industry. The underlying reasons for their significance, with the respect to the case study, are explained below.

Burns (1997) suggests that a major driving force behind the expansion and utilisation of expatriates is the growing demand for labour in the international hospitality industry combined with a major shortage in some Asian countries. As stated in his paper, a high level of general education and training in those nations means less reliance on expatriate management and technical skills. Similarly, Barber and Pittaway (2000) argue that, where employment requirements cannot be met by a host country's labour market such as in Vietnam, Cambodia and Laos, there will be a need to use expatriate labour. They also indicate three main factors which can affect the recruitment of expatriates: political stability, work permit and visa regulations, and high-skilled labour demands of the host country (Barber & Pittaway, 2000). As such, Vietnam with its political stability and increasing demand of high-skilled labour is an attractive place for TPWs.

Studies show that expatriates hold virtually every position of importance in multinational hotels in the less developed countries (Burns, 1997; Ankomah, 1991). For example, statistics indicating the reliance on management contracts for hotels include 72% in Sub-Saharan Africa; 47% in Latin America; 60% in Asia and 2% in Europe (Ankomah, 1991, p. 435). As the growth of the tourism industry in Vietnam, including Da Nang and Hoi An, becomes stronger, a greater demand for high-skilled tourism labour is expected. According to Suntikul et al. (2010), Vietnam's accommodation market is now orienting itself to international standards. Therefore, a higher grade of customer responsiveness and more highly trained staff are in demand to serve this more differentiated and discerning market. In relation to the management of hotels in Vietnam, it is stated that local hotel managers like to hire foreign staff for higher-level positions in their hotels, in order to bring in foreign experience and attract foreign business. However, cost is a severe limitation (Suntikul et al. 2010). Likewise, Barber and Pittaway (2000) suggest that as much as the balanced use of local labour and expatriates is emphasised, expatriates still play an important role in the efficient operation of multinational hotel companies, especially those in less developed countries. Therefore, with the increasing development of luxury beach hotels and resorts in

Da Nang, the need to employ expatriates becomes even more critical. This, in turn, leads to an increasing number of TPWs in the city.

To sum up, within the specific context of this case study, there are two main factors that contribute to the need for TPWs. First, there is the limited availability of high-skilled labour in Vietnam, as well as in Da Nang and Hoi An. Second, there is the rapid growth of the local tourism industry with increasing investment in the development of multinational hotel chains. As well as being highly skilled, TPWs have a number of distinctive characteristics compared to other groups of tourism labour migrants. Those characteristics are discussed below.

### **3. Characteristics of TPWs**

Among those four types of travellers who combine work and travel identified by Uriely (2001), TPWs are the most work-oriented travellers. Different from migrant tourism workers, they are often highly skilled and well rewarded in economic and prestige-related terms. As a result, TPWs are members of the middle or the upper middle classes of their home society, while the migrant tourism workers belong to the lower middle working class in their countries of origin. That is the reason why expatriate life in the past has usually been regarded as luxurious, exciting and dynamic (Barber & Pittaway, 2000). With a higher level of skills, TPWs often hold important roles in the business and are placed at the top of the corporate hierarchy. In particular, participants of this thesis include TPWs who hold managerial and supervisory positions in various tourism and hospitality businesses in Da Nang and Hoi An.

Other studies indicate that the element of pleasure seeking makes this group quite distinct from economic migrants (Adler & Adler, 2004; Stodolska & Santos, 2006; Uriely & Reichel, 2000). Pleasure seeking can be considered a component of one's lifestyle and evolving experiences. According to Shaw (1985, p. 2), the notion of leisure has been increasingly seen as an "experience" among leisure researchers. Bianchi (2000, p. 122) suggests that the pursuit of alternative lifestyles and experiences cannot be fulfilled "at home" among contemporary migrant tourist-workers. Hence, they must travel to different places to pursue certain desired lifestyles and experiences. The interest in pleasure seeking of TPWs remains unclear due to several reasons. First, it is because of the blurred

boundary amongst work, leisure and travel in the context of post-industrial mobility (Adler & Adler, 2004; Uriely & Reichel, 2000). The second reason is related to the tendency of combining work and lifestyle pursuits among individuals in contemporary societies. Nevertheless there is scope to examine the pleasure-seeking activities of TPWs, such as their travel behaviour within the host country.

In addition, TPWs can be considered similar to potential immigrants who are defined by Krakover and Karplus (2002). Consequently they might be placed as semi-tourists/semi-migrants on the tourist-migrant continuum. A potential immigrant should satisfy three main chronological criteria: initially not having the intention to become a full citizen, behaving more like an immigrant than a tourist by putting more effort into seeking and generating conditions for permanent settlement rather than temporary mobility goals, and making a decision to leave the host country after a certain period of time (Krakover & Karplus, 2002, pp. 104-106). Likewise, TPWs are characterised by having no intention of obtaining citizenship when first migrating into the host country (as their primary purposes of migrating are job related), making efforts to become familiar with the host country and intending to leave the host country after a certain time. These characteristics are also used as the basis for this thesis in order to determine the position of the examined TPWs on the tourist-migrant continuum.

Paniagua (2002) argues that the move to a new place for work, or business, usually marks the beginning of a new stage of a person's life course and career. In the case of TPWs, the movement might have become normal as a compulsory element of their job. However, being familiar with any new environment requires a certain amount of time and personal effort. This is associated with the second criterion of being a potential immigrant proposed by Krakover and Karplus (2002) outlined above: putting more effort into seeking and generating conditions for permanent settlement than temporary mobility goals. In particular, this thesis involves examining TPWs' efforts to become more familiar with the host country as a new home. As such, understanding the meaning of familiarising oneself with a certain place as his/her new home is vital. This notion is discussed in the next section.



#### **4. The concept of familiarisation with a place as a new home**

Duncan et al. (2013, p. 14) suggest that while being mobile, transnational or temporary migrants can be seen as “flexible citizens”. One is perceived as a citizen of a certain country based on a variety of factors, including an intensive familiarity with the place. The extent of familiarity, hence, can help distinguish where the temporary migrants are on the tourist-migrant continuum. Previous literature has examined familiarity with a destination from the tourist perspective and emphasised its marketing outcomes, for example, the influence of such familiarity on the travel decision-making of tourists (Prentice, 2004; Tasci & Knutson, 2004; Yang, Yuan & Hu, 2009). According to Prentice (2004), tourists can familiarise themselves with a destination through various dimensions such as “informational” (the extent of sources of information used such as news and media), “experiential” (the extent of past experiences), “proximate” (how similar it is between the destination and the tourists’ home country), “self-described” (how familiar tourists think themselves to be with the destination), “educational” (the extent of personal educational involvement with the destination), “self-assured” (interpreted familiarity through personal judgments and feelings) and “expected” (ease and attractions expected by tourists of a destination). The term familiarisation used in the context of this thesis is, however, somewhat different, since it is not simply a progressing familiarity with any place. Familiarisation with a country as a new home is more about meanings that involve physical, social and emotional aspects (Dayaratne & Kellett, 2008; Philipp & Ho, 2010; Wood, McGratch & Young, 2012). These dimensions are discussed further in the following paragraphs.

Familiarisation with a place as a new home firstly involves the process of home-making in a new place, which has been explored in the literature (Dayaratne & Kellett, 2008; Massey, 1986; Villar 1990; Sampson & Gifford, 2010). The home-making process refers to “the construction of a structure that establishes and concretises numerous social and psychological facets and relations of an individual and family within spatial dimensions” (Dayaratne & Kellett, 2008, p.68). Home-making is a fundamental activity which anchors an individual in the world within the universe of space, things, people and events in which he or she

exists (Dayaratne & Kellett, 2008). As such, a place considered as a home should contain memories of one's life and significant events.

Another concept related to the familiarisation with a new home is settlement. By combining the definitions of settlement from Kerr and Simard (2003) and Seat (2000), Doherty and Taylor (2007, p. 29) perceive settlement in the host country as an on-going process of adjustment, adaptation, and integration by which immigrants come to achieve full and equitable participation in society. Outcomes of the adaptation in the new country are indicated through national identity, life satisfaction and role performance including well-being, job performance, academic performance, use of community offerings and contribution to one's community (Scott & Scott, 1989). As mentioned earlier in this literature review, the integration of migrants in a new country consists of three phases: sojourner, transition and settlement (Massey, 1986). Familiarisation with a place as a new home is suggested to occur during the transition phase where the sojourner-settler distinction becomes increasingly blurred. Moreover, Villar (1990) emphasises that the notion of settlement can be seen as an adaptive process where migrants gradually accommodate to living conditions in the country. It is a constant process of consolidation and transformation (Dayaratne & Kellett, 2008; Massey, 1986). Valtonen (2004, p. 70) develops a similar concept of resettlement which is conceptualised as "the activities and process of becoming established after arrival in the country of settlement". These perceptions confirm that the notion of being familiar with a new home should be understood as a continuous and ever-changing process.

The activities, which immigrants undertake in the host country, are suggested to have some impacts on their settlement process. According to Scott and Scott (1989), social integration is one of the indicators of immigrant settlement. Rublee and Shaw (1991) advise that one's ability to be involved in work outside home, participation in the local community and leisure activities is a condition for social integration. In addition, Doherty and Taylor (2007) found that sports and physical recreation play an important role in the settlement of young, recent immigrants to Canada. Their study shows that recreational activities make a contribution to the key factors in immigrant settlement such as well-being and life satisfaction, development of language skills and familiarisation with mainstream culture.

Likewise, Stodolska and Alexandris (2004) argue that sport participation assists in the adaption of adult Korean and Polish immigrants to the United States, because it leads to the development of friendship and valued business contacts. It is a means to develop their own ethnically constituted subculture and preserve the values of their ethnic group and further reinforce in-group solidarity. Overall, these studies indicate that sport and recreation, as some facets of pleasure seeking, have an impact on migrants' settlement within the host country. Therefore, it is possible that intra-national travel, as a pleasure-oriented activity, may help migrants become familiar with a place where they have chosen to settle either temporarily or permanently. This connection between tourism and migration merits study.

An implication of the concepts mentioned above to the current thesis is that the degree of familiarity of migrants with a place can be spread throughout a spectrum ranging from the perspective of a tourist to a permanent migrant.

Figure 2.6: Degree of migrants' familiarity with a new country



(Adapted from Krakover & Karplus, 2002)

As a tourist, the degree of familiarity with the destination often stops at a number of physical exposures or visits. This level can be achieved through various dimensions addressed by Prentice (2004) outlined previously. As this degree increases, it involves further factors associated with the social and psychological aspects. Familiarisation is likely to increase as one moves from left to right across the spectrum, but empirical data would be needed to arrive at this conclusion with certainty. Literature shows that to consider a certain place a home, besides the physical exposure to the place, several other key factors should be noted including:

- A sense of belonging (Moran-Taylor & Menjivar, 2005)
- A feeling of security (Sampson & Gifford, 2010)
- Social relationships (Philipp & Ho, 2010)

- Psycho-socio wellbeing, life satisfaction, language skills and cultural familiarity (Doherty & Taylor, 2007)

There are various issues that may influence the four key factors presented above. For example, Bogac (2009) argues that past experiences in the original home play an important role in migrants' attachment with the new place. They are related to the proximate dimension that has been mentioned by Prentice (2004). Perhaps if the similarity between the home and host country is high, familiarisation with the host country as a new home would be easier. Moreover, as a result of globalisation, the world is becoming more homogenous. Westernisation in Asian countries is an example. The perceived proximity or similarity between the home and the host country is likely to have an impact on migrants' feeling of security. The more similar they feel, the higher level of security they experience. This then can potentially influence their familiarisation with their new home.

In addition, it is argued that an ethnic community can play an important role in creating social relationships and a sense of belonging among migrants. In today's highly globalised world, migrants can maintain intensive contacts and complex relations that link together their societies of origin and destination (Levitt & Jaworsky, 2007; Philipp & Ho, 2010). This is demonstrated through the presence of formal home ethnic communities within the host country, such as Chinatown in Sydney and Melbourne (Australia). Such ethnic communities also arguably have an impact on migrants' social interactions with the host community, either positively (if migrants get support from these communities to adapt their new life in the host country) or negatively (if migrants retain their social contacts within their former home community, rather than extending them to the host society).

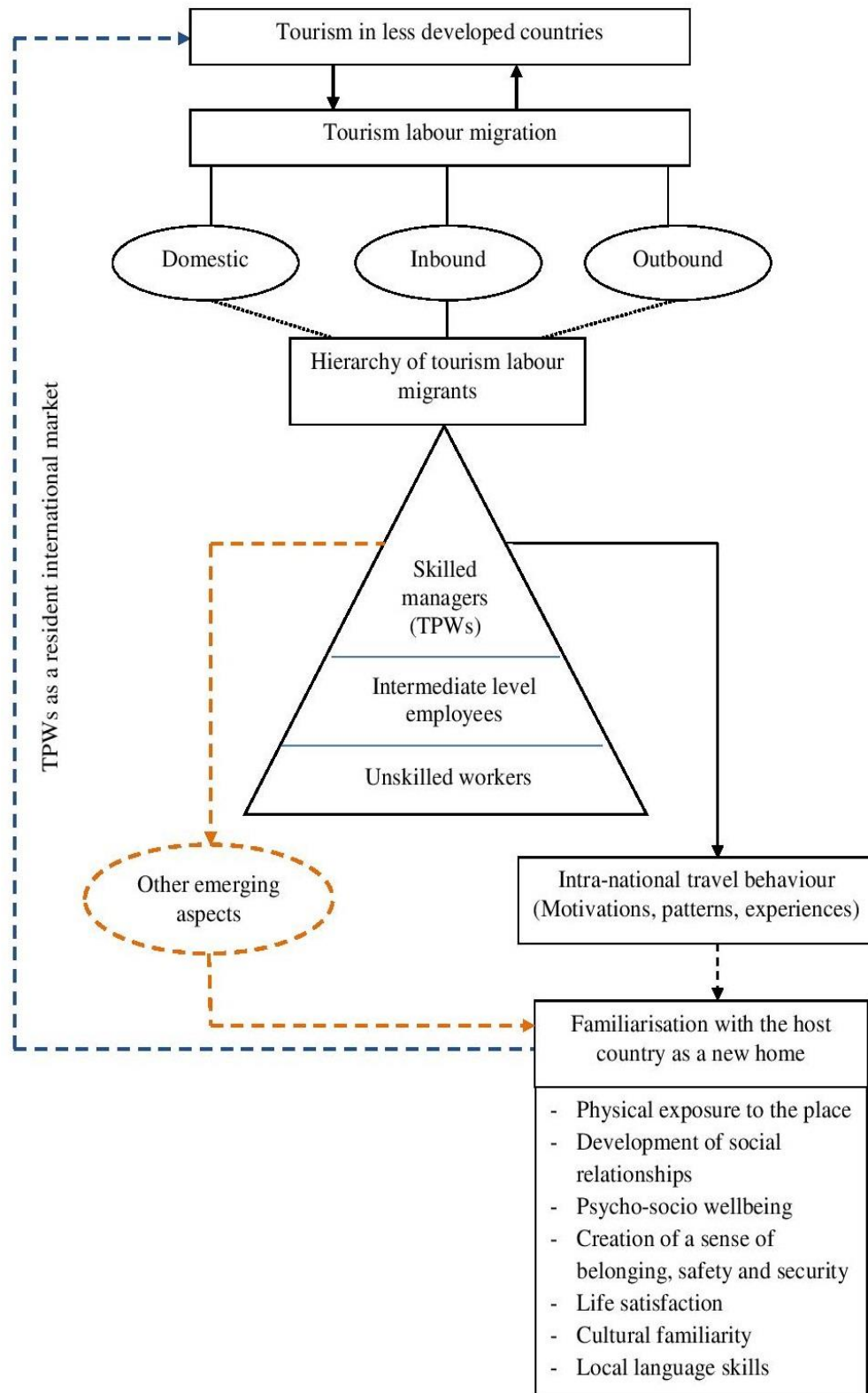
In general, the concept of familiarisation with a place as a new home used in this thesis is associated with a number of key factors. First, it involves physical exposure to the host country including familiarity with the local scenery, culture and knowledge. Second, it requires the development of social relationships within the host country such as family, friends and colleagues. Third, the creation of a sense of belonging, safety and security is important to migrants' perception of the host country as their new home. Moreover, psycho-socio wellbeing, life satisfaction, language skills and cultural familiarity as significant aspects of migrants' settlement are also relevant to familiarisation with a new home. These

elements can potentially be examined when studying tourism, particularly intra-national travel, and how it influences travellers' familiarisation with a new home. Though the leisure behaviour of immigrants has been looked at in the literature (Doherty & Taylor, 2007; Stodolska, 2000; Stodolska & Santos, 2006), little is known about their travel behaviour. Travel can be seen as a particular form of leisure (Stodolska, 2000), and exploring its impact on people's ability to become familiar with a new home deserves investigation. As such, this thesis, by examining the effect of TPWs' intra-national travel behaviour on their familiarisation with the host country as their new home, will endeavour to fill a current gap in the literature.

## **V. The conceptual framework**

The conceptual framework (Figure 2.7) is developed based on the research topic and the literature review. It conceptualises the direction for this study and is read from the top down.

Figure 2.7: Tourism and labour migrants: TPWs and the process of becoming familiar with a new home



The relationship between tourism and migration examined in this study is based within the context of a less developed country, Vietnam. Moreover, although there are different types of tourism-informed migration, this research only focuses on the category of labour migration.

There is a mutual relationship between tourism in less developed countries and tourism labour migration. As the industry grows and expands, these countries have a greater need for a tourism workforce, which triggers the phenomenon of labour migration. In response, labour migrants can be a potential tourism market and, accordingly, contribute to the growth of the local tourism industry. Tourism labour migration can be either “domestic” or “international” (Haug et al., 2007). The proposed conceptual framework breaks the international category up into “inbound” and “outbound” migration, in accordance with the two components of international tourism. They are also two main flows of the intra-national movement (Pearce, 1995). This study, however, only examines the “inbound” category of tourism labour migration. King (1995) suggests that tourism labour migrants can be distinguished according to their level of skills, namely “skilled managers”, “intermediate level employees” and “unskilled workers” respectively. Although King’s hierarchy (1995) can also be applied to “domestic” and “outbound” tourism labour migration, dotted lines are used as they are not the focus of this thesis. The research question indicates the main purpose of this study is to explore the relationship between the intra-national travel behaviour of TPWs and their familiarisation with the host country as their new home. According to Figure 2.7, TPWs who are examined in this thesis belong to the highest tier of the hierarchy (skilled managers), and represent a form of inbound tourism labour migration.

In addition, several themes drawn from the literature are suggested to be the potential elements that may influence the familiarisation of migrants with a new home. These themes include “physical exposure”, “development of social relationships”, “psycho-socio wellbeing”, “creation of a sense of belonging”, “safety and security”, “life satisfaction”, “cultural familiarity”, and “local language skills”. The main objective of this study is to examine whether the intra-national travel behaviour of TPWs have any impact on those elements. The results would then potentially illustrate their familiarisation with their new home. Since

this is an assumption and going to be investigated, it is presented through a broken-line arrow in the conceptual framework. The conceptual framework also leaves scope for other aspects, besides intra-national travel, that may affect TPWs' familiarisation with a new home to emerge from the research. The possibility of these aspects is still hypothetical and described with the orange broken line. In addition, the relationship between the intra-national travel behaviour of TPWs and their familiarisation with a new home may play a role in the development of tourism in less developed countries. This possibility is demonstrated through the blue broken line.

Overall the conceptual framework can be seen as a graphic display of the research topic and the related literature review. It shows the focus of this thesis and the conceptualised understanding of past research. This conceptual framework is also used as the basis to develop interview questions and select research participants. More details regarding the methodology of this study will be discussed in the next chapter.



## **CHAPTER 3: RESEARCH METHODOLOGY**

### **I. Introduction**

This research is grounded in the tourism-migration nexus, and its primary aim is to understand the relationship between intra-national travel and familiarisation with the host country as a new home. It only looks at one particular group of tourism labour migrants, TPWs. More specifically, they are TPWs in the tourism and hospitality industry in Da Nang and Hoi An. An appropriate research methodology is vital to ensure that necessary and useful information is collected. This thesis utilises a case study approach using a qualitative method, namely in-depth semi-structured interviews.

This chapter discusses in detail on the research methodology used, in terms of research paradigm, research design, data collection and data analysis. Excluding the current introduction, it is structured into five main sections. First, the research paradigm by which this study adheres to is described. Second, the research design section explains the use of a qualitative method for this thesis: interviews. It is followed by the choice of a case study approach and some further details about the type of interviews conducted: semi-structured. Also within this section, the development of the interview questions and the selection of research participants are described. The two following sections explain how the data were gathered and analysed. An analytical framework is also presented. Finally, this chapter discusses the merits, the limitations as well as challenges, which the researcher encountered during the fieldwork. The current project received approval from the Pipitea Human Ethics Committee at Victoria University of Wellington.

### **II. Research paradigm**

A paradigm, or interpretive framework, is described as a “basic set of beliefs that guides action, whether of the everyday garden variety or action taken in connection with a disciplined inquiry” (Guba, 1990, p.17). Denzin and Lincoln (2000) state that a paradigm encompasses four concepts: “ethics” (axiology), “epistemology”, “ontology” and “methodology”. As they explain the four concepts, ethics asks, “How will I be as a moral person in the world?”; epistemology asks, “How do I know the world? What is the relationship between the inquirer and the known?”; ontology raises basic questions about the nature of

reality and the human being in the world; and methodology focuses on the best means for gaining knowledge about the world (Denzin & Lincoln, 2000, p.157). Research paradigms are important because they provide foundations for researchers to conduct their studies. Within the tourism research context, Jennings (2010) points out the difference amongst a paradigm, methodology and method:

“...a paradigm is the overlying view of the way the world works; the methodology is the complementary set of guidelines for conducting research within the overlying paradigmatic view of the world; and the methods as specific tools of data and/or empirical material collection and analysis/interpretation/(re)construction that a researcher will use to gather information on the world and thereby, subsequently build ‘theory’ or ‘knowledge’ about that world” (Jennings, 2010, p. 35).

The three concepts are, though different, related to each other. This section explains the research paradigm that is used in this study.

The major paradigms and perspectives that now structure and organise qualitative research include “positivism”, “postpositivism”, “constructivism” and “participatory” action frameworks (Denzin & Lincoln, 2000). Other researchers address a similar range of paradigms. For example, Jennings (2010) mentions a number of common research paradigms such as “positivism”, “interpretive social sciences”, “critical theory”, “participatory research”, and “feminist perspectives” and “postmodernism”. This thesis follows a constructivist, also known as an interpretive social sciences, paradigm. This paradigm assumes that there are multiple explanations or realities to explain a phenomenon rather than one causal relationship or one “theory” (Jennings, 2010, p. 40). For the purpose of consistency, the term “interpretive social sciences” is used throughout the thesis. By its definition, the influence of the interpretive social sciences paradigm on this research is that, there may be multiple interpretations for similar phenomena. For instance, within this study’s context, the perceptions of participants regarding the notion of familiarisation with a new home may be varied, or their intra-national travel experiences may influence their settlement in Vietnam differently. Denzin and Lincoln (2008) recognise that both the researcher and participants produce some interpretations during the process of gathering and working on data. Since the study is based on primary data collected from interviews, it also involved interpreting the interpretations of the participants. In other words, there are two layers of interpretation within this research. The first one contains different

interpretations provided by the participants during the interviews. The second layer is carried out by the researcher over and above the first layer.

The interpretive social sciences paradigm can be explained through four encompassing concepts presented in Table 3.1.

Figure 3.1: Description of interpretive social sciences paradigm

Concept	Description
Axiology	Values are inextricably and intrinsically embedded in the research process
Epistemology	The relationship between the researcher and the subjects is inter-subjective rather than objective. Researchers often use such term as “social actors”, “participants”, and “tourists” (in the case of tourism studies)
Ontology	Researchers assume an inductive approach to research and commence their study in the empirical world in order to develop explanations of phenomena
Methodology	A qualitative methodology is used to gather information, including participant observation, in-depth interviews, case studies, focus groups and appreciative inquiry.

Source: Jennings (2010, pp. 40-42)

Jennings (2010, p. 42) suggests that an interpretive social sciences paradigm is appropriate for the study of travel experiences, and tourism and hospitality workers’ experiences. Therefore, as this thesis examines the intra-national travel behaviour of TPWs in the tourism industry, following an interpretive social sciences paradigm is suitable. By applying the characteristics of this paradigm to the case study, the researcher conducted in-depth interviews with the participants (TPWs) to gather data, then undertook an inductive approach to seek the

explanation for the phenomenon (the relationship between their intra-national travel behaviour and their familiarisation with their new home). Approved by the Pipitea Human Ethics Committee at Victoria University of Wellington, this project has considered ethical issues related to both the researcher and the participants. The researcher obtained informed consent from the participants. Furthermore, participants will not have to answer questions they do not wish to answer. In terms of values, this research recognises the contribution of TPWs to tourism development in Vietnam and acknowledges that, in a globalised world, people from other countries can make positive contributions to a nation's economy. Moreover, since the researcher comes from Vietnam, she acknowledges the potential personal bias in terms of patriotism, a bias most people would have if they undertook research about their own country.

Although the thesis is dominated by the interpretive social sciences paradigm, it also takes on parts of the feminist perspectives paradigm. Feminist qualitative researchers are much more self-conscious and aware of and sensitive to issues in the formulation and conduct of the research (Olesen, 2000). In other words, the researcher's personality and traits, and her background, have a significant impact on the research. For example, her extrinsic personality and open communicating style may affect the conducted interviews and the collected data. Moreover, Jennings (2010) argues that interpretive social sciences researchers need to be familiar with the tenets of qualitative methodology in order to successfully gain knowledge from the study setting. Olesen (2000) in her discussion of feminist qualitative research also suggests that personal experience has a significant impact on the feminist researcher. Although the researcher has had some experiences in both qualitative and quantitative methodology, her knowledge of quantitative analysis is limited. Therefore, she is more self-assured doing qualitative research rather than quantitative research. Another matter that underpins any research is the language used. As mentioned earlier, the whole study was conducted in English. Since the researcher is not a native English speaker, this might have posed a challenge. However, she has studied and lived overseas for five years, and this experience of living abroad has contributed to her English proficiency.

In general, this thesis uses the interpretive social sciences paradigm combined with feminist perspectives as basic guidelines to conduct the entire study. The

following sections discuss more specifically how this research is constructed, starting with the research design.

### **III. Research design**

#### **1. The use of a qualitative method**

According to Jennings (2010), the interpretive social sciences paradigm belongs to the group of holistic-inductive paradigms, which is oriented towards qualitative methodologies. Bianchi (2000) noted that the study of international migration is made more difficult by the unreliability of much secondary data. Accordingly, scholars who undertake migration-related research are encouraged to use primary data, or a combination of varied sources of data. Primary data can be obtained through either qualitative or quantitative methods, or a combination of both. This thesis employs a qualitative approach with the use of interviews for several reasons. First, qualitative research approaches often generate data that can assist in investigating and identifying local, social, cultural and political processes as they unfold and shift (Denzin & Lincoln, 2008; Liamputtong, 2008; Santos & Shim, 2012). Second, the interview technique allows tourism researchers to approach issues in the field in a deep, rich way that is not possible within many quantitative methods (McGehee, 2012). Although studies of travel patterns and behaviour often employ quantitative methods (Burbidge, 2012; Feng & Page, 2000; Gössling & Schulz, 2005), qualitative methods are still of use and have their own advantages (Doherty & Taylor, 2007; Yun & Lehto, 2009).

Jennings (2012) suggests that the interview method is flexible in that it can yield descriptive, explanatory, and/or exploratory data. The interview technique offers a way to capture participants' varied experiences and perceptions of tourism. It may also incite a more welcome response from potential tourism study subjects of all types (Dwyer & Gill, 2012, p.366). The direct personal interaction with the researcher during the interviews may encourage participants to be more open in expressing and sharing their points of view on the topic. Furthermore, they might find it helpful to discuss the matter of their settlement in Vietnam with the researcher as they have possibly been thinking about it. This could be another reason why they welcomed the opportunity to be interviewed. Nevertheless, the current research can be considered exploratory since not many studies have been

done on TPWs. Therefore, using a qualitative approach is suitable to explore new themes, which in this case include those that are related to the notion of familiarisation with a new home.

## **2. The case study approach and the research sites**

A case study approach is increasingly recognised as a valuable research strategy for tourism studies (Xiao & Smith, 2006). It is defined as “an empirical inquiry that investigates a contemporary phenomenon within its real-life context” and adopted by researchers seeking to describe, explore and/or explain complex and dynamic social systems (Yin, 2009, p.13). Stake (2000, p. 438) refers to this approach as “the study of the particular” which encompasses the nature, historical background, physical settings as well as the socio-cultural context of a specific case. The thesis is based on a case study of TPWs in the central region of Vietnam, particularly in Da Nang and Hoi An. The region is circled on the map presented in Figure 3.2 below.

Figure 3.2: Map of Vietnam



Source: Terra Galleria Photography (n.d.)

Da Nang is one of the main cities in the central area of Vietnam (Figure 3.3). It has a natural land area of 1,283.42 km<sup>2</sup> and had a population of 806,744 people in 2007 (Da Nang Portal, n.d.). Its background and tourism development was partly mentioned earlier in the literature review. The city is considered the gateway not only to central Vietnam, but also nearby countries such as Laos, Thailand and Myanmar. It is recognised as an emerging tourist destination in Vietnam (Department of Sport, Culture and Tourism, n.d.), situated in a beautiful natural setting with many places to visit. Since five well-known UNESCO World Heritage Sites are located in the central region of Vietnam (Hoi An Ancient



Town, My Son Holy Land, Phong Nha-Ke Bang National Park, Hue Imperial City and the Royal Court Music), the city is also called “gateway to the World Heritage Road” (Department of Sport, Culture and Tourism, n.d.). With rapid growth, Da Nang tourism is attracting a lot of foreign investment, especially in hotel and resort development.

Figure 3.3: A map of Central Vietnam



Source: Welt-atlas.de (n.d.)

Hoi An is an ancient town located approximately 35 km from Da Nang. It is one of the most popular tourist destinations in Vietnam and its tourism sector is highly developed. It is about 60 km<sup>2</sup> in area and inhabited by 81,021 people (Hoi An World Heritage, n.d.). As a busy trading port in the past, and an important meeting place of many cultures such as Vietnamese, Portuguese, Japanese and Chinese, the tourism sector of this town has been developing for a significant



period of time and is now well established. It is claimed that good management, conservation, and the promotion of heritage values have created favourable conditions for sustainable tourism development in Hoi An (Quang Nam Tourism, 2013).

Initially, the geographic boundary of the case study was planned to be within Da Nang only. However, Hoi An was then included. Both places were chosen for this study for several reasons. First, as mentioned earlier in the literature review, Da Nang is a growing city, with a rapidly growing tourism sector that hosts an increasing number of expatriates. The second reason is related to the researcher's familiarity with Da Nang and the surrounding area, since the city is her hometown. Hence, she is more likely to have access to potential research participants there.

The reason for including Hoi An in the research is related to time constraints. Within the given period of the fieldwork, obtaining the required number of interviewees in a small city such as Da Nang could be a challenge. Therefore, expanding the geographic scale of the case study would be helpful. Hoi An, with a well-developed tourism sector and a large number of multinational hotels and resorts, is another place where TPWs reside. Moreover, the closeness between Da Nang and Hoi An means less inconvenience in term of travelling for the researcher. Another reason is the cost constraint that makes the research confined to one region. Also, since both places are within the same region, central Vietnam, they have many similar characteristics in terms of economic, socio-cultural and environmental factors. This contributes to ensuring the consistency of the case study context. As much as this research can potentially produce informative results, its generality for other cases is limited.

### **3. The choice of in-depth semi-structured interviews**

A qualitative interview may be understood as “a face-to-face interchange in which one person, the interviewer, attempts to elicit information or expressions of opinions or beliefs from another person or persons” (Maccoby & Maccoby, 1954, p. 499). While structured interviews are associated with the tenets of a quantitative methodology, semi-structured and unstructured interviews are related to a qualitative methodology (Jennings, 2005, p. 100). Semi-structured interviews

are chosen for a number of reasons. McGehee (2012, p. 370) outlines the following advantages of this interview technique:

- they are adaptable to a wide range of themes and topics
- they enable researchers to account for body language and non-verbal forms of communication often missed in other forms of data collection
- they can create rich, descriptive data and illustrative examples of the human experience
- the iterative nature of interviewing can ensure its validity and accuracy

Moreover, Cox (2004) suggested that while a researcher's ethnicity will inevitably influence the research, open-ended and semi-structured interviews, and other qualitative methods, may be more effective than more traditional, quantitative methods for collecting data across ethnicities. In this case study, the researcher is Vietnamese whereas participants are nationalities other than Vietnamese. Additionally, semi-structured interviews have a flexible agenda or list of themes to focus the interview, although between interviews with different participants the order of discussion will vary (Jennings, 2005, p. 104). The issues discussed in this research, intra-national travel behaviour and familiarisation with a new home, can lend themselves well to semi-structured interviews as the participants have an opportunity to explain their points of view in detail. In-depth, semi-structured interviews allow the researcher to obtain insightful opinions that are highly focused and relevant to the topic.

#### **4. Development of the interview questions**

Yun and Lehto (2009) suggest that the literature review provides guidance for designing a set of baseline questions for in-depth personal interviews. The interview questions for this research are developed based on the relevant themes drawn out from the literature, the conceptual framework and the research questions. The development of the interview questions involved a funnelling technique, which is a process that begins with broad questions and then follows up with more specific queries about particular circumstances or situations as a means to explore the meanings that emerge (McGehee, 2012, p. 366). The interview questions were designed to examine the intra-national travel behaviour of TPWs in the tourism industry in Da Nang and Hoi An, as well as the relationship

between these travel behaviours and TPWs' efforts to become more familiar with Vietnam as their new home.

The interview starts with some questions that help understand participants' background, followed by three sets of questions developed in accordance with the three main supplemental research questions (see Appendix 3 for the full list of interview questions). The first set intends to explore participants' intra-national travel patterns within Vietnam. The second set asks participants about their motivations for undertaking intra-national travel in Vietnam. The relationship between their intra-national experiences and their efforts to make Vietnam seem like a new home to them is the main focus of the third set. All three sets contain some questions that attempt to explore the potential link between intra-national travel and familiarisation with a new home of TPWs. Moreover, since the concept of familiarisation with a new home has not been widely explored, it is also important to know how these TPWs understand this concept. Therefore, a number of questions were developed to extricate participants' perceptions towards the notion of familiarisation with a place as a new home. Similar questions were asked of all participants to explore and compare their personal perspectives on the topic.

## **5. Selection of participants**

According to Minichiello, Aroni, Timewell and Alexander (1990, p. 197), "population" refers to the entire set of people the researcher intends to study, while a "sample" is a subset of that population. Given the limited time for the research field trip, it would be difficult to capture all of the TPWs in Da Nang and Hoi An. Therefore, this study is mainly based on primary data obtained from a small sample of potential participants. A snowball sampling method was used to select participants for the research. Snowball sampling can be described as an approach that involves using a group of informants whom the researcher personally knows or has made initial contact with, then asking them to put the researcher in touch with other potential participants they may know (Minichiello et al., 1990; Smith, 2010). More specifically, the initial participants may provide contact information and assist the researcher in making the connection with the other potential participants. This method therefore relies on the researcher's knowledge of a social situation (Minichiello et al., 1990). It is useful for drawing

a sample from a population that can be hard to access and works well for a small number of potential participants (Smith, 2010). Similarly, Jennings (2010, p. 140) argues that snowball sampling is used with difficult-to-reach participants because the researcher may not be informed about formal or informal “network connections”. In this study, some participants were known to the researcher prior to the fieldwork; others were approached through a snowball sampling method afterwards.

The selection of participants for this study was based on some key criteria:

- First, they have to be foreigners who are not Vietnamese and have travelled to Vietnam primarily for work.
- Second, they work in the tourism industry, either directly or indirectly, and hold managerial or supervisory positions. That includes hospitality (hotels, resorts, restaurants) and consultant businesses related to tourism. Regarding the clarification of managerial or supervisory positions, it is based on the participants’ job titles and their self-identification as managers and supervisors. Head chefs are considered eligible for the research, as they can be seen as managers (or supervisors) in the back-office department of a hotel. During the actual fieldwork, the researcher decided to include specialists as well. The main reason for this criterion is to ensure participants are professionals and highly skilled, as in accordance with the definition of TPWs by Uriely (2001).
- Third, they must have been living in Vietnam for at least six months. Since TPWs come to Vietnam primarily for work, a very short length of stay may not provide them with enough time to undertake any intra-national travel. In this case, information relevant to the research topic obtained from them would be less than from those who have had intra-national travel experiences. The longer they have stayed in the country, the more likely they have travelled at some stage. Six months is considered a reasonable period to ensure this likelihood. As it turns out, all interviewees have done some travel within Vietnam.
- Fourth, ideally potential participants should be residing in either Da Nang or Hoi An. However, if they had worked in these places for a period of at least six months, and now have moved to another place within Vietnam, they were

still considered for inclusion. The period of six month is perceived long enough for interviewees to have some connection to the place and, consequently, provide quality information that is related to the case study.

In general, a snowball sampling method was chosen because it is a convenient way of accessing the population that is often hard to get to. Participants were selected based on the developed criteria. Moreover, the study areas were chosen in order to ensure the collection of high quality data, within the given period of fieldwork. The gathering of the data is discussed in more depth in the next section.

#### **IV. Data collection**

Similar to pilot surveys, pilot interviews are also valuable (McGehee, 2012). Five pilot interviews were administered during the month of July 2013 in Wellington, New Zealand. Pilot interviewees were chosen through the researcher's personal network. They are not TPWs, but immigrants from India, Venezuela, China and Vietnam who have been living in Wellington for more than six months. The main purposes of doing pilot interviews are to obtain feedback from pilot interviewees on the interview questions; to be aware of the interviewing time and to gain practice for the implementation of the actual interviews. Although the pilot interviewees belong to a different category of migrants, lessons were learnt from the pilot interviews and were applied when doing the actual interviews with TPWs in Da Nang and Hoi An. Among the five pilot interviewees, four of them were full-time students and one was a full-time employee. Some of the experiences drawn out from the pilot interviews included:

- A few questions were confusing in terms of wording and thus rewritten afterward.
- Some questions were similar to each other and hence, several questions were removed from the list.
- The voice volume of the researcher when asking questions proved important. One pilot interviewee mentioned that sometimes when the researcher spoke quite loudly, she felt obligated to say "yes" to certain questions. Therefore, an average volume should be used to obtain more open and subjective opinions from the participants.

The actual fieldwork took place between August and October 2013 in Da Nang and Hoi An. All interviewees were given the interview questions beforehand for them to familiarise themselves with the questions and undertake any necessary preparation. The interviews were conducted in English, face-to-face, and at the places that are convenient to the participants such as workplace offices and coffee shops. Conducting interviews in English provides an advantage regarding the data collected. Since no translation is involved, ideas and opinions from the interviewees are kept as original. This may enhance the credibility of gathered information. However, one limitation is that the researcher might only recruit people who are confident enough about their English proficiency. Each interview lasted for 45-60 minutes, was tape recorded and later transcribed.

A number of sequential actions were taken when conducting the interviews. At the beginning of the interview, the interviewees were given a brief explanation about the background of the research and the objectives of the study. The information sheet and consent form were presented, which indicates that participants have the right to consent or not consent to the interviews being recorded (see Appendices 1 and 2). The consent forms provide participants with the option of receiving a copy of the summarised findings of the project. The interviewees were then asked to sign the consent forms. This practical process is encouraged in conducting interviews to provide the interviewees with sufficient information and to ensure informed consent for the interview (Kvale, 2007).

During the interviews, the sequence and wording of the interview questions were kept similar to the original version as much as possible. However, in many instances, the interviewees answered questions that had yet to be asked while answering other questions. Thus, the researcher had to adjust the order of the questions to ensure that all questions had been answered by the interviewees. Participants were encouraged to elaborate on issues being asked or related to the questions, as well as express their opinions in as detailed a manner as possible about matters that they believed to be relevant. Overall, the interviewees were very cooperative, and appeared to be interested in the research.

## **V. Data analysis**

The analysis in this study was predominantly based on the primary data obtained from the in-depth interviews. Full quotations from the interviewees were used. A number of analysis techniques for qualitative research were employed such as content analysis, coding and constant comparative analysis. Together with these techniques, an analytical framework was also developed to assist the analysis. They are explained in the following paragraphs.

### **1. Analysis techniques**

Qualitative content analysis is described as a “process of finding a focus for the analysis, and reading and annotating the data, which leads on naturally to the creation of categories” (Dey, 1993, pp. 99-100). According to Hall and Valentin (2005), content analysis may also be conducted in order to identify different understandings of conceptual issues. Therefore, content analysis is appropriate for this study as it attempts to gain understanding on several matters such as motivation for intra-national travel, and the concept of familiarisation with a place as a new home. Jennings (2005, p. 109) advises that with content analysis, textual materials are read, annotated and coded; then categories are generated from reading, annotating and coding (Jennings, 2005, p. 109).

One way to analyse qualitative data is through a “theme coding system” by clustering the data into the themes related to the study (Minichiello et al., 1990). Coding is carried out by breaking down the interview transcripts into categories followed by assigning labels or themes to the responses that are significant to the issues being studied (Bryman & Bell, 2003). Strauss (1987) identifies three types of coding: open coding, axial coding and selective coding. This thesis applies an open coding method with respect to identifying the main themes regarding the notion of familiarisation with a new home. In addition to the open coding technique, a number of pre-coded themes were used to address the supplemental research questions about intra-national travel patterns, motivations and experiences. Data were then inputted into suitable categories.

Patton (2002) suggests that a constant comparative method can be used to review the data, and to identify and cluster consistent themes. Constant comparative analysis and questioning are two processes used in coding through which the

development of grounded theory is able to obtain its accuracy and specificity (Strauss & Corbin, 1990, pp. 62-63). It enables researchers to develop categories through constantly comparing coded data (Jennings, 2010, p. 213). At the same time, it also allows the researcher to detect any influencing factors on the phenomenon, which in this case study are the intra-national travel behaviour of TPWs and their familiarisation with a new home. For instance, participants from different genders, age groups and/or countries of origin may provide different insights into the topic. In this instance, gender, age and/or country of origin could be seen as potential influencing factors in this study.

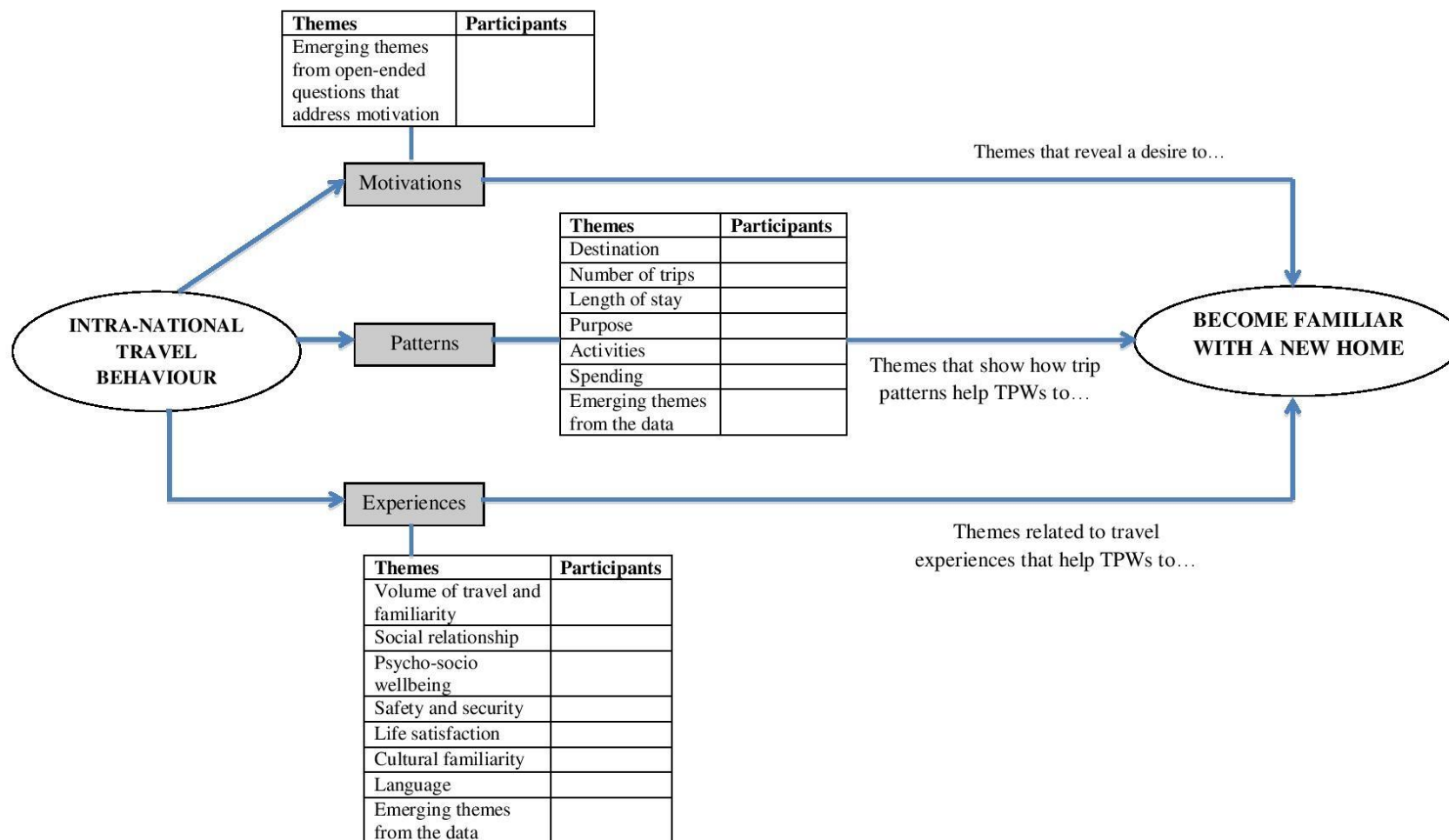
Overall a number of analysis techniques for qualitative research are used in this research. To assist the analysis process, an analytical framework was developed by the researcher. It is discussed in detail in the next section.

## **2. Analytical framework**

According to Pearce (2012, p. 61), an analytical framework can be used to “examine a body of information more systematically and/or identify and extract a set of themes”. In relation to this thesis, an analytical framework was developed based on the research questions and literature, specifically on tourism research methods and frameworks (Pearce, 2012; Schänzel, 2010). It is presented in Figure 3.4 below.



Figure 3.4: An analytical framework to examine the relationship between the intra-national travel behaviour of TPWs and their familiarisation with the new home



In order to tackle the main research question about the relationship between intra-national travel behaviour and familiarisation with a new home, three supplemental questions were developed dealing with three elements of intra-national travel behaviour: “motivations”, “patterns” and “experiences”. The researcher expects to find out several themes for each element that can help answer the main research question. For the elements of “patterns” and “experiences”, a number of *a priori* themes were drawn out from the literature review. However, there was no *a priori* theme for “motivations”, only emerging themes from open-ended questions that address intra-national travel motivations of the interviewees. Each theme is demonstrated through a number of quotations from the participants. Some quotations might be associated with more than one theme. First, by addressing “motivations”, the research aims to find the themes that reveal a desire to become more familiar with the new home. Second, by examining the travel “patterns”, the researcher expects to find the themes that show how trip patterns help TPWs become more familiar with the new home. Lastly, by investigating the “experiences”, the researcher hopes to find the themes related to intra-national travel experiences that help TPWs become more familiar with their new home.

Pearce (2012, p. 61) also argues that good analytical frameworks should provide structure rather than a “straitjacket”. Hence, in addition to guiding the analysis, the developed analytical framework should allow the researcher to identify certain themes from the primary data. As such, emerging themes can be expanded as the analysis is carried out. This analytical framework also shows the links among the main research question, the supplemental questions and the identified themes. Moreover, it allows the researcher not only to gather support for the identified themes, but also to be able to compare and contrast the responses amongst participants.

Despite what analysis techniques are used, there are several subjective matters that may have an impact on the quality of the research analysis. According to Jennings (2010), the researcher is the key actor who is mainly responsible for content analysis in qualitative research. The researcher is free to investigate and responsible for interpreting the contents of the empirical materials. Glaser (1992, p. 58) comments that the “personal experience, professional knowledge, and technical literature” also assist the researcher in interpreting empirical materials.

Some of these personal factors were discussed earlier in the research paradigm section including the researcher's background, personality and previous research experience. In general, the analysis of the data is influenced by the selected analysis techniques, the analytical framework and the researcher's personal experience and knowledge. Nevertheless, any research has its own merits and limitations. They are discussed in the following section.

## **VI. Research merits and limitations**

### **1. Merits**

The merits of this study are associated with its objectives stated earlier in the introduction chapter. They are divided into two main spheres: the tourism literature and the researcher, and the research participants and the study sites.

#### *a. The tourism literature and the researcher*

Findings of this thesis endeavour to contribute to a better understanding of the tourism-migration relationship. The case study provides a more thorough view on TPWs in terms of their intra-national travel behaviour and their familiarisation with the host country. Moreover, by examining TPWs' familiarisation with the new home, it helps one to better understand the notion of "home". The conceptual framework and the analytical framework can also be helpful for further related research.

The study also provides the researcher with a number of benefits. First, it expands her knowledge of the tourism and migration literature. Second, it enhances and improves her experience of conducting tourism research. This is demonstrated through the ability to develop different frameworks as supporting tools for the study, to interview participants and to analyse the qualitative data. Furthermore, the snowball sampling method of approaching participants also helps the researcher to expand her social and professional networks.

#### *b. The research participants and the study sites*

This research recognises the contribution of TPWs to tourism development in Vietnam. For the local areas, they are considered a potential intra-national tourism market. By examining their intra-national travel behaviour, the thesis can produce some useful data that helps local marketers promote local tourism to TPWs.

Moreover, it might be helpful for the participants to discuss matters related to their settlement in Vietnam with someone. By participating in this research, they would be able to share their views and opinions with the researcher. Nevertheless, the participants and the local tourism marketers may benefit from the research.

## **2. Challenges and limitations**

Several problems were encountered during the fieldwork, as well as when conducting the study. First, there was a time constraint for undertaking around 30-35 interviews given the fact that the thesis had to be completed within 12 months of its commencement. As a result, there was only time for a few months of fieldwork. Another challenge related to the time constraint is to secure the participant of interviewees. Since the potential participants are managers, supervisors or specialists, they are likely to have a busy working schedule. Moreover, the fieldwork took place between July and September 2013, which is the busy period for tourism in Da Nang and Hoi An. Therefore, it was difficult to arrange suitable interviewing times and sometimes rescheduling of the interviews took place. In addition, interruptions because of matters related to participants' work during the interviews were sometimes necessary. Several interviews had to be finished earlier than planned due to the busy working schedule of the interviewees.

Xiao and Smith (2006) indicate that issues such as comparison, triangulation, description versus interpretation, and generalisation are often perceived as typical challenges in the implementation of the case study approach. Since this research is considered exploratory, comparison, description and interpretation of collected data consume a lot of time and effort. This adds to the challenge of time constraints mentioned previously. Moreover, as mentioned earlier, there are two layers of interpretation involved in this research (one linked to the participants and one linked to the researcher). Therefore, care when interpreting gathered data is vital to create convincing interpretations. Another factor that adds to the challenge of interpretation is the language barrier. Interviewees have different levels of English proficiency and speak with different accents. Hence, it was sometimes difficult to understand their responses fully, or explain the questions to them and make sure that they understood correctly.

One of the noted limitations of the case study approach is that learning from particular case(s) inevitably reflects the researchers' values and perspectives in the (re)construction of case knowledge (Xiao & Smith, 2006, p. 739). Furthermore, the findings of case studies are often limited to the specific cases. Similarly, Jennings (2010, p. 42) indicates that when using an interpretive social sciences paradigm, the findings of a study are specific to those who participated. Consequently, generalisation of the thesis's outcomes may be restricted to the case of TPWs in Da Nang and Hoi An only.

Another challenge of this study is research bias. Delgado-Rodríguez and Llorca (2004, p. 635) indicate that the concept of bias is often referred to the use of mechanisms that produces a lack of internal validity. According to Minichiello et al. (1990, p. 221), the relationship between the interviewer and the informant may create research bias. It has the potential to affect the nature of the collected data. Since the employed snowball sampling method involved approaching potential participants from the researcher's personal network, relationship bias seems unavoidable. Whilst acknowledging the possible relationship bias, the researcher also sees it as a potential advantage. As approached from her personal network, the participants might feel more comfortable during the interview and thus, might be more forthcoming with their answers. Another bias, which was mentioned earlier, is personal patriotic bias of the researcher. The bias of patriotism can be defined as an affair of feeling that is caused by the apparently simple love for one's homeland (Jordan, 1904). Since the research is a case study of her home country, the bias of patriotism is inevitable.

In general, this chapter presents the background of this study's research methodology including the use of an interpretive social sciences paradigm, and qualitative approach with in-depth semi-structured interviews. Moreover, it explained how data was collected during the fieldwork. The chapter also presents the analytical framework which structured the analysis of the gathered data. Merits of the thesis are its contribution to the tourism literature, the researcher's personal knowledge and experiences, the participants' settlement, and local marketers. Major challenges and limitations include time constraints, care of interpretation, limited generalisation, and research bias. Results of the fieldwork and the data analysis are discussed in the next chapter.

## **CHAPTER 4: TPWs AND FAMILIARISATION WITH A NEW HOME – BACKGROUND, KEY CONCEPTS, MOTIVATIONS AND TRAVEL PATTERNS**

### **I. Introduction**

A number of findings and emerging themes were obtained from the analysis of the data. Chapters 4 and 5 are designed to present the outcomes of this research. The current chapter, chapter 4, looks at a summarised profile of the interviewees and their intra-national travel behaviour, including motivations and patterns. This chapter is divided into seven sections beginning with this introduction. The second section presents the profile of the participants, followed by their understanding of the term “travelling professional worker”. After that, the result of participants positioning themselves on a tourist-migrant continuum is presented. The concept of home, an important idea in this topic, is addressed next. In the sixth section, the intra-national travel motivations of the interviewed TPWs are presented. By identifying the motivating and demotivating factors for intra-national travel, the researcher attempts to examine whether the motivations reveal a desire of TPWs to become more familiar with the host country as their new home. After that, TPWs’ travel patterns in Vietnam are addressed with respect to showing how these patterns help them become familiar with their new home. The next chapter, chapter 5, will discuss the relationship between the intra-national travel experiences of TPWs and their familiarisation with a new home.

### **II. Profile of participants**

A total number of 53 TPWs were contacted between June and October of 2013. The actual fieldwork was undertaken between 22 July and 6 September. By the end of the fieldwork, 35 interviews had been conducted, including 24 in Da Nang, 10 in Hoi An and 1 in Ha Noi (the capital of Vietnam). The response rate was 64.2%. As stated in the selection criteria for participants, ideally interviewees should be residing in either Da Nang or Hoi An. However, if they had worked in one of these places for a period of at least six months, and now have moved to another place within Vietnam, they were still considered for inclusion. One interviewee from Ha Noi approached the researcher and showed his interest in participating. He worked in Da Nang for more than two years and had recently

moved to Ha Noi for another job. His profile fits the other selection criteria. In relation to the studied topic, he could reflect upon his past experiences of working and living in Da Nang. Moreover, as he stated, he often goes back to Da Nang to visit his friends and therefore the connection between him and this place is ongoing. As such, the researcher decided to include him in the study for his insights into the research topic. Out of the 35 interviews, one was not included in the study because the participant did not match the selection criteria. His employment was not within the tourism and hospitality industry. However, the researcher was not aware of this fact prior to the interview.

Since the emphasis is on the in-depth analysis of the issue being investigated, the representativeness of the sample is not a concern in qualitative research (Bryman & Bell, 2003). Moreover, Jennings (2010) suggests that the sample size in qualitative research is not predetermined, but rather the researcher decides when enough participants have been sampled. This occurs when there is redundancy in regards to the data obtained. The number of interviews conducted is perceived as sufficient in term of understanding the topic. Profiles of the 34 interviewees are summarised in Table 4.1.

Table 4.1: Profiles of research participants

Participants	Gender	Age range	Country of origin	Job title	Place
Adam	M	30-39	Switzerland	Restaurant Owner	DN
Adrian	M	30-39	Italy	Opening Manager	DN
Andy	M	30-39	Holland	Food & Beverage Director	HA
Anna	F	20-29	Italy	Health & Spa Therapist	DN
Antony	M	30-39	Australia	Deputy Director of Food & Beverage	HN
Aron	M	50-59	Scotland	English Teacher	HA
Austin	M	30-39	Bangladesh	Executive Pastry Chef	DN
Brian	M	30-39	United States of America	Executive Chef	DN
Charles	M	30-39	England	Director in Food & Beverage Import	DN
Edward	M	30-39	Sweden	General Manager	DN
George	M	30-39	France	Restaurant & Bar Owner	HA
Harry	M	50-59	Holland	Business Owner	HA
Jack	M	30-39	Australia	Resident Manager	DN
Jane	F	30-39	South Korea	Assistant Director of Sales & Marketing	DN
Jayden	M	30-39	France	Restaurant & Bar Owner	HA
Jimmy	M	40-49	United States of America	General Manager	DN
Liam	M	30-39	France	Restaurant Owner	DN
Mark	M	30-39	India	Business Owner	DN
Matthew	M	30-39	Italy	Food & Beverage Assistant Manager	DN
Max	M	40-49	Australia	English Teacher	DN
Paig	M	40-49	Australia	Manager of Event Company	DN
Peter	M	30-39	New Zealand	Tour Guide	DN
Pierre	M	30-39	Thailand	Director of Sales & Marketing	DN
Rian	M	50-59	United States of America	English Teacher	DN
Rory	M	40-49	Holland	Business Owner	HA
Sabrina	F	30-39	German	Tour Company Owner	HA
Saffron	F	30-39	Holland	Health & Spa Manager	DN
Sandra	F	40-49	England	English Teacher	HA
Shawn	M	20-29	India	Wellness Consultant	DN
Sonia	F	40-49	Belgium	Restaurant & Bar Owner	HA
Terry	M	40-49	Thailand	General Manager	DN
Theodore	M	20-29	France	Club Manager	DN
Thias	M	50-59	Holland	General Manager	HA
Tom	M	40-49	Australia	General Manager	DN

DN = Da Nang

HN = Ha Noi

HA = Hoi An



In order to protect the participants' identities, pseudonyms are used. Table 4.1 shows that participants are from diverse backgrounds in terms of gender, age group, nationality and employment; 85.3% of the participants are male and 14.7% are female. This big difference in gender may suggest a potential gender bias regarding the results of this study. It may also reflect a reality that the dominant gender of TPWs is male. Most of the participants are between 30 to 49 years old. Their lengths of stay in Vietnam range from 6 months to 19 years.

In terms of employment, the participants work in different sectors of the hospitality and tourism industry, mostly hotels and restaurants. Several of them are working for tour companies. Four participants are English teachers who have taught English for hotel and resort staff, under a teaching contract between the hotels and the language centres that employ them. Hence, they are still included in this study as their job is indirectly related to the tourism and hospitality industry. Working hours of the participants vary depending on their jobs, but the average is approximately 10 hours per day. Some have to work 6 days a week as required by the company, whereas others often work 5 days a week. A few participants mentioned that the seasonality of the industry affects their working hours. For example, Antony stated that his minimum working hours is 12 hours per day, but in the peak season, it can go up to 16 hours per day. One shortcoming acknowledged after the fieldwork had been conducted regarded the selection criteria of participants: unclear descriptions of their employment status had been obtained. Although most of the participants (32 out of 34) were working full-time, two of them were part-time English teachers (Aron and Sandra). It is assumed that those who were work part-time may have had more available time for travel. Accordingly, part-time and full-time employees might have different travel patterns. A future study with a larger sample of both types of employees could potentially investigate possible differences between them.

The criterion that requires participants to hold a managerial or supervisory position was adjusted by the researcher during the fieldwork. Since TPWs are characterised as career-oriented and highly skilled (Uriely, 2001), it was the researcher's assumption to believe that they would occupy positions within the higher levels of the organisational hierarchy. However, during the fieldwork, it appeared that many participants are specialists in certain fields such as health,

wellness and spa management. The interpretation of Uriely's definition of TPWs (2001) was then broadened. According to Uriely (2001, p. 5), some characteristics associated with the work of TPWs include being a skilled professional, occupying an official role or working in business. As such, Uriely's definition is found to be compatible with the notion that TPWs can be trained specialists, not just supervisors and managers. Therefore, the criterion regarding a managerial or supervisory position was adjusted to that of managers, supervisors or specialists.

### **III. Understanding of the term "TPW" by participants**

At the end of the interview question set that addresses the background of the participants, the researcher provided them with the definition of TPWs by Uriely (2001). It was phrased as follows (Uriely, 2001, pp. 3 and 6): "TPWs are those who travel across borders primarily for work and undertake tourism activities as a by-product or a bonus of their jobs.... They are usually career-oriented and highly skilled." All interviewees were then asked if they would identify themselves as TPWs. By the researcher's understanding of Uriely's definition, all participants were TPWs. However, participants were given the opportunity to reflect upon the definition and apply it to themselves. The majority of participants (26 out of 34) agreed that the term applied to them. Some participants arrived at a different answer to the researcher, that they did not perceive themselves as TPWs. Seven of the eight participants who did not see themselves as TPWs stated that the term either did not apply to them, or could have described them in the past but was no longer applicable. This view was explained by the fact that they have been settled in Vietnam for a long time and no longer travel overseas for work.

*The term does not apply to me anymore. I came as a tourist and then I realised there is opportunity for me to work. In the end, I don't travel anymore. I am now just based in Hoi An. (Jayden)*

Another matter, which contributes to making them interpret the term differently, is the way they came into their jobs. Some of them did not have jobs arranged prior to their arrival in Vietnam. They came to Vietnam as tourists and found jobs afterwards.

*I actually first came here for holiday, then someone offered me a job and I decided to stay, because I like the country and I had no other*

*plan at the time. So maybe now, it applied to me but before, no.*

(Theodore)

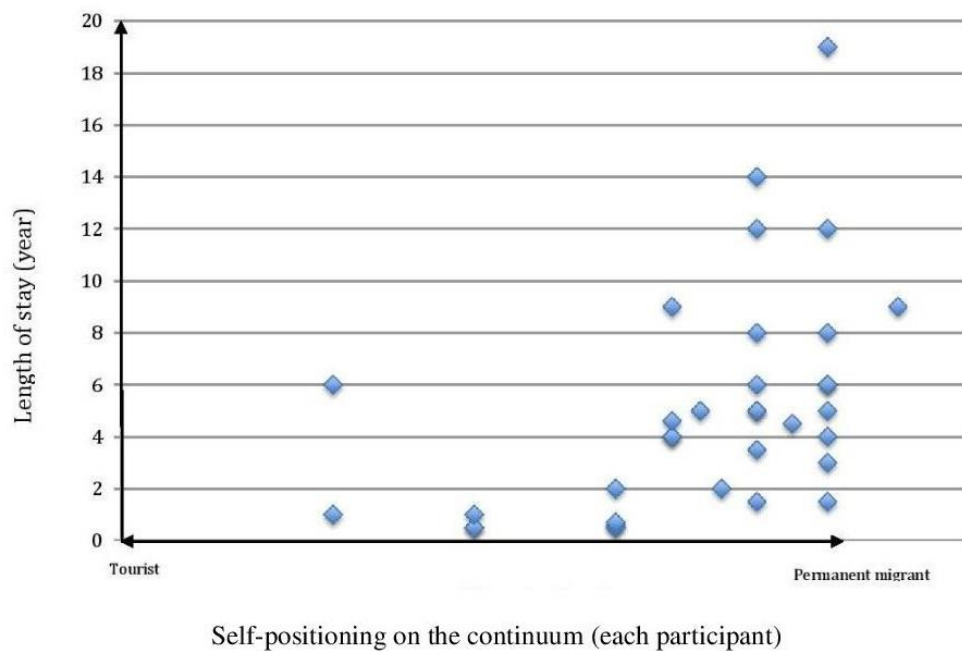
Perhaps, in the way they interpret Uriely's definition of TPWs, having jobs arranged prior to arrival is important in order for them to consider their travel as "travel primarily for work". Therefore, since it was not the case with some interviewees, they did not perceive themselves as TPWs. The issue of when employment was obtained (either pre-trip or after arrival) is not mentioned in the definition of TPW from Uriely (2001). Therefore, all interviewees were viewed as TPWs by the researcher despite the way they obtained their jobs. One interviewee was not sure whether the term applied to him, because he did not understand the term clearly. This probably was caused by the language barrier. Nevertheless, different views on the definition of TPWs by the participants correspond to the chosen research paradigm, "interpretive social sciences", which indicates that there are multiple ways to view a phenomenon (Jennings, 2010).

Different responses from the participants regarding the identification of TPWs suggest several issues in terms of understanding this term. First, "TPW" has not been widely used and is not recognised by foreigners working overseas. Second, it is possible that the identity of TPWs would change over time as they live in the host country. For example, one person can be categorised as a tourist at first, then become a TPW for a certain period and finally turn into a permanent resident. Changes in the migration status reflect the possibility of migrants being transformed from one category to another, which was mentioned in the literature review. It also reflects the views of Hall and Williams (2002) and Massey (1986) that the integration process of migrants and their influence on the tourism industry continuously changes as they live within the host country. Third, the definition of TPWs proposed by Uriely (2001) is rather broad and includes a lot of variation. Hence, the development of different categories within the TPW group could be helpful to scholars in relation to identifying them better. Following the participants' self-clarification of their TPW identity, their perceived position on the tourist-migrant continuum is addressed next.

#### IV. Perceived status on the tourist-migrant continuum

All participants were asked to place themselves on a tourist-migrant continuum and provide reasons for their placement. In Figure 4.1, each dot represents one participant. The graph shows that most of the interviewees perceived themselves as close to being permanent migrants.

Figure 4.1: Perceived status of TPWs on the tourist-migrant continuum



Their perceived positions on the continuum do not correspond to their length of stay in Vietnam. For example, though having been in Vietnam for the same period of time, some of them perceived themselves as more towards the “permanent migrant” end of the continuum than others. No participant considered himself/herself as a “full” tourist. This result is understandable because TPWs have lived, worked and spent more time in the place. Consequently, they have a stronger connection and know more about it than tourists do. In other words, TPWs are distinct from tourists and have a higher level of familiarity with the place.

*I think I am a bit more than a tourist. I live here. I mean...um...I can speak a little bit of Vietnamese you know. I am definitely not a tourist.*  
(Tom)

Moreover, the term “tourist” is often associated with mass tourism which is perceived as inauthentic and negative (Week, 2012). Perhaps this is one of the reasons why the interviewees were reluctant to place themselves at the “tourist” end of the continuum.

In the literature review chapter, the researcher suggested that TPWs can be seen as similar to potential immigrants as described by Krakover and Karplus (2002). On the tourist-migrant continuum, potential migrants would be placed as semi-tourists/semi-migrants (Krakover & Karplus, 2002), which is respectively in the middle of the scale. According to Figure 4.1, some participants saw themselves as semi-tourists/semi-migrants on the tourist-migrant continuum.

*I consider myself 50-50 because I am familiar with the local area, the local people, the expat community and I feel at home, but in the end, I am still a foreigner. (Mark)*

*I'd say a temporary migrant. I still feel somewhere in between because I cannot relate myself to everything here yet. So until I can relate and understand the real Vietnam, and respect for it as well, then I would say I am permanent. (Saffron)*

There are several key factors that may influence the participants' perceived status of migration. The first one is the commitment to stay at the place permanently.

*Never a tourist but also not a permanent migrant. If I walk around Hoi An and see all these tourists, I would think that I am not like them. Permanent migrants are those who decide to stay here forever. I am not like that. I am here for work and I can move to another place at a certain time. (Thias)*

For those whose length of stay at a certain place depends on job conditions as TPWs, this kind of commitment is a difficult decision. That is one of the reasons why some of them hesitated to call themselves permanent migrants.

The second factor is the ability to speak the local language. This issue is mentioned in the literature regarding the settlement process of migrants (Doherty & Taylor; 2007; Jan et al., 2012).

*The thing is that my face is white so I would still feel like a tourist at some stage. I am a little bit more than in the middle because I know a bit of the culture. Maybe up further is what I wish, when the local people accept me as a permanent migrant and my Vietnamese is better. (Jayden)*

*I feel like a permanent resident because tourists don't know much about what's happening here. We [TPWs] know the core of the country, the city or the place we are staying. I'd say 70-80% [on the continuum], because of course, I have to know the language and a lot of other things to get to 100%. (Austin)*

The results show that the better the participants can speak the local language, the more they feel like permanent residents. The issue of language will be mentioned again in the next chapter, with respect to how intra-national travel experiences affect TPWs' local language learning and, consequently, contribute to their familiarisation with a new home.

As suggested previously, TPWs may include a number of different sub-groups. The fact that the participants positioned themselves differently on the continuum again reinforces this possibility. Each sub-group may place themselves at a particular area on the tourist-migrant scale. Nevertheless, they are more likely to perceive themselves in the higher range towards the "permanent migrant" end of the scale. Several factors can affect their placement on the continuum including the commitment to stay for a long time, local knowledge and the language barrier. If these obstacles could be removed, they would see themselves more as permanent residents and their feeling of home in the host country would be increased. To better understand this topic, the concept of home as viewed by the participants is explained in the next section.

## **V. The concept of home**

The concept of home underpins the main research question. Therefore, it is important to have a good understanding of this concept. Participants were asked to provide their own definition of home and their differentiation between a temporary and permanent home. This section, first, explains how the interviewees

described their definition of home. A number of factors that can affect the perception of a certain place as a home are then mentioned. Finally, the difference between a temporary and a permanent home is discussed.

### 1. Definition of home

“Home” is a broad concept. Although a number of works have attempted to explore it, there is no universal definition of home (Dayaratne & Kellett, 2008; Philipp & Ho, 2010). The notion of home was understood differently among the participants. Some of them provided a general definition of home, whereas others gave an idea of having two homes, first and second homes. To gain a more specific understanding of the concept, this study will address the notion of first and second homes.

The first home is often associated with birthplace and family, while the second home relates to the current living place.

*I always speak of having two homes. So here in Vietnam, my home is with my girlfriend and a house that we rent. You know, wherever we are living, that is our home. But I also always refer to home as where my family is, because most of my family still live around the same area in the US. So I have a home here, and I have a home in the US.*  
(Brian)

*I guess home would probably be Melbourne [Australia] where my parents and my sisters are. But certainly, Vietnam is my second home. I've been here long enough, this is where my life is. I've had a house here, and a fiancé, and I might be settling in Da Nang for many, many years.* (Max)

Usually, the first home is definite and unchanging. In other words, it is permanent. Everyone has their own first home, yet may or may not have a second home. From the participants' perspective, the possibility of having the second home is related to their opportunities to travel. Accordingly, a person may have one first home, or one first and one second home, or more than two homes depending on his/her travels. Since TPWs travel to many places for work, the notion of the second home is more applicable compared with those who do not travel as much.

Moreover, from the perspective of TPWs, the notion of home is perceived within the era of mobility. As Uriely (2001) indicates, TPWs travel overseas primarily for work and therefore, their time in the host country is often based on their work contract. Due to the nature of their jobs, committing to stay in one place forever is not practical. Moreover, since they have to move so often to different places, some of them find it hard to identify what home is.

*I mean as a hospitality person, you move around a lot. You know I have a house here; that is where I live. Is it my home in the definition which a lot of people define as a home? I don't think so. I mean we own a house in Australia, is it our home? No, it is not. We rent it out to other people. So I don't really feel that we have a home in the terms that other people would regard it as a home. You know I grew up in a home, lived 20 years in one house with my family...I don't have that feeling...not just here but anywhere. I mean as part of my job, I move around a lot, so you kinda feeling a little bit temporary, no matter where you are. Because anything can happen with your job, your contract...so, yeah...nothing feels too permanent. (Tom)*

In general, the concept of home is subjective to individuals. The conventional definition of home is related to family and personal roots. For TPWs, due to the nature of their jobs that requires them to travel frequently, they often perceive themselves as having two homes. The conventional definition of home can be applied to their perception of the first home, while their second homes are usually associated with places where they travel to for work. However, not all of these places can become second homes. They need to have some particular characteristics that contribute to making TPWs feel at home. These characteristics are discussed next.

## **2. Factors that influence the perception of home**

Factors that influence the perception of home were drawn from the participants' responses to the questions related to the characteristics of a place that contribute to making it feel like home. It should be noted that the feeling of home discussed in this section is applied to both the first and the second home. The factors were divided into four main themes: physical exposure to the place, a sense of



belonging, social relationships and employment. Each theme is illustrated by a number of remarks from the interviewees.

The first theme includes factors related to the degree of physical exposure to the place. Results show that familiarity with the place contributes to the participants' perception of home.

*I am very familiar with the people there. I know my way around so I am very comfortable. (Jack)*

Comfort is one of the most important components regarding the feeling of being home. Being familiar with the place can contribute to help TPWs live more comfortably and thus feel more at home. In addition to the physical surroundings, familiarity with the local people also affects TPWs' perception of home.

*Home is of course, you need to feel homely, basically being like...friendly, comfortable with the people around and the community where you live in. You should not feel like...you know, out of the community. So yeah, people play the most important part. (Shawn)*

Relevant to familiarity with the local people and the community, the second theme is about a sense of belonging to the place. Many participants defined a home as where their roots are, where they were born or where their families are. Hence, a sense of belonging seems to be stronger with the first home. For the second home, sense of belonging is built through various means. Shawn's quotation shows that it can be associated with participation in the local community, similar to Sandra's opinion.

*Somewhere where you feel part of the community. Somewhere where you understand local festivities or customs. (Sandra)*

A sense of belonging is also built through the establishment of social relationships within and around the new home. Social relationships are the third theme that influences the perception of home. A sense of belonging and social relationships can be considered interrelated. As TPWs develop more social relationships in the host country, their sense of belonging to the place is supposed to increase. Examples of social relationships can include friendship, partnership and marriage.

*Da Nang is my home because, well, it is my wife's home city for one, so...my wife family, my extended family. (Edward)*

The themes of physical exposure to the place, sense of belonging and social relationships were mentioned in the literature review (Moran-Taylor & Menjivar, 2005; Phillip & Ho, 2010; Prentice, 2004). They are also presented in the conceptual framework in relation to the notion of familiarisation with a new home (refer to Figure 2.7). These results, therefore, reconfirm what has been explored in the literature.

A new theme that emerges from the collected data regarding the definition of home is one's job.

*My home is where my job is. (Thias)*

*A home is a place close to my expectation, for me to be comfortable, where I have my job and of course, my family. (Jayden)*

As Uriely (2001) indicates, TPWs are very career-oriented. Hence, it can be expected that their jobs play an important role in shaping their perception of home. Tom's comments from page 72 are another example of how jobs can influence their perception of home. For TPWs, their jobs relate to travel, and therefore, employment is often related to the notion of a second home. Accordingly, it is more significant to the perspective of a temporary home instead of a permanent home. The following section differentiates between these two types of home.

### **3. Temporary home and permanent home**

The difference between a temporary and a permanent home is identified through a number of elements. First, it is based on the amount of time one stays at the place. There is no required length of stay in a certain place to call it a temporary home. For example, according to George, the period could be approximately 8-9 months, while Shawn thinks that it is about 6 months. For some others, the temporary characteristic is associated with knowing that they will eventually leave. This is often caused by the nature of their employment.

*Temporary means...anytime. For expats, we have contracts and that means there is an end day, even though it can be extended. (Jane)*

On the other hand, a permanent home requires spending a lot more time there.

*Permanent is a place where you live and you spend all your life. (Sonia)*

Movements of TPWs often depend on their jobs and thus, their lengths of stay at a certain place are rarely permanent. This, again, shows how the job element can influence their perception of home, that it is often temporary.

Second, the difference depends on one's mindset that sees the place as either temporary or permanent.

Interviewer: *What do you think is the difference between a temporary and permanent home?*

Peter: *The mindset. If you think it is permanent, then it is permanent. If it doesn't feel permanent, then it is not.*

Sabrina provided a similar answer to the same question.

Sabrina: *I think it is your attitude, whether you have the mindset that says "okay, I am gonna come here and behave like a visitor", or "I am gonna come here and try living like anyone else does".*

It is understandable that the concept of home is governed by one's mindset because it is linked to personal feelings. Similar to mindset, another personal factor that can help to distinguish between a temporary and a permanent home, is age.

*The difference between temporary and permanent is age. Everything is temporary when you are in your 20s. Then you get into your middle 30s, and...I don't know, you just feel more in your head, you feel more grounded, not in a good or bad way, you just feel more homely when you get older. (Charles)*

Charles' quotation shows that the mindset seems to change as one gets older. From the participants' profile, many of the interviewed TPWs are in the age range between 30 and 49 years old. Acknowledging that the age factor may have an

impact on TPWs' perspective of a temporary or permanent home, this study, however, does not have enough data to form any sound relationship between age and the perception of home.

Finally, one can identify a place as a temporary or permanent home based on how difficult it is to make a decision to leave the place. The more difficult it is to leave the place, the more likely it is seen as a permanent home.

*The difference between a temporary and permanent home is how difficult it is if I have to make a decision to leave. For example, one day when my contract here [Da Nang] is finished, I would try to find a job if I want to stay. But if I can't find a job, then I have no choice but to move to another place. That makes it still temporary. If it becomes a permanent home for me, then that means, even though I can't find a job, I would still stick to the place and try other options to make something happen. (Pierre)*

Overall, in the case of TPWs, their concept of home often carries a temporary image rather than a permanent one, as they travel frequently. A number of factors should be considered when examining the TPWs' perception of home. They include physical exposure to the place, sense of belonging, social relationships and employment. Understanding TPWs' perspective of home, the study now examines how their intra-national travel motivations and patterns relate to their familiarisation with the host country as their new home in the following sections.

## **VI. Intra-national travel motivations of TPWs**

The interviewees were asked open-ended questions about the motivations underpinning their intra-national travels and whether their motivations had a connection with their desire to become familiar with a new home. Relevant themes were identified by coding the data obtained from the participants' answers for the open-ended questions. The main purpose of this section is to examine how these themes reveal TPWs' desire to become more familiar with the host country as their new home. It also presents the motivating and demotivating factors of intra-national travel in Vietnam of TPWs.

## 1. Motivating factors

Four main factors that motivate TPWs to undertake travel in Vietnam were found. The first one is about exploration of the country for the purpose of discovering its nature, culture and people. Eighty-five percent of the participants (29 out of 34) stated that they are motivated to travel around Vietnam to “see new things”, “have new experiences”, “meet the people from different regions”.

*I am motivated to travel in Vietnam because I want to see new things, to get to know more about the culture, also to relax and see the nature. (Andy)*

*What personally motivates me to travel in Vietnam is to see something else, something different, to get out of the routine I have everyday to get used to the different cultures of different places in Vietnam. (Theodore)*

The second factor, which motivates TPWs to travel within Vietnam, is the opportunity to relax and get away from work.

*Ah... I'd like to get away from work (laughing), and I'd just like to experience new things. (Jimmy)*

*Well I just think it is a great way to relax. Like I said, you always learn something out there. I love the photography and yeah, with the motorbike, I just love the fresh air, the feeling of sunshine on my body and a sense of freedom. Just get away from it all, from stress. (Rian)*

From the summarised background of the participants mentioned previously, it is noted that TPWs often have long working hours and not much time to relax. Therefore, the opportunity to take holiday trips is an important motivation. Moreover, for some of them, it is not just about relaxation, but rather a combination of resting and learning as noted by Jimmy and Rian.

For the last two themes, TPWs are also motivated to travel around Vietnam for their personal pursuits and social life such as photography, a sense of adventure and meeting friends.

*My motivation to travel in Vietnam is adventure. A lot of my travel now I do because I have to so...um...maybe to meet up with some friends and show them around a little bit. (Peter)*

Personal pursuits and social life can be considered important aspects to make the TPWs' time in Vietnam enjoyable. These motivating factors are associated with their psycho-socio wellbeing in the host country, which is seen as one of the key factors in immigrant settlement by Doherty and Taylor (2007). As such, they may play a role in the TPWs' perception of Vietnam as their new home. In general, by identifying the above motivating factors, the researcher tries to examine the way in which the intra-national travel motivations of TPWs affect their desire to become more familiar with their new home. This relationship is discussed in detail in the following section.

## **2. Intra-national travel motivations of TPWs and a desire to become familiar with the new home**

Most of the participants (31 out of 34) agree that their motivations to travel within Vietnam are associated with a desire to become more familiar with the country.

*I think my primary reason is just to explore the world and see new places. So I like visiting new places in Vietnam, I like learning new things about Vietnam. (Sandra)*

*Things like Cu Chi tunnel, kinda famous in the movies and...people that know about Vietnam and the war here are fascinated about the fact that people are able to go underground and live under there. I went down, and yeah it is amazing to see. Also Ha Long Bay, which is the natural beauty of Vietnam that I really wanna see for myself. I am also interested in going and exploring life in the Mekong Delta. (Max)*

These quotations indicate that participants are motivated to travel because they want to know more about Vietnam: its nature, culture or people. Travel also helps them confirm the facts about the intra-national destinations, which they have heard about before their trips. As they understand the country more, their familiarisation with it as their new home consequently becomes better.

*The more you understand, the more you build that sense of belonging and home. (Edward)*

*I guess the more you are familiar with the place and whatever aspect it might be, whether it is the food, or the dress, or whatever it is. The more familiar you are, the more it feels like home. (Jimmy)*

A desire to become more familiar with the host country through intra-national travel is also driven by some other aspects including employment. First, it helps them to be more productive at work.

*I think it is really important that when you are working somewhere, you need to be able to know how people think.... As an expatriate, we may be working in the higher positions, but we are alone. So in order to make an argument, you have to understand them from the ground, from the base, why they think like that, why they act like that. Travelling is one of the ways that you can experience and understand. (Pierre)*

*I'd like to be able to relate to my Vietnamese employees, when we talk about things for example and try to educate people, it is often easier to talk about anecdotes, personal experience. So if I know more about Vietnam, I can make an anecdote that relates to Vietnam. So yeah...I think it is essential to be able to relate to people and to understand their lives, their culture, their country as much as possible. (Tom)*

The motivation related to being more productive at work illustrates one of the characteristics of TPWs, which is to be career oriented (Uriely, 2001). For some others, they believe that familiarisation with a certain place can help them pick out the best place where they can live happily. In other words, being familiar with different places contributes to their search for the best new home. The remark made by Edward below is an example.

*I guess you can say that the desire to travel around is based a little bit on liking where you are, but also if you want to see other places. If*

*you have seen these places then you know whether you are happy where you are, or will you go somewhere else. (Edward)*

Despite the primarily positive responses from the participants towards the relationship between the intra-national travel motivation and a desire to become more familiar with the new home, three of them did not support the connection. Only two participants provided reasons:

*Ninety percent of my travel has been for business. That is something I had to do. (Charles)*

*It is more of self-fulfilment. I just want to go somewhere new and have fun. (Peter)*

This shows that the relationship is influenced by the type of motivations. Those who are motivated to travel to explore and to understand the country more, seem to see the connection between intra-national travel and familiarisation positively. While those who are motivated to travel for relaxation, or who travel as an obligation for business, do not see this connection as strongly.

The intra-national travel motivations of TPWs can change over time. For example, some interviewees indicated that they were first motivated to travel to see the country. However, recently it has been more for relaxation.

*Well at the beginning, what motivated me to travel was exploration, but now just relaxation. (Jane)*

This change might be associated with their familiarisation with the host country. It could be assumed that at the beginning, they were not very familiar with the country and therefore, they wanted to explore more during their trips. However, as they have gradually become more familiar with the country, they do not feel the need to explore it anymore. Accordingly, they are often motivated to travel for relaxation more than exploration as before.

*I travelled intensively around Vietnam, partially for my jobs in the past ten years and so, I don't feel the urge to travel more actually. (Harry)*



There is not enough data and evidence to make the assumption that intra-national travel motivations change according to TPWs' familiarity with the place. Hence, further in-depth interviews focusing on this relationship could be helpful to develop a more certain conclusion.

### **3. Demotivating factors**

If intra-national travel motivations reveal TPWs' desire to become familiar with a new home, the demotivating factors might reduce their chance of getting more familiar with the place, and therefore are worth mentioning. A number of factors that may stop the participants from travelling within Vietnam are time constraints, effort involved in organising and taking trips, inconvenience, cost, and a desire to avoid mass tourism or a lack of attractions.

*The only thing that doesn't motivate me is work. Because work doesn't allow me to do it. (Antony)*

*I guess...um...travelling requires a bit of planning, and yeah, little waiting for buses or planes or trains, and packing you know, worrying about how much clothes you're gonna carry, where you're gonna wash them...things like that make me just wanna stay home. (Max)*

*The downside of travel is that, I am getting old and I am very tall, so the actual sitting in the car or buses, those kinds of things...it is not fun like it was when I was 20. (Charles)*

Time constraints are often caused by their jobs. Most of the participants work long hours and do not have much free time to undertake trips. Moreover, the time constraint issue is also about the actual travelling time. A number of interviewees stated that the long hours of travelling by trains or buses is another factor that makes them feel unmotivated to travel in Vietnam. Though the issue of cost was mentioned during the interviews, it does not seem to be a big restriction among TPWs. Only 5 out of 34 participants consider cost as a concern when undertaking trips in Vietnam.

In addition, the effort and inconvenience involved when organising and taking trips may demotivate them to travel. Once TPWs are settled in a place where they are comfortable enough, they do not feel the need to travel given all the effort they have to put in and the inconveniences they might have to face. The inconveniences, including anticipated and unanticipated ones, are often caused by the language barrier, limited infrastructure and the weather. Last but not least, the lack of attractions at the place or a desire to avoid mass tourism may also stop TPWs from undertaking trips in Vietnam.

Interviewer: *What does not motivate you to travel in Vietnam?*

Adrian: *What makes me sad is that this booming of, you know, hotels and...investing money, and destroying the nature, you know.*

Rory has a similar view regarding the negative side of tourism development in Vietnam.

Rory: *In the past, I liked Nha Trang a lot, but now it is...too touristic. I don't like it anymore.*

Overall time constraints caused by extensive working hours seem to be the biggest demotivating factor for TPWs to travel around Vietnam. Knowing that TPWs are very work oriented (Uriely, 2001), this outcome can be expected. A great amount of time devoted to work might also be one of the characteristics that make the group of TPWs distinctive from others in relation to intra-national travel behaviour. As part of intra-national travel behaviour, the intra-national patterns of the participants are discussed in the next section.

## **VII. The intra-national travel patterns of TPWs**

The intra-national travel patterns of the interviewed TPWs were examined according to five main themes: *destination, purpose of travel, length of stay, travel companions, activities* and *spending*. These themes were drawn from the literature that examines travel patterns (Feng & Page, 2000; Lee & Cox, 2007). In relation to *activities*, the participants' attitude towards having authentic experiences was also assessed during the interviews. Since the involvement of TPWs in authentic experiences is more about their intra-national travel experiences, outcomes regarding this matter will be discussed in the next chapter which focuses on the intra-national travel experiences of TPWs. The answers for

*destination, length of stay, activities and spending* were based on the participants' most recent trip, whereas questions about *purpose of travel* and *travel companions* were asked more generally and not with respect to only the most recent trip.

A number of travel destinations were listed by the participants during the interviews. Table 4.2 indicate some common travel destinations among the interviewees.

Table 4.2: Common travel destinations within Vietnam by interviewees

Destination	Number of respondents	Percentage
Ho Chi Minh City	34	100%
Central Vietnam	34	100%
The rest of Southern Vietnam	29	85%
Ha Noi	28	82%
The rest of Northern Vietnam	22	65%
Ha Long Bay	20	59%

Out of all the mentioned places, Ho Chi Minh City and Central Vietnam were the most popular destinations. Da Nang and Hoi An are included in “Central Vietnam”. Since all participants had worked in either Da Nang or Hoi An, the fact that they travelled around the central area could be expected. Some of the other places which were not mentioned frequently enough are grouped into “The rest of Southern Vietnam” and “The rest of Northern Vietnam” depending on where they are located. Table 4.1 shows that all interviewed TPWs have been to Ho Chi Minh City at least once. Ha Noi is also a very common destination with 82% of the participants having travelled there. In general, the participants travelled to the South of the country (29 of 34 interviewees) more than to the North (22 of 34

interviewees). It was also stated by the participants that some of the mentioned destinations had been visited more than once.

*All of my travels, mostly Ho Chi Minh and I like Ho Chi Minh City too. Now I've become so much more familiar with Ho Chi Minh City, it is now becoming to feel like a home too. Even though it is so big, when you first go there it freaks you out because it is just so big. Probably for the first few times I went there, I thought I could never live there, but now, I could consider living there, although I prefer here [Da Nang]. (Jack)*

Jack's quotation shows that the number of trips may have an influence on the TPWs' feeling that a certain place is a home. Moreover, the volume of intra-national travel is associated with the degree of physical exposure to the place, which is one of the attributes of familiarisation with a new home (Figure 2.7). It is assumed that the more travel TPWs undertake within the host country, the more they are exposed to the physical surroundings. Consequently, they will become more familiar with their new home.

*Interview: Do you think that the more you travel around Vietnam, the more you become familiar with the country as your new home?*

*Matthew: Yes, of course. Because you get to know different parts, different places, habits and cultures, and you become more complete.*

Adrian had a similar answer.

*Adrian: Yes. Because you see things from different perspectives. The more you come to a place, the more you get used to it. You become familiar with things and the details.*

In addition to the volume of intra-national travel, particular intra-national destinations can help travellers learn different things about Vietnam. In other words, travel destinations play a role in helping TPWs become more familiar with the host country in certain aspects. Cu Chi tunnel in Ho Chi Minh City for example, is a place that is often mentioned by the interviewees and helps them know more about the history of Vietnam.

*The first time I went to Cu Chi tunnel. It was really...um...because we've been visiting the site, and when we go inside the tunnel and see how people lived there, and you think, it is really shocking. It was a good experience, made you understand more. (Matthew)*

*Purpose of travel* is attributed to either pleasure or business. The result indicates that 65% of the participants (22 persons) mostly undertake travel within Vietnam for pleasure, while only 24% of them (8 persons) mainly travel for business. The high percentage of participants who travel for pleasure might be related to the dominant motivation of exploration and relaxation among interviewees. The other four interviewees stated that their purpose of travel is a mix of both pleasure and business. *Length of stay* was varied from one day to a few weeks. There was one interviewee who had recently taken a trip around Vietnam for one month. Short trips (1-2 days) often fall into the business-related category.

In terms of *travel companions*, more than half (53%) of the participants often travel with family. Most of them (27 out of 34 participants) travel with friends and colleagues. Travel companions appear to have some influence over the participants' perception of Vietnam as their new home while they are travelling. Some indicated that travelling in Vietnam with their family members or friends from their home country make them think of Vietnam more as a new home, whereas the others believe that travelling with Vietnamese people is more helpful in terms of helping them become familiar with the travel destinations and the country as a whole. The relationship between the travel companions and familiarisation with the new home will be examined in more depth towards the end of the next chapter.

The *activities* of the participants' most recent trips are varied. The common activities are divided into five main groups, namely sightseeing and photography, cultural participation, adventure and sport, relaxation and social life and business-related endeavours. They are presented in Table 4.3.

Table 4.3: Intra-national travel patterns and activities

Activities	Number of respondents	Percentage
Sightseeing and photography	20	53%
Relaxation & social life (spa visits, meeting friends, party, night life)	13	38%
Adventure & Sport (national park visits, bike riding, yoga, sailing, swimming)	12	32%
Cultural participation	12	32%
Business related endeavour	7	21%

More than half of the interviewed TPWs stated that they got involved in sightseeing and photography during their most recent trips. The next common activity, represented by 32% of the participants, was cultural participation such as visiting the local markets, meeting the local people and eating local food. The high engagement with local nature and culture reflects the participants' goal to get familiar with the country. Activities for relaxation and social life such as spa visits, meeting friends and going to parties are also popular among the participants and were mentioned by 13 (out of 34) interviewees. Business-related activities have the lowest number of participants (7). This once again is associated with the lower percentage of travelling for business purposes as indicated previously.

Similar to *destinations*, *activities* can also help TPWs become familiar with the new home in certain ways. For instance, sightseeing and photography may increase their physical exposure to the place (one of the themes related to the concept of familiarisation with a new home as illustrated in the conceptual framework). Other activities can help them become more familiar with the local culture. Rian's quotation is an example:

Interviewer: *Did any of these activities contribute to a feeling or a sense that Vietnam is becoming a home for you?*

Rian: *Yes, absolutely. I feel like exploring Vietnam. I really want to see the country and get a sense of...not only geography of different parts of Vietnam, but also samples of different food, hear different dialects and so on.*

Bike riding, especially to the countryside, was one of the most common activities among the interviewees. This activity has made Peter feel more at home in Vietnam.

Interviewer: *What activities did you engage in during your last trip to Phong Nha?*

Peter: *Mainly motorbike ride. We do road trip all around the countryside.*

Interviewer: *Did any of these activities contribute to a feeling or a sense that Vietnam is becoming a home for you?*

Peter: *I guess so... It wasn't something I thought about but yeah. You do have the feeling when you go like that, spectacular out there. You do have that feeling: "wow this is where I am living now".*

Participation in local sport events is another example that shows the link between travel activities and familiarisation with a new home.

Interviewer: *Did any of these activities contribute to a feeling or a sense that Vietnam is becoming a home for you?*

Rory: *Yeah. I had a cycling race in Ho Chi Minh City before, and there were only 3 foreigners and about 250 were Vietnamese. Everything was in Vietnamese, the programme, the speaker, no English translation. I also participated in a triathlon in Lang Co, and there were about 300 participants, only 10 Vietnamese. So the feelings are very different between the two events you know. The triathlon in Lang Co was international, but the race in Ho Chi Minh City was 99% Vietnamese. And normally before races, I eat white bread with*

*marmalade...but in that bicycle race, I was there eating Pho (laugh).*

*So yeah, such things made me feel like I am Vietnamese.*

The last examined element of intra-national travel patterns in this research is spending. The reason for investigating the participants' spending is to examine TPWs as a potential tourism market. The cost of their most recent trips ranged from US\$50 up to US\$300 per day. Spending on business trips is often paid by the participants' employers and thus, they were not sure of the amount. Statistics show that an average daily expenditure for a foreign visitor travelling for relaxation in Vietnam is approximately US\$76 in 2009 (General Statistics Office of Vietnam, 2009). As such, their spending behaviour can be considered fairly high. Moreover, when being asked about the factors that can affect their trip-related decision, cost was not frequently mentioned. Nevertheless, despite the purpose of travel, the intra-national travel of TPWs clearly contributes to the earned revenue by the local tourism industry.

Chapter 4 provided a summary of the participants' profiles, which shows that they have a diverse range of nationalities, ages and jobs. The study found that the term TPW introduced by Uriely (2001) was interpreted differently amongst the participants. There are interviewees who may not perceive themselves as TPWs because they think that they become TPWs after arrival at the destination, rather than being TPWs prior to arrival. This finding suggests the need to develop different categories within the TPW group to identify them better. Moreover, the concept of home from the TPWs' perspective can be influenced by a number of factors including physical exposure to the place, a sense of belonging, social relationships, and employment. Additionally, as they travel quite frequently, their perception of home often relates to a temporary home rather than a permanent home. Results also show that the intra-national travel motivations of TPWs, especially those associated with exploration and discovery of the host country, reveal their desire to become familiar with their new home. In terms of TPWs' intra-national travel patterns, it is found that volume of travel, choice of destination and their activities are related to their familiarisation with a new home. The more intra-national travel TPWs undertake, the more they become familiar with their new home. Also, particular intra-national destinations and activities can help TPWs become familiar with certain aspects of their new home. The next



chapter discusses another element of intra-national travel behaviour: intra-national travel experiences, and their relationship to TPWs' familiarisation with a new home.

## **CHAPTER 5: TRAVELLING PROFESSIONAL WORKERS AND FAMILIARISATION WITH A NEW HOME – TRAVEL EXPERIENCES AND EMERGING THEMES**

### **I. Introduction**

As indicated in the analytical framework, another element of intra-national travel behaviour besides motivation and travel patterns is intra-national travel experiences. Therefore, in order to examine the relationship between the intra-national travel behaviour of TPWs and their familiarisation with a new home, their intra-national travel experiences are also explored. The main purpose of this chapter is to identify the themes related to intra-national travel experiences that help TPWs become more familiar with their new home. A number of relevant themes were found, including *a priori* themes drawn out from the literature review and emerging themes that appeared through the data analysis. Moreover, in this chapter, the researcher attempts to identify some new aspects that might be related to TPWs' familiarisation with a new home, other than their intra-national travel behaviour. The chapter is structured into four main sections, starting with this introduction. Then the *a priori* and emerging themes of TPWs' intra-national travel experiences related to their familiarisation with a new home are presented. The next section examines the negative side of intra-national travel and its impact on TPWs' perception of home. Finally, some emerging aspects, other than intra-national travel, that affect the way in which TPWs become familiar with a new home are discussed.

### **II. Intra-national travel experiences and familiarisation with a new home**

#### **1. *A priori* themes**

The literature review suggests several factors that can influence the familiarisation of migrants with a new home. For instance, Doherty and Taylor (2007) emphasise the importance of psycho-socio wellbeing, life satisfaction, cultural familiarity and language to the settlement of young immigrants in Canada. Other relevant papers mentioned in the literature review also address the significance of factors such as the development of social relationships (Levitt & Jaworsky, 2007; Philipp & Ho, 2010) and a sense of safety and security (Sampson & Gifford, 2010). These themes were considered when developing the interview questions. Accordingly,

the collected data allows the researcher to examine the participants' intra-national travel experiences in terms of, but not limited to, the following so-called *a priori* themes: the establishment of social relationships, psycho-socio wellbeing, safety and security, life satisfaction, cultural familiarity and language.

#### **a. Establishment of social relationships**

The establishment of social relationships is considered important to the concept of home and one's familiarisation with a new home. For example, Seat (2000) and Tirone and Pedlar (2000) advise that having friends is a fundamental factor to the successful settlement of young newcomers. The role of social relationships to the notion of home was mentioned in the literature review chapter, and reconfirmed through the findings presented in chapter 4. Therefore, if the intra-national travel experiences of TPWs relate to the establishment of their social relationships in the host country, there will be a link between their intra-national travel experiences and their familiarisation with a new home.

In this section, the establishment of social relationships is within the context of intra-national travel. Results show that the encounter with local people when travelling contributes to making TPWs feel more at home.

*My Vietnamese friends are truly my friends, and the people I trust. I think they just go out of their way to be helpful and to be supportive in any situation, you know. Not just friends but the people I meet during my travels, for me make it feel more like home. 95% of the time, the people are just very hospitable, and warm and friendly. (Rian)*

The attitudes of the local people towards foreigners can have an impact on the quality of their stay in the country (Nyamnjoh, 2002). The friendliness and hospitality of the local people are seen as being associated with their acceptance of foreigners. This positive feeling then potentially contributes to the feeling of home, illustrated by Rian's quotation. In addition, the establishment of social relationships with the local people during their travels also helps TPWs enrich their intra-national travel experiences, such as by giving them access to local information.

*By socialising with Vietnamese people, you will have the opportunity to explore more of many places... Because some of the information*

*they provide you is not what a traveller would know. And when you gain access to that information, you feel like you're privileged. You feel like you are part of the group. (Pierre)*

*I think it [social relationships] helps you experience more, and then those experiences make you enjoy more, so then it makes you want to live here more. (Antony)*

Accessibility to local knowledge is highly valued by the participants for several reasons. First, it helps distinguish them from tourists. Second, it makes them feel included in the community. This strengthens the point discussed in chapter 4, that community participation contributes to creating a sense of belonging to the place.

Overall, the establishment of social relationships as TPWs travel intra-nationally can help them become more familiar with their new home. Positive affiliations with the locals not only make them feel welcome and enhance their experiences while staying in the country, but also increase their access to local knowledge. These advantages subsequently make them feel more at home. Moreover, social relationships can influence TPWs' psycho-socio wellbeing, which is another factor that contributes to the feeling of home. It is discussed in the next section.

#### **b. Psycho-socio wellbeing**

Doherty and Taylor (2007) suggest that psycho-socio wellbeing is a significant factor that affects the settlement of young immigrants in Canada. According to their research, psycho-socio wellbeing is associated with being happy, having fun and opportunities to integrate socially. Similar to the study by Doherty and Taylor (2007), the researcher assumes that psycho-socio wellbeing is also important to TPWs' familiarisation with a new home. The relationship between the intra-national travel experiences of TPWs and their psycho-socio wellbeing is, thus, examined in this study.

All participants agreed that travelling within Vietnam makes a contribution to their psycho-socio wellbeing.

Interviewer: *Do you think that travelling within Vietnam makes a contribution to your psycho-socio wellbeing?*

Peter: *Yes. I think in Vietnam, if you continue travelling to places after places, you see happy people all the time, and that makes me happy.*

Edward expressed a similar opinion to the same question.

Edward: *Yes. It is for one, you meet new people, build new friendship. It makes you understand the country more. The more you have been here, the more you understand, the easier it is, the more you feel comfortable and relaxed.*

The establishment of social relationships and psycho-socio wellbeing appears to be interrelated. The quotations from Peter and Edward indicate that TPWs' psycho-socio wellbeing can be improved through the development of social relationships, as well as a feeling of comfort and relaxation. In chapter 4, social relationships and comfort were mentioned as significant factors influencing the perception of home. Moreover, the previous section suggests that intra-national travel experiences provide TPWs with an opportunity to both expand their social network and gain better local insights. This may explain how the intra-national travel experiences of TPWs enhance their psycho-socio wellbeing. To conclude, by making a contribution to TPWs' psycho-socio wellbeing through the development of social relationships and comfort, the intra-national travel experiences also affect their familiarisation with a new home.

### **c. Safety and Security**

According to the conceptual framework (Figure 2.7), a sense of safety and security can influence one's familiarisation with a new home. However, the participants did not mention this element when they were asked to provide their own definition of home. Accordingly, this section first attempts to investigate the importance of safety and security to the concept of home. Then it examines whether the intra-national travel experiences of TPWs enhance their feeling of safety and security and, consequently, affects their familiarisation with a new home.

Most of the participants (31 out of 34) agreed that safety and security play a significant role in shaping their feeling of Vietnam as their new home. The following remarks are some examples.

*Vietnam is a very safe place. There is very little violence and crime and so, it is definitely something that makes me feel like it's a temporary home. (Jimmy)*

*If you don't feel safe, you don't feel home. (Sabrina)*

*For me, it is important to feel safe in my hometown, otherwise it is not home. (Adam)*

A sense of safety and security contributes to the TPWs' comfort and convenience of living in the place. As a result, it can make one feel more like being at home. This finding is consistent with the literature (Sampson & Gifford, 2010) and confirms that a sense of safety and security is an important component to the perception of home.

Regarding the relationship between the intra-national travel experiences of TPWs and a sense of safety and security, it was assumed by the researcher that the more intra-national travel TPWs undertook, the more they would feel safe and secure. Thirty-three out of 34 participants stated that they feel safe and secure when travelling within Vietnam. However, a smaller number of respondents, twenty of them, supported the researcher's assumption that the more they travel intra-nationally, the more they feel safe.

Interviewer: *Do you think that the more you travel within Vietnam, the more you feel safe and secure?*

Theodore: *Yes, of course. If you go to the place for the first time, you don't know things around. But if you come for the 2<sup>nd</sup> or 3<sup>rd</sup> time, you know more and you feel safer.*

However, Saffron and Brian had different responses to the same question.

Saffron: *It depends on the experience you have when you travel. I haven't had any bad experience to feel unsafe, but if I do, then maybe.*

Brian: *No. I think I feel just as safe and secure. I haven't felt unsafe or insecure at any point in my travel in Vietnam.*

For those who support the positive relationship between the volume of intra-national travel and the feeling of safety and security, their reason is related to the opportunity to learn and understand more about the country. In other words, the

experiences TPWs accumulate as they travel intra-nationally help them understand better and travel more confidently within the country in the future. The feeling of safety and security is also influenced by the past intra-national travel experiences of TPWs. More specifically, positive intra-national travel experiences are likely to create a sense of safety and security amongst them. However, past negative experiences can make them feel unsafe, either in general or during their future intra-national travels. Dissimilarly, a number of participants (10 persons) believe that intra-national travel does not make any difference to their feeling of safety and security, as they have already felt safe and secure in Vietnam (represented by Brian's quotation).

Overall, since a sense of safety and security is important to one's perception of home, if intra-national travel experiences can enhance this feeling, then they are related to TPWs' familiarisation with a new home through the enhancement of their safety and security. This assumed relationship received different opinions from the participants. Also, the study found that it could be influenced by several factors such as volume of travel and past experiences. Hence, the proposed relationship receives mixed support in this research. Further related studies may help to better understand the link between intra-national travel experiences and familiarisation with a new home through the feeling of safety and security.

#### **d. Life satisfaction**

Scott and Scott (1989) identify life satisfaction, or being happy with various aspects of one's circumstances, as one of the key indicators of successful settlement. Likewise, Doherty and Taylor (2007) mention life satisfaction as an important aspect regarding the settlement of immigrant youth. Therefore, life satisfaction is considered another factor that has an impact on one's perception of home. It is assumed that if the intra-national travel experiences of TPWs contribute to their life satisfaction, then they also contribute to their familiarisation with a new home. The interview questions were developed concentrating on the relationship between intra-national travel experiences and life satisfaction, rather than the relationship between life satisfaction and familiarisation with a new home.

Results indicate that the majority of the participants (33 out of 34) acknowledge the contribution of intra-national travel experiences to their life satisfaction. Consequently, according to the researcher's assumption stated above, the intra-national travel experiences of TPWs can help them become familiar with a new home through the enrichment of their life satisfaction.

Interviewer: *Do you think that travelling within Vietnam makes a contribution to your life satisfaction?*

Saffron: *Yes. Because I want to have new inspiration and I get that when I travel in Vietnam.*

In addition, Theodore provided an interesting definition of home.

*I define it [home] with the lifestyle you can get. If you get a good lifestyle, you feel like home. By lifestyle, I mean the happiness you can have everyday.* (Theodore)

The element of having a lifestyle was only mentioned by one interviewee, and therefore was not seen as a major component when addressing the concept of home in chapter 4. However, Theodore's view indicates the potential relationship between lifestyle and familiarisation with a new home. It also suggests that life satisfaction and lifestyle can be related by way of achieving happiness.

The literature indicates that TPWs' attitude towards pleasure seeking is distinctive from other groups of migrants, in the way that it is associated with the development of their own lifestyles and experiences (Adler & Adler, 2004; Uriely & Reichel, 2000). Accordingly, as one of the leisure activities, intra-national travel can be seen as a way to seek pleasure and have some impact on shaping TPW lifestyle.

*I think one of my goals personally is to travel and see as much of the globe as I can, and to gain as many experiences as I can, to meet as many people as I can.* (Brian)

In general, the intra-national travel experiences of TPWs can contribute to their life satisfaction, as well as the development of their lifestyle. As such, they potentially help TPWs become more familiar with a new home.



### e. Cultural familiarity

Scott and Scott (1989) argue that understanding the host country's culture is an important factor for migrants to fit into mainstream society. Likewise, according to Doherty and Taylor (2007), familiarisation with mainstream culture made a contribution to the settlement of immigrants in Canada. Thus, familiarity with local culture is perceived as a significant factor in relation to TPWs' familiarisation with their new home. All participants agreed that travelling around Vietnam helps them become more familiar with the local culture. Thirty-one of them stated that their familiarity with the local culture makes them think of Vietnam more as their new home. This outcome suggests a strong link between cultural familiarity and the concept of home.

Results also indicate that cultural familiarity can be achieved through a number of ways. First, it is gained through intra-national travel experiences. All participants agreed that travelling within Vietnam helps them become more familiar with the local culture.

Interviewer: *Do you think that travelling around Vietnam helps you become familiar with the culture?*

Thias: *Yes, but not only that. Working with the local people also teaches me a lot about the culture.*

Jane indicated a similar answer.

Jane: *Yes, but it is very similar to Korean culture. I also learn about the culture through my colleagues. The similarity between Korean and Vietnamese culture helps me feel comfortable here as well.* [Jane is Korean]

From the quotations of Thias and Jane, it appeared that the working environment also helps TPWs become more familiar with Vietnamese culture. This emphasises another important aspect of TPWs' jobs to their familiarisation with their new home.

In addition to the working environment, cultural familiarity can be affected by cultural proximity. In this study's context, cultural proximity is understood as the degree of similarity between the culture of TPW's country of origin and the

culture of the host country. Accordingly, participants who come from the Asian cultures seem to get along with Vietnamese culture better than those who are from Western cultures.

*I like Da Nang and want to make it my home because it is very similar to my hometown in Thailand, the road, the cleanliness, the people, safety... (Terry)*

Jane's quotation above also indicates that cultural proximity may contribute to the comfort of TPWs while staying in the host country and, subsequently, makes them feel more at home. In addition, TPWs whose home culture is similar to the host-country culture have some advantages while undertaking intra-national travel. For instance, they might be able to relate to some local social norms and understand why local people behave in certain ways. Cultural proximity potentially affects the intra-national travel experiences of TPWs. This finding confirms the influence of TPWs' country of origin to their intra-national travels, and potentially, their familiarisation with a new home.

Overall, the intra-national travel experiences of TPWs can help them become more familiar with their new home by increasing their familiarity with the host-country culture. Cultural familiarity is influenced by the working environment and cultural proximity. As part of the culture, language is a significant factor. Its relation to TPWs' familiarisation with a new home is discussed in the following section.

#### **f. Development of the local language skill**

In the previous chapter, the role of language to TPWs' self-positioning on the tourist-migrant continuum was discussed. The outcomes show that the ability to speak the local language can affect one's feeling of home. This section investigates how the intra-national travel experiences of TPWs help them develop their Vietnamese language skills and subsequently become more familiar with their new home.

Various outcomes were found regarding the improvement of language skills through intra-national travel. Some participants (17 out of 34) believe that travelling within Vietnam can help them learn and improve their Vietnamese, for

instance, by picking up words from the local people and speaking to them while travelling.

*I've picked up Vietnamese since I started living in Da Nang, and I use it very often when I travel. (Mark)*

*I learn basically when I travel because I need to communicate more. (Shawn)*

The proficiency in the local language allows TPWs to gain more local knowledge and communicate better with the local people. This ability definitely increases their interaction with the local community and accordingly, helps them become more integrated and familiar with the host country as their new home.

*If you know the language, you can learn a lot more and feel much more connected to the country. (Thias)*

*Being able to speak the language not only helps your life here become easier, but also you'll be accepted as part of the community. (Pierre)*

However, some interviewees (17 out of 34) stated that travelling around Vietnam does not make any contribution or contributes very little to their Vietnamese learning. In fact, in some cases, travelling to different intra-national destinations makes them realise the difficulty of learning Vietnamese.

Interviewer: *Does travelling within Vietnam contribute to developing your Vietnamese language skill?*

Theodore: *Not really. I rarely use Vietnamese when I travel and don't pick up much either.*

Charles also provided a negative response to the same question.

Charles: *Actually quite the opposite. This is what I was saying about different areas in Vietnam... We are in Da Nang now, where I can get the dialect within six months. But then I go half an hour down the road to Hoi An and the people there would have no idea what I am talking about. So I think actually, for most foreigners, we go "yeah yeah we wanna learn Vietnamese", when you start travelling around and...um...you kinda lose hope, you know.*

Vietnamese has many different dialects, and this diversity seems to be a discouraging factor for TPWs to learn the language while they travel. Moreover, depending on the ability of the local people to speak English, travellers may or may not see the need to learn or communicate in Vietnamese. In other words, if TPWs could use English to communicate while travelling reasonably, there would be no need or desire to learn Vietnamese. As such, intra-national travel would not contribute much to their Vietnamese language skills. Since the contribution of intra-national experiences to the Vietnamese language skills of TPWs is varied, the influence of their intra-national travel experiences on their familiarisation with a new home through the development of their local language skill is not definite in all cases.

Overall, the results regarding the *a priori* themes of this study are consistent with what has been explored in the literature. They illustrate that the intra-national travel experiences of TPWs are related to their familiarisation with their new home, through some contributions to their development of social relationships, to the enrichment of their psycho-socio wellbeing and life satisfaction, to their feeling of safety and security, and to the increase of their cultural familiarity with the host country. The ability to speak the local language is also identified as one of the *a priori* themes influencing familiarisation with a new home. However, in this research, the intra-national travel experiences of TPWs did not appear to strongly contribute to developing their local language skills. In addition to these *a priori* themes, this study also found a number of emerging themes that can show how TPWs' intra-national travel experiences help them become more familiar with a new home. They are discussed in the next section.

## **2. Emerging themes**

According to the conceptual framework, this study also expects to discover some themes emerging from the collected data that show how the intra-national travel experiences of TPWs help them become familiar with a new home. A number of emerging themes were found during data analysis. They include the most memorable experience, involvement in authentic experiences, and travel companions. This section explains how these themes help TPWs become familiar with a new home.

### **a. The most memorable experience**

As the researcher analysed the data, the most memorable intra-national travel experience of TPWs was noted as an emerging theme that is related to their familiarisation with their new home. Twenty-one out of 34 participants stated that their most memorable travel experiences in Vietnam had an influence on their perception of Vietnam as a possible home at that time.

*During that trip on the motorbike, I saw the beautiful mountains and the local people there. It made me want to come back and make Vietnam my home. (Sabrina)*

Shawn also agreed with the impact of his most memorable travel experience in Vietnam on his perception of the country as his new home.

*I was travelling by myself at that time. When you could travel around confidently by yourself, then you would think that you can stay and live in that place. (Shawn)*

Among the most memorable experiences mentioned by the participants, none of them was negative. One way to interpret this result is that the most memorable experiences help develop their affection for the country, encourage them to stay longer and make it their new home. In other words, the most memorable experience creates an impression of the country, and that contributes to TPWs' decisions about staying or leaving. Therefore, the most memorable experience of intra-national travel potentially affects TPWs' perception of the host country as a possible home, and encourages them to get more familiar with their new home by various means including travelling.

### **b. Involvement in authentic experiences**

Thirty-two out of 34 participants stated that they often try out authentic experiences when they travel. However, the responses regarding the contribution of authentic experiences to the feeling of home is different. Sixteen out of 34 participants agreed that by trying more authentic experiences, they feel more connected to the country. As a result, these experiences make a positive contribution to their familiarisation with Vietnam as their new home.

*They help me understand the culture more, help me learn more about the place I live. (Brian)*

Edward stated a similar opinion.

*You get the cultural insights. When considering a place as your home, you can do something similar to the local people. (Edward)*

On the other hand, some interviewees (18 persons), though they often try out authentic experiences while travelling, do not think that those experiences would make them feel more at home in Vietnam.

*Sometimes it is quite extreme, very new and very different so you definitely feel like an outsider, you feel like a tourist. (Paig)*

Depending on how different the two cultures (of the host country and home countries) are, the impact of trying authentic experiences in the host country on TPWs' feeling of home might be different. If the difference is considerable, the authentic experiences seem to have a negative effect on their feeling that Vietnam could be a home. However, if the difference is minor, TPWs seem to accept the local culture more easily. This outcome again reinforces the impact of cultural proximity discussed previously in the section on cultural familiarity.

### **c. Travel companions**

Mehmetoglu, Dann and Larsen (2001) argue that solo travel is a different type of travel experience compared to travelling with others. Moreover, according to Jang, Yu and Pearson (2003), travel companions may have some impacts on the trip characteristics of travellers, such as length of stay and spending. These show that travel companions potentially influence one's travel experiences. In relation to this study, travel companions are divided into two groups: family members or friends from TPWs' home country and Vietnamese friends. The research examines how each group affects the TPWs' intra-national travel experiences and, consequently, their familiarisation with Vietnam as their new home.

Travelling within Vietnam with family members or friends from the home country influences TPWs' familiarisation with a new home differently according to individuals. Some interviewees stated that acting as a tour guide to their own visitors make them feel more at home.

Interviewer: *If you have travelled in Vietnam with family members or friends from your home country, do you think that travelling with them helps you think of Vietnam as a home?*

Max: *Yes. Because I've got to explain things and I've gained a lot of information since being here. It is like they are visiting me in my new home, and I've got a bit of local knowledge which reinforces the fact that "yeah, this is where I live".*

However, several participants think that travelling with family members and friends from their home country actually makes them feel less at home in Vietnam. A remark made by Rory is an example:

*It makes me feel less at home, because I realise when my parents are here, that I have another home. (Rory)*

Similar to Rory's opinion, Harry also expressed the idea that when he travels with people from his home country in Vietnam, he is attracted again to his own culture and therefore does not feel more at home in Vietnam. These outcomes suggest that a reminder of one's former home country can potentially lessen his/her feelings of home in the host country.

Regarding the role of Vietnamese friends as travel companions to TPWs' travel experiences and their familiarisation with a new home, various responses were found. Whilst most of the participants acknowledge the convenience of travelling with the local people due to their language assistance and cultural insights, not many of them support the view that this convenience would make a difference to their feeling that Vietnam is a home.

*It doesn't change my view of how I think of Vietnam as a home, but certainly I have no doubt that there are opportunities to learn more about the culture and try different things which I haven't done before. (Tom)*

Furthermore, several interviewees stated that their Vietnamese friends do not travel much, and thus travelling with these friends sometimes does not really enhance their experiences. On the other hand, there were also interviewees who enjoy the company of local friends while travelling and expressed the feeling of home generated by those enjoyable experiences.

*In Da Nang, I've been out with Vietnamese friends and it makes me feel more like being home. It is a nice feeling to get involved in the local culture. (Matthew)*

One aspect that contributes to making TPWs feel more at home while travelling with the local friends is the feeling of safety and security. These friends make them feel protected and hence enhance their travel experiences. The sense of safety and security will then contribute to their familiarisation with a new home, as discussed in the earlier section that addressed *a priori* themes.

*You are going around with local friends as if they are your family. You feel like you are safe, you know. (Austin)*

Five out of 34 participants did not see the difference travel companions may make to their perception of Vietnam as a home.

*I just don't see how. For me, being home or feeling like home doesn't have anything to do with staying with family. (Saffron)*

*I don't think so. Travel companion is not really an important factor. (Theodore)*

Nevertheless, travel companions are likely to affect the feeling of TPWs while travelling within Vietnam. That feeling may consequently influence experiences during the trips and also have an impact on their perception of Vietnam as their new home. However, there is not enough evidence to conclude that TPWs' familiarisation with their new home would be higher based on which group of people they travel with (either their family members and friends from their home country, or their local friends).

To sum up, the emerging themes add to the *a priori* themes and reinforce the proposition that the intra-national travel experiences of TPWs are related to their familiarisation with a new home. In relation to some themes, the nature of this relationship is still debatable: the development of local language skills, involvement in authentic experiences, and travel companions. To this point, the research has mostly explored the positive side of TPWs' intra-national travel experiences. According to Doherty and Taylor (2007), negative experiences that make immigrants feel excluded from society can also affect their settlement in the new country. As such, this study also examines the impact of the negative intra-



national travel experiences of TPWs on their familiarisation with a new home. Relevant findings are presented in the following section.

### **III. Impact of negative experiences**

A number of negative experiences, which TPWs may encounter while travelling within Vietnam, were found. The most common negative experience is caused by local transportation. Many interviewees complained about the lack of safety while travelling on the road. This relates to the sense of safety and security, which is seen as contributing to the notion of home.

*Interviewer: Is there a negative side to travelling within Vietnam that makes you feel excluded from the local society?*

*Sabrina: Probably bus trips because they are scary. Too fast on the highway. And if you travel, you feel exploited sometimes because the locals see you as a tourist, even if you've lived here for a long time, they still see you differently.*

Being treated like tourist is another aspect that can cause negative feelings amongst TPWs while they travel within the host country. Some common nuisances mentioned by the participants when being treated as visitors include being overcharged or cheated on prices, and constant annoyance from the street sellers.

*They try to cheat you because they think we have a lot of money. This is frustrating and I really don't like it. (Anna)*

Several participants also mentioned the quality of service as a source of negative intra-national travel experiences. The low level of service quality was illustrated through the delays of domestic airlines, mismanagement of baggage, poor timeliness and chaotic queuing. Additionally, many participants described the language barrier as one of the significant difficulties when they travel around Vietnam. Having a limited ability to communicate can result in inconvenience, and this may lead to some negative experiences such as misunderstandings and frustration.

Despite the existence of the mentioned negative experiences, they do not seem to have a strong influence on the TPWs' perception of Vietnam as their new home.

Interviewer: *Does the negative side of travelling in Vietnam negatively affect your perception of seeing Vietnam as your home?*

Jimmy: *No. It is just the inconvenience that I accept. It is a developing country, so you know, if you expect it to go smoothly like in the US or Australia, then you set yourself up for disappointment.*

Most of the participants (24 out of 34) stated that the negative side of travelling within Vietnam does not negatively affect the way they see the country as their new home. In fact, they consider those negative events as part of the travel itself and tend to accept them, illustrated by Jimmy's remark. Moreover, as the participants indicated, the good experiences often outweigh the bad ones and thus, they were happy with the overall intra-national travel experiences.

However, Brian provided a different response to the same question above.

Brian: *Sometimes, yes, because like I said, it makes you feel like you're the white guy and not part of the society.*

To a small number of the interviewees (10 persons), particular negative experiences while they undertook intra-national travel made them feel less at home. For example, being overcharged makes Brian feel excluded from the local society and negatively affects his perception of Vietnam as his new home. Furthermore, the negative experiences might remind the participants of the difference between the host country and their former home country. This can potentially lead to the feeling unable to fit in the locally and, accordingly, make them feel less at home.

In general, the negative side of intra-national travel does not have a strong impact on TPWs' feeling of home. Negative experiences can be caused by the poor performance of local transportation, low level of service quality and language barriers. One issue, which TPWs are particularly not happy about, is being treated like tourists. This not only creates discomfort while travelling, but can make them feel excluded from the local society. Overall, the positive side of TPWs' intra-national travel experiences were perceived more strongly than the negative side.

#### IV. Emerging aspects related to familiarisation with a new home

Besides intra-national travel, the conceptual framework (Figure 2.7) also gives scope to identify other variables that might be related to TPWs' familiarisation with a new home. Two emerging themes were found after the data analysis: 'employment' and 'domestic partnership and family'. They are explained as follows.

##### 1. Employment

Throughout the study, employment is mentioned as one of the most important elements influencing the relationship between the intra-national travel behaviour of TPWs and their familiarisation with a new home. First, the possession of a job at a certain place may influence one's perception of that place as a home. Second, employment contributes to stimulating intra-national travel among TPWs, either as a job obligation or a desire to be more productive in the workplace. These were discussed in the previous chapter. In this section, employment is examined as an emerging factor that relates to the notion of familiarisation with a new home and is equally positioned to intra-national travel in the conceptual framework (Figure 2.7).

The working environment was often referred to as a significant factor that helps TPWs become familiar with the local culture.

*The travelling doesn't really contribute that much to my feeling as a temporary home. Mostly it is just the working and living and being here on a day to day, you know, real world basis, as supposed to being a tourist. (Jimmy)*

Though the experiences obtained through intra-national travel are useful for familiarisation with a new home, some participants (5 out of 34) do not value them as much as the experience of working and living with local people. From their perspective, travellers only get to see the surface of the place, whereas the working environment shows them the reality. The higher degree of authenticity provided by this "real world basis" subsequently makes them feel more like local residents.

The workplace is probably where TPWs first learn about the local area and culture, especially for those who have not been to the country before. Then, what

they have learned from their workplace might be helpful for their later intra-national travels.

*At the beginning, I didn't travel. I came here in 2009 to help open a new hotel and it was crazily busy. After 1.5 years, I had the first opportunity to go out and travel, but by that time, I have already much involved with the staff. We were like a family already, you know. So I got to know about the Vietnamese culture through the working environment before I started travelling. (Andy)*

In addition to the opportunity to gain more local knowledge, the workplace is also where TPWs build their social network. Their colleagues, as local friends, not only provide them with cultural insights, but also enrich their social relationships which contribute to their feeling of home. For example, similar to Andy, Austin considers his workmates “friends, brothers and sisters”.

In general, both work and intra-national travel can help TPWs become familiar with their new home. However, in some cases, work comes before travel and therefore their significance can be perceived differently. The employment factor may influence TPWs' perception of home, stimulate their intra-national travel, provide them with a working environment where they get to learn about the local culture, and enhance their social relationships. As a result, it contributes to their familiarisation with the host country as their new home.

## **2. Domestic partnerships and family**

While explaining the concept of home, social relationships and a sense of belonging were mentioned as interrelated factors that contribute to one's feeling of home. The establishment of social relationships while travelling intra-nationally was also discussed in section II of this chapter. Among various types of social relationships, domestic partnerships and family appear to be the ones that likely contribute to the sense of belonging. Therefore, this is another emerging theme that relates to familiarisation with a new home. Acknowledging this possibility, the current section discusses the influence of domestic partnerships and family on TPWs' familiarisation with a new home.

This section examines the TPWs who have a Vietnamese partner or spouse, and possibly children with that person. The following table lists these participants.

Table 5.1: Participants who are in a relationship with a Vietnamese person

Participants	Vietnamese partner	Vietnamese spouse (wife or husband)	Vietnamese spouse or partner with children
Adam		✓	
Andy		✓	
Charles			✓
Edward			✓
George			✓
Harry		✓	
Jack	✓		
Jimmy			✓
Liam			✓
Max	✓		
Rory		✓	
Sabrina			✓

Three categories were identified in Table 5.1, including participants who have a Vietnamese partner, a Vietnamese spouse (wife or husband), or a Vietnamese spouse (or partner) with children.

Results show that the participants who possess a domestic partnership or family in Vietnam tend to think of themselves more as permanent residents, or feel more at home in Vietnam.

Interviewer: *Could you imagine some experiences that could make you think of Vietnam as a new home?*

Charles: *Phuong* [his wife].

It can be suggested that having a domestic partnership or family encourage TPWs to stay in the place longer. Consequently, the likelihood of them becoming permanent residents is higher. By residing there longer, the connection between them and the place can gradually grow stronger, which contributes to their familiarisation with a new home.

In addition, the local partners or family members can also help TPWs gain more local knowledge and, accordingly, become more familiar with their new home. In some cases, domestic partners can also encourage TPWs to undertake intra-national travel. For instance, Jack stated that he travels to Ho Chi Minh City a lot because his partner is residing there. In general, domestic partnerships and family can help TPWs become more familiar with their new home by contributing to creating a sense of belonging to the place, providing more local insights and stimulating more intra-national travel.

Different types of domestic relationships may have different impacts on TPWs' perception of home.

*I would say I am a semi-permanent resident. I don't have any plan to go anywhere in the future, but if I have children, I might want to give them the opportunity to study in Australia, so I might take them back there. (Max)*

Different types of domestic relationships mean different levels of commitment and responsibilities. These commitments and responsibilities may influence TPWs' decision to stay or leave. Max's quotation is an example. Although he does not have any plan to leave Vietnam at the moment, this might change in the future if he has children. The current research did not intend to explore the factor of domestic partnership and family, and therefore, does not have enough data to do more analysis regarding its relationship with TPWs' familiarisation with a new home. However, it is no doubt a significant factor and this finding can be seen as a catalyst for further relevant studies.

Overall, chapter 5 addressed the relationship between the intra-national travel experiences of TPWs and their familiarisation with a new home through a number of *a priori* and emerging themes. In terms of *a priori* themes, it is found that intra-national travel experiences can help TPWs become more familiar with their new homes through the establishment of social relationships, and the enhancement of psycho-socio wellbeing, safety and security, life satisfaction, and cultural familiarity. Regarding the emerging themes, the most memorable experience and travel companions were identified as having an influence on TPWs' familiarisation with their new home. The relationship between the intra-national

travel experiences of TPWs and their familiarisation with a new home through the development of their local language skills and involvement in authentic experiences is not strongly supported in this research. The study also found that the negative experiences of intra-national travel do not have a strong impact on TPWs' perception of the host country as their new home. In addition to intra-national travel behaviour, this study identified two aspects unrelated to intra-national travel that may affect TPWs' familiarisation with a new home: employment as well as domestic partnerships and family. The working environment provides TPWs with opportunities to learn more about local culture and build up their local social network. Moreover, domestic partnerships and family may affect their commitment to stay and is another source of local insight. Nevertheless, both chapters 4 and 5 indicate that TPWs' familiarisation with a new home can be influenced by various factors. This is, therefore, a fruitful topic for further research.

## CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

### I. Introduction

This thesis explores the relationship between tourism and migration by studying the intra-national travel behaviour of TPWs and their familiarisation with a new home. In particular, it undertakes a case study of TPWs in Da Nang and Hoi An. Developing countries such as Vietnam are developing their tourism industries, and outside expertise is necessary in order to pursue this development. Therefore, this research is important for its contribution to the understanding of the tourism-migration nexus and its implications on TPWs' settlement in the host country, as well as the local tourism industry.

The literature suggests that leisure activities make a contribution to the settlement of immigrants (Doherty & Taylor, 2007; Feng & Page, 2000; Stodolska & Alexandris, 2004). However, TPWs as a specific group of migrants have not been explored widely in terms of their intra-national travel behaviour and their familiarisation with the host country as their new home. Research often focuses on flows of migrants from developing to developed countries, yet not many studies have been written on the reverse flow. This study examines the reverse flow and seeks to contribute to the understanding of TPWs' leisure behaviour, as well as their settlement process in the host country.

The thesis is a case study, which employs a qualitative approach by conducting in-depth semi-structured interviews. Data were collected through a total of 34 interviews with TPWs in Da Nang and Hoi An. This study follows an interpretive social sciences research paradigm. Collected data were analysed using an analytical framework developed by the researcher.

This chapter presents the conclusions of this study and is structured in line with the research questions. It is necessary to understand the notion of home from TPWs' perspectives, as this concept underpins the whole research. In short, their concept of home is often associated with a temporary image due to their frequent travel. Moreover, it can be influenced by a number of factors such as physical exposure to the place, sense of belonging, social relationships and employment.

This chapter first summarises the findings of the supplemental questions. Based on these results, it then addresses the main research question about the



relationship between the intra-national travel behaviour of TPWs and their familiarisation with a new home, with a more complete understanding of the notion of home. The fourth section presents some recommendations for TPWs and local marketers as implications of this thesis. Finally, avenues for further research are discussed.

## **II. Intra-national travel and familiarisation with a new home: Motivations, travel patterns and experiences**

1. *What motivates TPWs to undertake intra-national travel while they are living in Vietnam? Do these motivations reveal a desire to become more familiar with the country as a new home?*

According to the findings, TPWs are motivated to travel within the host country for various reasons including exploration, relaxation, personal pursuits and social life. This research also found that these motivations reveal a desire of TPWs to become more familiar with their new home. The reasons why TPWs want to become more familiar with a new home are to be more productive at work, and to assist them in their search for the best place to live within the host country. In particular, the relationship between the intra-national travel motivations and familiarisation with a new home is perceived most strongly when the motivations are associated with exploration, because TPWs are likely to want to learn more about the host country. Intra-national travel motivated by relaxation or required for work, on the other hand, are not seen as strongly related to familiarisation with a new home, due to the limited opportunities to gain more understanding of the host country.

In addition, several demotivating factors of intra-national travel were identified. They include time constraints, the effort involved in organising and taking trips, inconvenience, cost, a desire to avoid mass tourism and a lack of attractions. Since the participants were TPWs who had busy working schedules, the issue of time constraints can be expected. Moreover, many of them come from Western countries and thus, often have certain expectations regarding transportation and customer service. Ironically, although some of them express their aversion to mass tourism, they actually contribute to the development of mass tourism through their work. Nevertheless, an understanding of the demotivating factors can assist the local marketers in developing suitable promotions that encourage

TPWs to undertake more intra-national travel.

2. *What are the intra-national travel patterns of TPWs living in Da Nang and Hoi An (Vietnam)? Do these patterns reflect their familiarisation with the country and a sense that Vietnam is becoming a new home for them?*

The intra-national travel patterns of TPWs were examined in terms of choice of destinations, purpose of travel, length of stay, travel companions, activities and spending. The participants in this research travelled to the South of Vietnam more than to the North. Moreover, the most common purpose of travel is for pleasure. Length of stay is varied depending on availability of time. Some of the most common activities are sightseeing and photography, relaxation and social life, adventure and sport, cultural participation and business related activities. As compared to the statistics on average expenditure of foreign visitors in Vietnam per day in 2009 (approximately US\$76), the spending of TPWs in this research during their trips is considered high (between US\$50 and US\$300 per day). Therefore, they are a potential market for the local tourism industry.

In relation to this research question, choice of destinations is found to be associated with TPWs' familiarisation with a new home. Particular intra-national destinations can help them become familiar with their new home in terms of nature, culture and history. Similarly, different activities engaged in during intra-national trips have different impacts on TPWs' familiarisation with a new home. For instance, sightseeing and photography can increase their physical exposure to the place, while cultural participation can help them understand the local culture better. The research also found volume of travel as a significant factor influencing familiarisation with a new home. In general, the more intra-national travel TPWs undertake, the more they become familiar with their new home. Overall, the intra-national travel patterns of TPWs reflect their familiarisation with a new home through choice of destinations, activities and volume of travel.

3. *Are the intra-national travel experiences of TPWs related to their efforts to make Vietnam seem like a new home to them?*

It was found that the intra-national travel experiences of TPWs are related to their familiarisation with a new home through a number of *a priori* and emerging themes. Regarding *a priori* themes, this relationship is explained by: the establishment of social relationships, the enhancement of psycho-socio wellbeing,

safety and security, life satisfaction, and an increase in cultural familiarity. Acknowledging that the development of local language skills is an important factor to TPWs' familiarisation with a new home, intra-national travel experiences do not appear to strongly assist them in learning the local language.

In addition to the *a priori* themes, several factors emerged from the collected data that relate to TPWs' familiarisation with a new home, including the most memorable experience, involvement in authentic experiences, and travel companions. Good, memorable intra-national travel experiences may have a positive impact on TPWs' perception of the host country as their potential new home. Their involvement in authentic experiences, however, can make TPWs feel either more at home in the host country or the opposite depending on each individual. In some cases, the difference between the host and the home culture as interpreted by TPWs, while participating in the authentic experiences, can make them feel less at home. Travel companions may also influence TPWs' intra-national travel experiences and influence their feelings of home. Two groups of travel companions examined in this research are: family members and/or friends from home country, and Vietnamese friends. To some participants, travelling with family members and friends from the home country made them feel more at home. The reason for this is that they act as local tour guides to their own visitors and it made them "feel proud". Conversely, some other TPWs felt more at home when travelling with Vietnamese friends because these friends helped them understand more about the country. Nevertheless, the intra-national travel experiences of TPWs contribute to making Vietnam seem like a new home to them.

### **III. The relationship between the intra-national travel behaviour of TPWs and their familiarisation with a new home.**

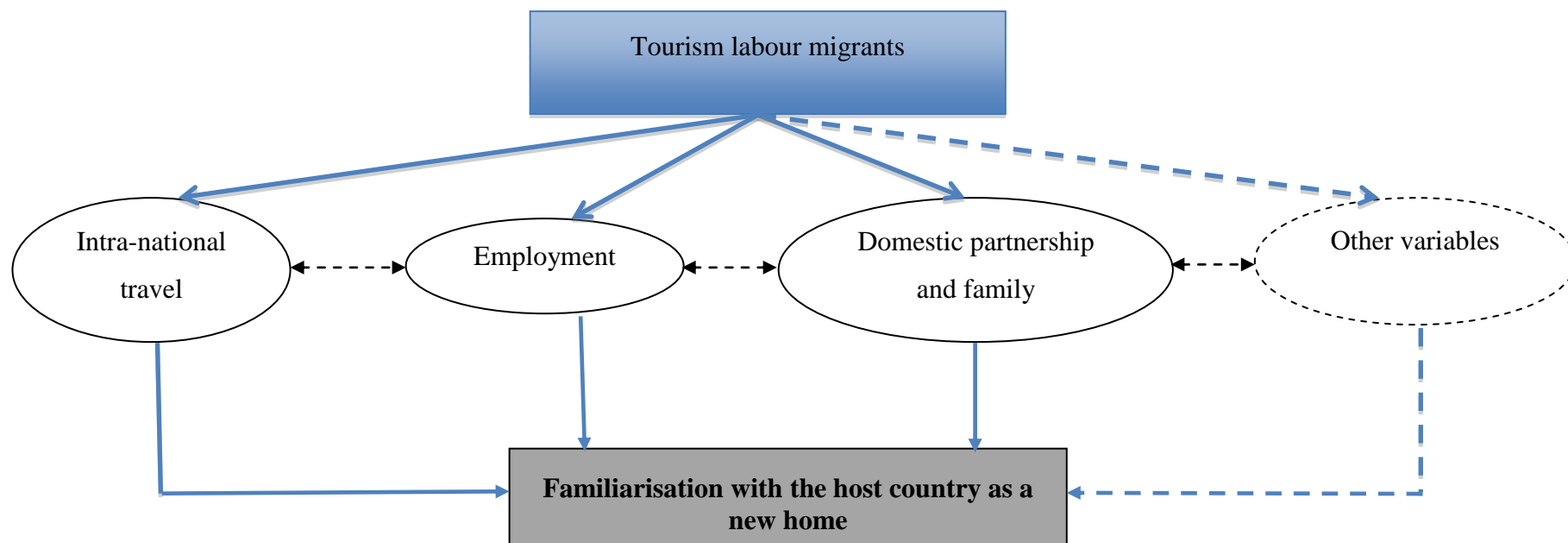
From the results of the supplemental research questions, it is concluded that there is a relationship between the intra-national travel behaviour of TPWs and their familiarisation with the host country as their new home. Exploring the existence of this relationship is the focus of the main research question. More specifically, intra-national travel can help them become more familiar with a new home by way of making a contribution to various aspects of their life in the host country. These aspects were identified in this research including physical exposure to the

place, social relationships, safety and security, psycho-socio wellbeing, life satisfaction and cultural familiarisation. Through the literature review and the findings of this research, proficiency in local language skills is also an important factor to the concept of familiarisation with a new home. However, the contribution of intra-national travel to the development of local language skills received mixed responses from the participants in this study. These results confirm the importance of the main themes related to the concept of familiarisation with a new home presented in the conceptual framework.

In addition, the conceptual framework (Figure 2.7) gives scope for aspects that influence familiarisation with a new home, other than intra-national travel, to emerge. This study found two new factors: ‘employment’ and ‘domestic partnerships and family’. It is concluded that the element of employment plays an important role to shape TPWs’ familiarisation with a new home. It provides TPWs with the working environment where they learn about the local culture and expand their social relationships. The importance of employment can be explained by the fact that it is a key factors characterising TPWs’ identity. In relation to domestic partnerships and family, the length of stay and local insights enhance TPWs’ familiarisation with a new home. Domestic partners and family encourage TPWs to stay in the host country. They are also considered an immediate source of local knowledge that TPWs can access. These aspects, however, were not examined in depth in this study due to the lack of data.

Based on the findings of this research, the conceptual framework is extended to become more comprehensive. Figure 6.1 displays the bottom part of the conceptual framework in Figure 2.7 after being revised and enhanced.

Figure 6.1: Factors related to tourism labour migrants' familiarisation with a new home



The framework displayed in Figure 6.1 suggests the factors that need to be examined when studying the notion of familiarisation with a new home. Figure 6.1 is oriented around the different factors addressed in this study. In particular, the relationship between intra-national travel and familiarisation with a new home can be explained by a number of *a priori* and emerging themes found in this research. Figure 6.1 could be useful for further research that examines how other groups of migrants, not only TPWs, become familiar with their new home. Linkages between variables, such as intra-national travel and employment, could also be explored in more depth. Again, this framework acknowledges the possibility of other aspects influencing migrants' familiarisation with a new home, other than those found in this research (as represented by the category "other variables"). Further details regarding suggestions for future studies are mentioned in the last section of this chapter.

#### **IV. Recommendations**

This study illustrates that there is a relationship between the intra-national travel behaviour of TPWs and their familiarisation with the host country as their new home. TPWs represent a "resident international market" (see the conceptual framework in Figure 2.7) who are long-stay international visitors. Their intra-national travels contribute to the total tourism revenue of the local area and, therefore, they could be targeted by marketers. Overall, they contribute to Vietnam's tourism development in two ways: through the work they perform in the tourism industry and through their own intra-national travel. A better understanding of the role of intra-national travel will result in mutual benefit for TPWs themselves and local marketers. This section suggests a number of recommendations for both TPWs and local marketers to ensure that this mutual benefit can be achieved.

##### *1. Recommendations for TPWs*

Twenty-seven out of 34 participants in this research agreed that TPWs should try to become more familiar with the host country as their new home. Others provided a neutral point of view, which took into consideration the different personalities among TPWs. Nevertheless, this study indicates that familiarisation with a new home can help them be more productive at work and enhance their living experience in the host country. Accordingly, several recommendations are

made to TPWs to assist them in being more familiar with their new home. First, since intra-national travel can help TPWs become more familiar with their new home, they are encouraged to undertake more intra-national trips as well as tourism activities within the host country. Second, TPWs need to understand the significant role of employment to their familiarisation with a new home. The working environment and co-workers can help them learn more about the local culture, as well as strengthen their social relationships. Moreover, through the finding of this thesis, domestic friends, partners and family play a role in helping TPWs become familiar with their new homes. Hence, more intra-national trips with family members or local friends are encouraged. TPWs should acknowledge the importance of these people and seek support from them for a successful settlement within the host country.

## *2. Recommendations for local marketers*

The increase of intra-national travel can result in economic benefits for the local tourism industry as a whole. The following recommendations are made for local marketers to capture the potential market of TPWs.

First, this research found that the most common purpose of travel amongst TPWs was pleasure. Moreover, findings about intra-national travel motivations emphasise their desire to explore the host country in terms of both nature and culture. This is consistent with a high involvement in activities such as sightseeing, national park visits, bike riding and cultural participation amongst TPWs. Therefore, local marketers who want to target this market should promote leisure travel with a variety of activities that involve nature and culture, such as visiting the countryside and interacting more with local people.

Second, factors that can create a negative impact on TPWs' intra-national travel behavior should be diminished. Time availability is one of the biggest factors that demotivate TPWs to travel. Therefore, various holiday options altered according to different lengths of stay would be useful. In addition, the shortcomings which may lead to negative intra-national travel experiences mentioned in chapter 5 should be acknowledged and improved, such as quality of service and transportation. As a result, the intra-national travel experiences of TPWs can be enhanced and this will potentially encourage them to travel more in the future.

## V. Avenues for further research

Throughout this thesis, a number of limitations in terms of methodology as well as findings are acknowledged. They suggest that there is still scope for further study. This section presents some avenues for further research.

One suggestion made earlier in chapter 4 is the need to develop different subgroups of TPWs. For instance, the categorisation of these subgroups can be based on their employment characteristics or their length of stay in the host country. Accordingly, future studies can fulfil this need and examine how intra-national travel, or any other variable, influences each subgroup differently regarding their familiarisation with a new home. The revised conceptual framework proposed in Figure 6.1 could be useful for such research. Furthermore, the matter of obtaining employment either prior to or after arrival in the host country seems to have some impact on TPWs' perception of their identities. Thus, future research could compare these two groups in terms of their familiarisation with a new home. In this way, the role of employment with respect to migrants' settlement, in general, within the host country can be understood better.

The current research is only limited to intra-national travel behaviour. Due to the lack of data, 'employment' and 'domestic partnerships and family' were not examined thoroughly in this research. Therefore, studies are encouraged to enable a more comprehensive view of these aspects. In addition, future research may uncover the other variables that influence TPWs' familiarisation with a new home. The research could also examine other types of migrant workers who may have different experiences in this respect. The connection among relevant variables that can affect TPWs' familiarisation with a new home, or the comparison of different migrant worker groups regarding their familiarisation with a new home could be fruitful topics.

Finally, factors influencing familiarisation with a new home presented in Figure 6.1 are likely to be affected by length of stay. For example, the longer TPWs stay in the host country, the more they are likely to be exposed to the physical surroundings, the more social relationships they are likely to establish, and the more they can become familiar with the local culture. As such, familiarisation with a new home seems like a process and may be best studied using longitudinal



research. This is consistent with what was concluded in the literature review, that the notion of being familiar with a new home should be understood as a continuous and ever-changing process.

# APPENDICES

## APPENDIX 1

VICTORIA UNIVERSITY OF WELLINGTON

*Te Whare Wānanga o te Ūpoko o te Ika a Māui*



### Intra-national travel and familiarization with a new 'home': A case study of travelling professional workers in Danang, Vietnam

#### - Information Sheet for Project Participants -

*Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate, I thank you. If you decide not to take part, I thank you for considering my request.*

#### **The project**

For my Master of Tourism Management degree at Victoria University of Wellington, I am doing a thesis on "Intra-national travel and familiarization with a new home: A case study of travelling professional workers in Danang, Vietnam".

#### **The task**

The project examines the relationship between the intra-national behaviour of migrants and their efforts to become more familiar with Vietnam as their new home. It employs a case study approach which focuses on travelling professional workers (TPWs) in the hospitality and tourism industry in Danang, Vietnam. TPWs who hold managerial or supervisory positions within the industry are being asked to participate in this project. As part of the thesis, I am also interested in identifying practical actions for the local tourism industry to capture the potential market of TPWs in Danang, Vietnam.

#### **Participation in the project**

Should you agree to take part in this project and sign the attached consent form, you will be asked to **participate in an in-depth semi-structured interview of about 60 – 75 minutes at a place convenient to you**. With your consent, the interview will be recorded. Please be aware that participation is voluntary and you may withdraw within 15 days following the interview.

#### **Processing of data and confidentiality**

The interview transcripts, summaries and digital recordings will be securely stored in such a way that only the researcher and her supervisor will be able to gain access to it. At the conclusion of the project, this data will be destroyed.

When quoting the data in the final report, names of the interviewed participants and their workplaces will not be used. Instead, a pseudonym will be used for each participant in the thesis. This project has been reviewed and approved by the Pipitea Human Ethics Committee at Victoria University of Wellington.

#### **Outputs of the project**

A written summary of the findings will be given as indicated on the consent form. The research may also be written up as a conference paper or journal article.

#### **Contact**

If you have any questions about the project, either now or in the future, please feel free to contact either:

Student researcher: My Nguyen Diem Tran  
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+64 22 0710 042

Project supervisor: Adam Weaver  
Senior Lecturer in Tourism Management  
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[adam.weaver@vuw.ac.nz](mailto:adam.weaver@vuw.ac.nz)  
+64 4 635 375

*This project has been reviewed and approved by the Pipitea Human Ethics Committee at Victoria University of Wellington.*

## APPENDIX 2

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wānanga o te Ūpoko o te Ika a Māui*



### Intra-national travel and familiarization with a new 'home': A case study of travelling professional workers in Danang, Vietnam

#### - Consent Form for Project Participants –

I have read the information sheet concerning this student project and understand its contents. All of my questions have been answered to my satisfaction.

#### I know that:

- My participation in this project is entirely voluntary;
- I may withdraw from participation in the project within 15 days following the interview;
- All audio digital recordings and transcripts will be destroyed in 2 years after the completion of this project;
- In the event that the line of questioning during the interview develops in such a way that I feel hesitant or uncomfortable I may decline to answer any particular question(s) and/or may withdraw from the project immediately.
- A pseudonym (a fake name) will be used to identify me in the thesis so that no one will be able to determine who I am.
- My employer will not be named in the thesis.

#### I consent to (please tick box)

- ☐ The interview being digitally recorded.

#### I would like (please tick box)

- ☐ A summary of the study's main findings.

I agree to take part in this project.

.....  
(Signature of participant)

.....  
(Date)

.....  
(Contact details so that you can receive a copy of the main findings)

Student researcher consent:

I confirm that I will act in accordance with all confidentiality requirements as outlined in the information sheet for this project.

.....  
(Student researcher)

## **APPENDIX 3**

### **INTERVIEW QUESTIONS**

#### **A. Background questions**

- What is your country of origin?
- What is your age range? (20-29; 30-39; 40-49; 50-59; 60 and over)
- Please briefly tell me about your employment history.
- How long have you been in Vietnam?
- What is your current position within the hospitality and tourism industry?
- What is your job title and what tasks do you perform?
- How many hours do you work per day/week?
- The category of TPWs is comprised of business people and employees of various occupations, who travel while working or combine business with pleasure and perceive tourist-like pursuits as a by-product of work (Uriely, 2001). Does the term ‘travelling professional workers’, in your view apply to you?

#### **B. Research related questions**

My research questions appear in bold and in italics above my interview questions.

***1. What are the intra-national travel patterns of TPWs living in Da Nang/Hoi An (Vietnam)? Do these patterns reflect their familiarisation with the country and a sense that Vietnam is becoming a new home for them?***

- Have you been to Vietnam before, either for work or leisure?
- What trips have you taken within Vietnam since you started working in Da Nang/Hoi An? Out of the trips that you have mentioned, what was the most common purpose of travel (pleasure or business)?
- Regarding your most recent trip, what was the purpose of the trip and where did you travel to? Why was/were this destination/these destinations chosen for your trip?
- When did you go and how long did you go for?

- What do you consider to be “a home” or “a new home”? How do you define “a home” or “a new home”? What, in your view, is the difference between a temporary home and a permanent home?
- Do you see Vietnam, or Da Nang/Hoi An or your neighbour in Da Nang/Hoi An (where you currently reside) as a new home, either temporary or permanent? If it is just temporary, can you see the possibility of Vietnam/Da Nang/your neighbourhood becoming a permanent home in the future? If yes, why? If no, why not?
- How did you arrange your most recent trip taken within Vietnam? By yourself or with the assistance of someone in Vietnam? Do you think organizing your own trips helps you become more familiar with the local destination? If yes, why? If no, why not?
- With whom have you travelled in Vietnam? If you have travelled in Vietnam with family members or friends from your own country, do you think travelling with them helps you think of Vietnam as a temporary (or permanent) home? If yes, why? If no, why not?
- Does acting as a tour guide for your own visitors make you think of Vietnam as a temporary (or permanent) home? If yes, why? If no, why not?
- Have you travelled around Vietnam with Vietnamese friends? If so, do you think travelling with these friends makes it easier and helps you learn more about the place and, as a result, become more familiar with Vietnam rather than travelling alone? Have the actions of these friends while travelling made you think of Vietnam as a temporary (or permanent) home?
- If you have not travelled within Vietnam with Vietnamese friends, do you think such friends would help you learn more about a place and become more familiar with Vietnam? Do you think they would help you think of the country as a temporary (or permanent) home?
- Do you think that establishment of social relationships in Vietnam as you travel, helps you become more familiar with the country and contributes

to creating a sense of belonging here?

- What activities did you engage in during your last trip? Is there a reason why you participated in those activities? Was/were the reason(s) related to becoming more familiar with Vietnam? Did any of these activities contribute to a feeling or a sense that Vietnam is becoming a temporary (or permanent) home for you?
- Do you often try out more authentic experiences when you travel, such as having local food, attending local events? If yes, do these experiences make you feel more like a local resident and contribute to your perception of Vietnam as a temporary (or permanent) home? If no, why not?
- What factors may affect your trip-related decisions (time available for travel, length of stay, spending and activities)? For example, are workload and family commitments an issue?
- If you have taken more than one trip within Vietnam, do you think your subsequent trips demonstrate that you are becoming more familiar with the country? If yes, how? If no, is there any difference at all between the first and the later trips with respect to your familiarity with the country?
- Do you think that the more you travel around Da Nang and Vietnam, the more you become familiar with the area and the country as your temporary (or permanent) home? If yes, why? If no, why not?
- May I ask you, how much approximately did you spend for your recent trip?

***2. What motivates TPWs to undertake intra-national travel while they are living in the host country (Vietnam)? Do these motivations reveal a desire to become more familiar with the country as a new home?***

- Do you think that your motivation to travel around Vietnam is associated with a desire to become more familiar with the country as a temporary (or permanent) home? If yes, please give an example. If no, please explain.
- What personally motivates/not motivates you to undertake tourism activities or travel in Vietnam?

- Why did you decide to come to Da Nang/Hoi An/Vietnam to work? Do those reasons play a role in motivating you to travel within the country while you are here?
- In other studies, some travelling professional workers state that they do what they are doing (travelling to various countries to work in hotels/resorts for certain periods of time) as a way to pursue their own goals. Is that your case as well? If so, is familiarisation with Vietnamese culture one of your goals? Does travelling around Vietnam help you with this?
- Does becoming more familiar with the culture help you think of Vietnam as a temporary (or permanent) home?
- Does time devoted to work have an influence on your motivation to travel around Vietnam? Any other factors?

***3. Are the intra-national travel experiences of TPWs related to their efforts to make Vietnam seem like a home?***

- What is the most memorable travel experience within Vietnam that you have had? It could be either good or bad. Did it have an influence on your perception of Vietnam as a possible temporary (or permanent) home?
- Have you had any travel experiences that made you think of Vietnam as a temporary (or permanent) home? If yes, please specify? If no, could you imagine some that could make you think of Vietnam as a temporary (or permanent) home?
- Do you think that TPWs should try to become more familiar with the host countries where they temporarily live? Why or why not?
- Do you think that travelling within Vietnam makes a contribution to your psycho-socio wellbeing here (for example, relieving stress from work or cultural shock)? Life satisfaction? Developing your language skill/communication with local people? Familiarisation with the local culture (including business culture)?
- Could you use any of your own experiences to demonstrate the contribution of travelling around Vietnam to your psycho-socio

wellbeing, life satisfaction, language skill and/or familiarization with Vietnamese culture?

- Do the activities which you engaged in during your last trip reflect any of the contributions mentioned above?
- Do you feel safe and comfortable when travelling within Vietnam? How does travel within Vietnam (including safety and comfort of travelling) compare to travel within your home country?
- Do you think that you feel safer and more secure the more you travel within Vietnam? If yes, does this make a contribution to your perception of Vietnam as your temporary (or permanent) home? If not, why not?
- After returning from trips within Vietnam, do you think of Da Nang/Hoi An or any other part of Vietnam as home? Do you consider the entire country as a home?
- Is there a negative side to travelling within Vietnam that makes you feel excluded from local society? If yes, please specify. Does it negatively affect your perception of seeing Vietnam as your temporary (or permanent) home? If so, how?
- After more than half a year of living in Da Nang/Hoi An, do you consider yourself a tourist or a local? Where do you place yourself on the tourist-local continuum? Why?



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