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EFFECTIVENESS OF TOURISM PLANNING STIMULI ON TOURISTS' WILLINGNESS TO STAY LONGER IN HOI AN WORLD HERITAGE SITE

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Abstract

Tourism planning in heritage destinations currently faces challenges of reconciling an increasing number of tourists with sustainable economic outcomes. In this regard, tourist length of stay is an indicator which directly engages the growth of tourist expenditure. By encouraging tourists to stay longer, heritage destinations increase, thereby boosting tourist revenue and positively affecting the economy. Thus, this study examines tourists' willingness to stay longer as a tourism planning outcome by applying the Stimulus-Organism-Response model. Tourism planning stimuli include world heritage designation, destination attributes, and social media advertising. A quantitative survey was conducted on 260 tourists in Hoi An, and Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed to test the proposed model. The findings show that all three planning stimuli significantly influence tourists' expectations, which in turn positively affect tourist satisfaction and, subsequently, increase tourists' willingness to extend their length of stay. This study highlights length-of-stay intention as an indicator of destination performance and offers policymakers insights to improve sustainable tourism planning in World Heritage cities such as Hoi An.

Keywords: World Heritage, tourism planning, S-O-R model, PLS-SEM, length-of-stay intention.

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INTRODUCTION

Hoi An ancient town is a UNESCO World Heritage Site, and has experienced sustained growth in tourist arrivals, showing its strong cultural appeal internationally. Despite this growth, tourist revenue has not increased proportionally, particularly among local businesses. Recent reports show that although tourists arrive in large numbers, tourist spending has not grown at the same rate (Thai Ba Dung, 2024). The current issue with this negative trend is that tourists spend less on land services and have a limited length of stay. This imbalance between tourist numbers and economic performance presents a critical challenge for tourism planning in the Hoi An heritage destination.

From a planning perspective, reliance on tourist numbers as the primary indicator of tourism success can lead to structural weaknesses in destination performance. Contemporary tourism planning research increasingly emphasises behavioural indicators which help policymakers and destination managers improve their tourism master plans (Ngan et al., 2022; Ngoc et al., 2024). Among the behavioural indicators, tourists' length of stay has been found to be a more meaningful measure of sustainable outcomes. Longer stays are associated with higher tourist expenditure, and more efficient use of tourism infrastructure and services (Santos, 2024; Gemar et al., 2022). These outcomes are closely aligned with planning objectives related to economic resilience, heritage conservation, and community well-being.

Therefore, this study examines tourists' willingness to stay longer in Hoi An using the Stimulus-Organism-Response (S-O-R) model. It investigates how tourism planning stimuli, such as World Heritage designation, destination attributes, and social media advertising, influence tourists' expectations and satisfaction and, subsequently, their willingness to stay longer. By shifting the analytical focus from tourists' length of stay, this research provides behavioural insights to support more sustainable tourism planning in world heritage cities worldwide.

Heritage destination planning

Heritage destination planning has evolved from a conservation-oriented approach to an integrated planning framework that balances heritage protection, tourism development, and community well-being. Recent studies emphasise that effective heritage planning requires integrated management and governance (Coimbra et al., 2025). It should incorporate stakeholder engagement, legal frameworks, and sustainable tourism strategies to address increasing pressures on World Heritage Sites. Tourism is now considered an integral part of heritage management. This approach supports heritage conservation while improving visitor experiences. Therefore, heritage planning should balance heritage conservation with

sustainable tourism development to ensure the long-term value of heritage destination.

In heritage destinations, destination attributes extend beyond cultural attractions and tourism services. They also encompass the physical and spatial characteristics of destination that shape visitors' experiences. Physical attributes include public facilities, heritage interpretation facilities, and environmental quality. Spatial attributes refer to accessibility, pedestrian connectivity, and the spatial organisation of heritage spaces. These attributes facilitate access to heritage resources, improve visitor comfort, and strengthen the overall quality of the destination. As a result, they contribute to shape tourist's expectations before and during their visit (Coimbra et al., 2025; Zhang et al., 2022).

From heritage destination planning perspective, LOS is an important indicator of how visitors respond to the destination environment (Brida et al., 2014). A longer stay enables visitor to experience a wider range of heritage resources and tourism activities. It also indicates that the destination provides physical and spatial attributes that support continued visitor engagement (Zhang et al., 2022). Consequently, LOS provides a useful perspective for assessing whether heritage destination create conditions that engage tourists to remain and explore. Although LOS has traditionally been examined as a behavioural or economic indicator, it can be interpreted as an outcome of heritage destination planning because it may also interpreted as an outcome of heritage destination planning.

Tourists' Length of Stay (LOS) as a Tourism Planning Outcome

Tourists' Length of Stay (LOS) has increasingly been recognised as a key outcome variable in tourism planning and destination management research rather than a descriptive indicator of tourist behaviour (Santos, E., 2024; Gemar et al., 2022). From a planning perspective, LOS reflects the effectiveness of destination planning frameworks, infrastructure, provision, and the organisation of tourism experiences to sustain visitor engagement over time (Fansurya et al., 2024; Mihai et al., 2023)

In the context of heritage and urban tourism, especially in World Heritage Cities, the concept of LOS (level of service) is often linked to the economic sustainability of the area, the regulation of visitor flows, and the spatial and temporal distribution of tourism benefits. These are the major issues in tourism planning and policy formulation currently (Rosselló-Nadal & Sansó-Rosselló, 2025). There is a general association of longer tourist stays with positive planning outcomes. This is because higher per-visitor expenditure makes more efficient use of accommodation facilities and reduces reliance on short-stay or excursionist tourism, which are among the results confirmed in recent work (Santos, 2024).

Such results also reflect the broader planning goals, which typically include sustainable tourism development, destination resilience, and alleviating problems caused by excessive tourism. In addition, the duration of stay (LOS) has been a feature of strategic indicators for a growing number of tourist destinations. It has also been a symbolic tool for assessing tourism policies and the performance of different tourism destinations, particularly those aiming to strike a balance among economic development, heritage conservation, and community well-being.

Empirical evidence from the cultural and urban destination sectors shows that length of stay (LOS) is influenced by destination attributes that are directly dependent on planning and management decisions. Prior research indicates that the quality of cultural resources, urban services, and the overall attractiveness of the destination are the major factors affecting tourists' length of stay, thereby highlighting the need for collaboration between tourism and urban planning (German et al., 2022). Modern research further examines tourists' willingness to stay longer as a planning outcome and a visionary concept for how visitors, through their evaluations of environments and experiences at destinations, can direct future planning (Darani et al., 2025). Besides that, methodological studies highlight the significance of LOS in tourism planning, arguing that the duration of stay can affect data representativeness and the interpretation of policy and relevant findings (Rosselló-Nadal & Sansó-Rosselló, 2025). In general, prior research confirms that LOC and willingness to extend the length of stay are crucial outcomes of planning in heritage areas facing sustainability and visitor management challenges.

The Stimulus-Organism-Response (SOR) Model in tourism research

The Stimulus-Organism-Response (S-O-R) model, originally developed in environmental psychology (Mehrabian & Russell, 1974), has been increasingly applied in tourism research to explain how destination environments influence tourists' internal evaluations and behavioural intention (Asyraff et al., 2023; Zhao et al., 2025). From a tourism planning perspective, this framework offers a structured approach for linking planning interventions to policy-relevant outcomes by recognising the mediating role of tourists' cognitive and affective responses (Asyraff et al., 2023).

Within this framework, stimuli represent external destination conditions shaped by planning and governance decisions, such as heritage designation, destination attributes, and promotional communication. In heritage destinations, these stimuli are embedded within planning instruments that regulate conservation, urban form, infrastructure provision, and visitor information systems. The organism component captures tourists' internal evaluations, including expectations and satisfaction, reflecting their

interpretations of planned environments and experiences. The response component refers to behavioural intentions that are relevant for tourism planning, including length-of-stay intentions, which indicate the effectiveness of destination planning in sustaining visitor engagement (Fansurya, et al., 2024).

Recent tourism studies extend the application of the S-O-R model beyond immediate consumption behaviour to examine longer-term and planning-relevant outcomes, such as willingness to stay longer (Darani et al., 2025). This approach is particularly suitable for world heritage sites, where planning stimuli are designed to attract visitors, manage visitor flows, enhance experiential quality, and support sustainable tourism objectives. Accordingly, the S-O-R model provides a robust theoretical foundation for examining how tourism planning stimuli influence tourists' length-of-stay intentions through the mechanisms of expectation and satisfaction in the context of the Hoi An World Heritage Site.

Hypothesis development

World Heritage Site (WHS) designation and Tourist Expectation (TE)

World Heritage designation serves as a recognised planning and governance tool that communicates cultural value, authenticity, and conservation standards. From a tourism planning point of view, the designation affects inbound tourists' expectations by offering institutional guarantees of heritage preservation and local community engagement (Mariani & Guizzardi, 2019). At WHS sites, planning instruments associated with a heritage site's status influence the physical setting, the installation of interpretive facilities, and the provision of visitor services, all of which help set expectations. Empirical studies have demonstrated that pre-visits to heritage sites increase tourists' cognitive expectations regarding cultural significance and the quality of the experience (Minh et al., 2023). In the S-O-R model, WHS status is a major planning stimulus that affects tourists' internal assessments.

H1: World Heritage Site designation positively influences tourist expectations.

Destination Attributes (DA) and Tourist Expectation (TE)

Beyond heritage status, destination attributes (DAs) are the physical expressions of planning through which tourists form expectations about how the destination will perform. DAs such as accessibility, historical and cultural attractions, natural uniqueness, and tourist infrastructure are typically the outcomes of planning decisions on land use, transport systems, and public space design, especially in heritage cities or towns (Minh et al., 2023). Past studies indicate that well-planned destination attributes positively influence tourists' pre-visit evaluations by raising their expectations of comfort, convenience, and experiential richness (Germar et

al., 2022). As discussed in previous section, heritage destination planning encompasses a broad range of physical and spacial components. However, in context of this study, destination attributes using three components including natural landscape, tourism, services, and pricing. These attributes represent the tangible characteristics of the destination that tourist directly experience before and during their visit. According to the S-O-R framework, destination attributes are the physical planning stimuli that affect tourists' cognitive assessments before arrival.

H2: Destination attributes positively influence tourist expectations.

Social Media Advertising (SMA) and Tourist Expectation (TE)

Beyond physical planning features, communication strategies are also progressively shaping tourists' expectations. Social media advertising has become a major planning communication tool that destination management organisations use to communicate official narratives and representations of places to the public (Chu et al., 2020). From a tourism planning perspective, such content mirrors planning priorities, destination branding strategies, and policy-driven images of heritage destinations (Chu et al., 2020). In world heritage settings, digitally curated messages impact tourists' anticipations of cultural authenticity, experiential quality, and the range of services available. Several empirical studies indicate that social media plays a major role in shaping tourists' cognitive expectations and their perceptions of destination value (Narangajavana et al., 2017). Hence, social media advertising positively influences tourists' expectations.

H3: Social media advertising positively influences tourist expectations.

Tourist Expectation (TE) and Tourist Satisfaction (TS)

Tourist expectation refers to an internal mental evaluation shaped by planning stimuli such as heritage designation, destination attributes, and social media advertising. On the other hand, satisfaction is tourists' after-visit evaluation of whether the planned settings and experiences correspond to, or even surpass, these expectations. Planning literature has highlighted that tourists' satisfaction largely depends on how well their expectations match the destination's actual performance. This is particularly important for heritage cities, where environmental planning directly affects visitors' experience (Minh et al., 2023). In the S-O-R context, an expectation is an organism variable that determines how evaluative responses are moderated after a visit.

H4: Tourist expectation positively influences tourist satisfaction.

Tourist Expectation (TE) and Willingness to Stay Longer (WTL)

Tourist expectations also play a major role in directly influencing behavioural intentions that are associated with tourism planning outcomes. From a planning perspective, realistic expectations regarding destination quality, experiential richness, and service provision will encourage tourists to be more engaged with the destination. One study shows that pre-visit positive evaluations make tourists more interested in spending more time at a destination, especially when it is a cultural or urban heritage site that is well-managed (Li & Du, 2025). In the S-O-R model, expectation is therefore a cognitive mediator that connects the stimuli to the length-of-stay intentions.

H5: Tourist expectation positively influences willingness to stay longer.

Tourist Satisfaction (TS) and Willingness to Stay Longer (WTL)

Tourist satisfaction is the overall judgment of the destination's different elements, i.e., planning effectiveness, service quality, and experiential coherence. Satisfaction is acknowledged in tourism planning research as one of the main factors for favourable behavioural outcomes, such as extended stay and continued engagement with the spatial environment (Darani et al., 2025). Moreover, at heritage destinations, the more delighted a tourist is, the more willing they are to extend their trip, leading them to visit more cultural assets and urban spaces. Therefore, they are effectively contributing to the sustainability of the tourism industry and also to the solution of the visitor dispersal problem. In the context of the S-O-R framework, satisfaction is considered to be an evaluation at the organism level, leading directly to behavioural responses.

H6: Tourist satisfaction positively influences willingness to stay longer.

RESEARCH METHODOLOGY

This study employed a quantitative research approach using a structured questionnaire to collect data. The questionnaire comprised two parts. The first part collected respondents' personal information, while the second focused on the main research constructs. It applied established measurement items from previous studies to examine three tourism planning stimuli that influence tourists' expectations, as well as the relationships among tourists' expectations, satisfaction, and willingness to stay longer.

Based on several explanations and developments in hypotheses, the study framework in Figure 1 was proposed. The questionnaire was developed based on the constructs in Figure 1. The items to examine the latent variables were adapted from previous studies, including World Heritage designation,

destination attributes, social media advertising, tourist expectation, tourist satisfaction, and willingness to stay longer. All measurement items were adapted from previous studies and were rated on a five-point Likert scale ranging from “strongly disagree” to “strongly agree”. The questionnaire was prepared in English and Vietnamese to ensure respondent comprehension.

The study included both domestic and international tourists who had visited Hoi An world heritage site. A total of 260 usable questionnaires were collected, comprising 177 domestic tourists and 83 international tourists. Both groups were pooled into a single analytical sample because the primary objective of this study was evaluate the effectiveness of tourism planning stimuli at the destination level rather than to compare behavioural differences between tourist segments. Pooling the two groups also enhanced the statistical power and stability of the PLS-SEM estimation.

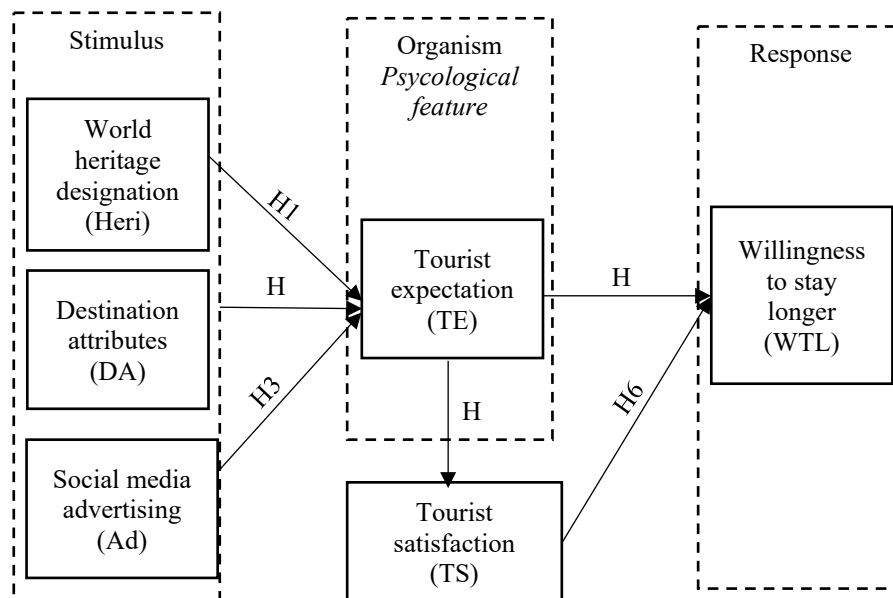


Figure 1: Proposed research model

Data were collected from tourists visiting the Hoi An World Heritage Site in Vietnam over a four-week period (July 2025). Respondents were approached directly at the tourism site and invited to participate in the survey as part of the research. Convenience sampling was employed to access tourists present at the destination. This method allowed respondents to be contacted on the spot and invited to participate after their immediate experience of the destination.

Among Vietnam's World Heritage sites, Hoi An ancient town is a unique case in that local residents still live within the heritage area, allowing direct interaction between hosts and guests. The town's cultural charm has been acknowledged worldwide, and Hoi An is one of the most popular destinations for domestic and international tourists. Its World Heritage status has not only brought global recognition to the town but has also led to continuous promotional and marketing activities by both the government and private stakeholders.

In total, 260 questionnaires were completed and usable. A descriptive analysis was undertaken to determine the demographic characteristics of respondents. Partial Least Squares Structural Equation Modelling (PLS-SEM) was then applied to analyse the relationship among the variables in the research model. PLS-SEM is particularly suitable for this study, attributable to its ability to handle complex models with latent variables measured indirectly by indicators. It is also appropriate for non-normally distributed data and relatively small sample sizes, providing consistent and reliable estimates and supporting the external validity of the research model.

ANALYSIS

Table 1 represents demographic information and travel preferences for the sample. Among 260 samples, international tourists accounted for 68.1% while Vietnamese tourists accounted for 31.9%.

Table 1. Demographic profile of respondents

Category	Description	No of respondents	%
Nationality	Vietnamese	83	31.9
	International	177	68.1
Gender	Male	142	54.6
	Female	118	45.4
Age	Under 20	23	8.8
	21- 30	91	35.0
	31- 40	79	30.4
	41 – 50	49	18.8
	Above 50	18	6.9
Education	High school and under	7	2.7
	Bachelor	239	91.9
	Master	11	4.2
	Doctor	3	1.2
Income	Under 10 million Dong	37	14.2
	10 – 30 million Dong	153	58.8
	30 – 50 million Dong	65	25.0
	Above 50 million Dong	5	1.9
Travel frequency	First time to Hoi An	181	69.6

	Second time to Hoi An	62	23.8
	Third time and above	17	6.5
Length of stay	One day	75	28.8
	2 days 1 night	141	54.2
	3 days 2 nights	41	15.8
	Above 3 days	3	1.2

In general, the respondents are under 40 years old (74.2%) and well-educated (97.3% have university degrees). Participants with a monthly income of less than 30 million Dong numbered 190, representing 73%. Regarding travel preferences, 69.6% of respondents reported it was their first time travelling to Hoi An, and 30.3% had already visited the destination. Regarding length of stay, over half of the respondents (54.2%) stayed one night in Hoi An, 15.8% stayed two nights, and 28.8% made a day trip without staying the night.

Descriptive statistics of individual question items and latent constructs

Table 2 shows the detailed individual question items and latent constructs. Descriptive statistics provide information of measurement scores for each question item in the study. This study used SPSS 26 software to conduct a descriptive analysis. Overall, based on a five-point Likert scale, the mean values for the five constructs, including world heritage designation, destination attributes, social media advertising, and willingness to stay longer, are all above 3.0. The standard deviation ranges from 1.27 to 0.79. A standard deviation of less than 2.0 indicates that the data points are clustered closely around the mean, with significantly low variability and high consistency in the dataset. In other words, most values are relatively close to the average, indicating a tight distribution rather than a wide spread. The highest mean value (3.64) was recorded for Heri 3, indicating that the world heritage designation leads tourists to expect that Hoi An has more unique values than other destinations. The lowest mean value (2.81) was observed for TS3, indicating that respondents were not completely satisfied with service quality in Hoi An.

Table 2: The results of descriptive statistics of individual question items and latent constructs

Latent variable	Item	Mean	SD
World Heritage designation (Heri)	Heri1: World heritage site designation makes me find that the destination becomes more attractive.	3.54	1.15
	Heri2: Knowing Hoi An is a World Heritage Site makes me expect a unique experience	3.62	1.13
	Heri3: The World Heritage designation makes me expect that Hoi An has more unique values than other destinations.	3.64	1.15

Latent variable	Item	Mean	SD
Destination attributes (DA)	DA1: Hoi An World Heritage has a very impressive natural landscape	3.41	1.22
	DA2: Hoi An world heritage provide high-quality tourism services	3.49	1.27
	DA3: Hoi An World Heritage has reasonable pricing	3.59	1.17
Social Media Advertising	Ad1: Advertisements about Hoi An world heritage that appear on my social media feeds are very interesting and engaging	3.04	0.79
	Ad2: Advertisements about Hoi An's world heritage create high expectations for an exceptional cultural experience	3.10	0.86
	Ad3: Advertisements about Hoi An world heritage provide accurate information that makes me expect the trip to go exactly as I hoped	3.13	0.84
Tourist Expectation (TE)	TE1: I expected the trip to satisfy all my expectations regarding scenic value	3.37	0.86
	TE2: I expected the trip to bring memorable experiences	3.19	0.89
	TE3: I have positive expectations regarding the service quality of the Hoi An destination	3.23	0.83
Tourist Satisfaction (TS)	TS1: I'm completely satisfied with the majestic beauty here	2.81	1.25
	TS2: I'm completely satisfied with the memorable experiences here.	2.87	1.27
	TS3: I'm completely satisfied with the service quality of the Hoi An destination	2.81	1.23
Willingness to stay longer (WTL)	WTL1: If conditions allow, I would like to extend my stay at Hoi An	3.24	0.86
	WTL2: I'm considering staying at the destination for a few more days	3.22	0.88
	WTL3: I have decided to stay at the destination longer than my original plan	3.21	0.83

Measurement Model

SmartPLS 4.0 software was used to assess a measurement theory based on whole-model fit, construct reliability, and validity. The structural association between the constructs was then examined using a structural model. Table 3 indicates that the lowest outer loading was 0.835 (Ad3) (above 0.7), Composite reliability ranged from 0.823 to 0.897 (above 0.6), Cronbach's alpha ranged from 0.813 to 0.894 (above 0.6), and average variance extracted (AVE) ranged from 0.754 to

0.826 (above 0.5). In this regard, the measures of all required indicators surpassed the minimum acceptable value (Fornell & Larcker, 1981; Hair, 2010)

Table 3: Measurement model of PLS ($n=260$)

Laten variables	Item	Outer loading	AVE	Composite reliability (ρ_a)	Cronbach's alpha
Heri	Heri1	0.911	0.826	0.895	0.894
	Heri2	0.905			
	Heri3	0.910			
DA	DA1	0.839	0.777	0.860	0.855
	DA2	0.878			
	DA3	0.924			
Ad	Ad1	0.869	0.727	0.823	0.813
	Ad2	0.835			
	Ad3	0.854			
TE	TE1	0.860	0.763	0.845	0.844
	TE2	0.890			
	TE3	0.870			
TS	TS1	0.869	0.754	0.838	0.837
	TS2	0.867			
	TS3	0.869			
WTL	WTL1	0.909	0.812	0.897	0.885
	WTL2	0.867			
	WTL3	0.926			

Note: AVE: Average variance extracted

Source: Table by authors

Table 4 shows the discriminant validity of Heterotrait-Monotrait (HTMT). Discriminant validity in SmartPLS refers to the extent to which a reflective construct is empirically different from other constructs in the model, such that its indicators load more strongly on their intended construct than on others. This validity is mainly evaluated using the HTMT, with recommended thresholds below 0.85 or 0.90, as well as the Fornell–Larcker criterion. In this regard, the indicators in Table 4 range from 0.821 to 0.323, indicating no significant correlation between the discriminant validity of the two independent variables. To summarise, the measurement model in this study has achieved model fit, excellent reliability, and acceptable convergent and discriminant validity.

Table 4: Discriminant validity of heterotrait- monotrait ($n = 260$)

	Ad	DA	Heri	TE	TS	WTL
Ad						
DA	0.323					
Heri	0.196	0.330				
TE	0.471	0.578	0.607			
TS	0.276	0.354	0.548	0.821		
WTL	0.069	0.216	0.236	0.349	0.374	

Hypothesis testing

The PLS technique was used to evaluate the hypotheses proposed in the conceptual model. The overall results of the hypothesis testing are displayed in Table 5 and Figure 2. Figure 2 illustrates the path coefficients between the latent variables and the β values for each item.

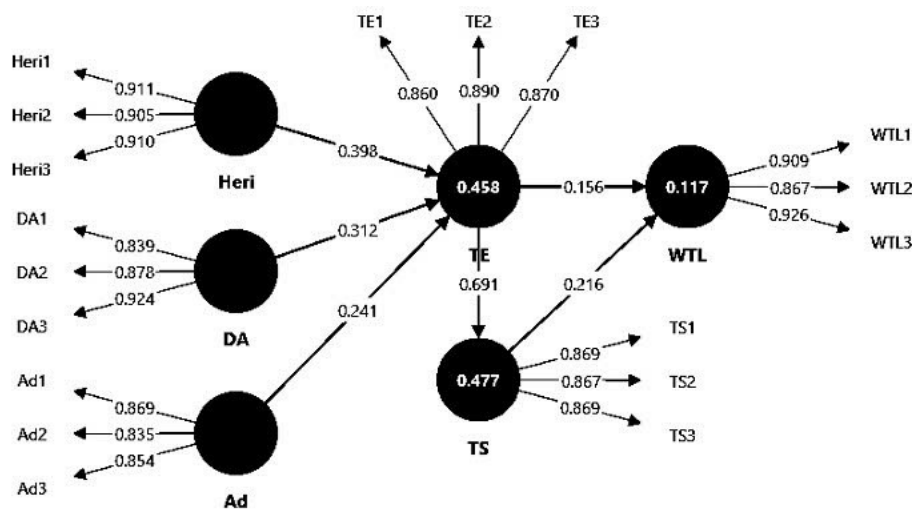


Figure 2: Path analysis result of the structural model

Source: Figure by authors

Table 5 indicates that all the hypotheses (H1, H2, H3, H4, and H6) were supported by their corresponding p -value, except for H5. Table 5 indicates that the World Heritage designation has a significant impact on tourists' expectations, with the corresponding coefficient supporting Hypothesis 1 ($\beta = 0.242$, $p < 0.001$). Thus, UNESCO's World Heritage recognition creates high expectations among tourists visiting Hoi An. The result of this study also confirmed supporting Hypothesis 2 ($\beta = 0.312$, $p < 0.001$). In this regard, destination attributes positively impact tourist expectations. Based on this result, it can be concluded that the attractive attributes of the Hoi An destination create positive expectations

among tourists. The findings also confirmed Hypothesis H3 ($\beta = 0.398$, $p < 0.001$), indicating a positive impact of social media advertising on tourists' expectations. It has been found that advertising on social media is effective in creating positive expectations about Hoi An among tourists.

Table 5: Statistical results of the structural model

Hypo-thesis	Path	β -value	SD	t-value	p-value	Result
H1	World Heritage designation ° Tourist Expectation	0.242	0.054	4.465	0.000	Accepted
H2	Destination attributes ° Tourist Expectation	0.312	0.046	6.749	0.000	Accepted
H3	Social Media Advertising ° Tourist Expectation	0.398	0.043	9.218	0.000	Accepted
H4	Tourist Expectation ° Tourist Satisfaction	0.693	0.024	29.010	0.000	Accepted
H5	Tourist Expectation ° Willingness to stay longer	0.159	0.122	1.284	0.199	Rejected
H6	Tourist Satisfaction ° Willingness to stay longer	0.217	0.067	3.216	0.001	Accepted

Similarly, tourist expectation has a positive and significant effect on tourist satisfaction, thus supporting Hypothesis H4 ($\beta = 0.693$, $p < 0.001$). In addition, based on the results presented, it can be concluded that tourist satisfaction positively affects willingness to stay longer, thus supporting Hypothesis H6 ($\beta = 0.217$, $p < 0.005$). These results show that tourists are willing to stay longer than originally planned if they are satisfied with the destination. As a consequence, the planner at the destination must ensure the quality of service and the level of tourist satisfaction to convince them to extend their stay. However, the results show that tourist expectation ($\beta = 0.159$, $p > 0.05$) does not affect willingness to stay longer, thus not supporting H5. This finding suggests that having high expectations before or during the visit is not sufficient to motivate tourists to extend their length of stay. Tourist expectations primarily represent tourists' anticipated perceptions of destination performance, but they do not necessarily converse it into actual behaviour intentions. In otherwords, tourists may have positive expectations toward destination based on reputation, attractions, or promotional information; however, their decision to stay longer depends more strongly on their actual experience and evaluation afater

consuming tourism services. This result is consistent with the role of satisfaction as a more proximal determinant of behavioral intention. The significant relationship between tourist expectation and tourist satisfaction indicates that expectation alone may not directly encourage longer stay unless it is confirmed through satisfactory on-site experiences. This finding carries an important implication for destination planners. Attractive of world heritage destination branding and promotion alone are not enough to extend tourist stays. Tourism planners must also ensure high quality on site experiences, since it is satisfaction, not expectation alone, that ultimately drives tourists to stay longer.

Regarding the link the three tourism planning stimuli (including world heritage designation, destination attributes, and social media advertising) to tourist expectation, tourist expectation to tourist satisfaction and tourist satisfaction to willing to stay longer, it can be concluded that the tourism planning stimuli significantly influence tourist expectations, which in turn positively affect tourist satisfaction and increase tourists' willingness to extend their length of stay. Finally, tourist expectation and tourist satisfaction play a mediating role in the model, linking tourism planning stimuli to willingness to stay longer.

Following the two-step approach recommended by Hair et al. (2019), after assessing the measurement model, the structural model was evaluated based on the coefficient of determination (R^2), effect size (f^2), collinearity statistics (VIF), and model fit indices.

Table 6 shows the results of coefficient of determination (R^2). The R^2 values indicate that World Heritage designation, destination attributes, and social media advertising jointly explain 45.8% of the variance in tourist expectation, which in turn explains 47.7% of the variance in tourist satisfaction. However, tourist expectation and tourist satisfaction together explain only 11.7% of the variance in willingness to stay longer. It suggests that other factors beyond expectation, satisfaction constructs may influence tourists; extended stay decision.

Table 6: Coefficient of Determination (R^2)

Construct	R^2	Adjusted R^2
TE	0.458	0.452
TS	0.477	0.475
WTS	0.117	0.111

Table 7 indicates the results of effect size (f^2). Notably, the effect size of tourist expectation on willingness to stay longer ($f^2 = 0.014$) is negligible, corroborating the non-significant path coefficient (H5) reported in Table 5. This shows that tourist expectation contributes almost nothing to explaining willingness to stay longer once its indirect influence through tourist satisfaction is accounted for.

Table 7: Effect size (f^2)

Path	f^2	Effect size
World Heritage designation ° Tourist Expectation	0.265	0.054
Destination attributes ° Tourist Expectation	0.156	0.046
Social Media Advertising ° Tourist Expectation	0.098	0.043
Tourist Expectation ° Tourist Satisfaction	0.912	0.024
Tourist Expectation ° Willingness to stay longer	0.014	0.122
Tourist Satisfaction ° Willingness to stay longer	0.028	0.067

*Threshold: 0.02 = small, 0.15 = medium, 0.35 = large Hair et al., 2019).

Table 8 illustrates the results of collinearity statistics (inner VIF). All inner VIF values are well below the conservative threshold of 3.3 (Hair et al., 2019), confirming that collinearity among predictor constructs is not concern in the structural model.

Table 8: Collinearity statistics (inner VIF)

Path	VIF
World Heritage designation ° Tourist Expectation	1.090
Destination attributes ° Tourist Expectation	1.154
Social Media Advertising ° Tourist Expectation	1.101
Tourist Expectation ° Tourist Satisfaction	1.000
Tourist Expectation ° Willingness to stay longer	1.912
Tourist Satisfaction ° Willingness to stay longer	1.912

Table 9 show the results of model fit summary. The SRMR value for the estimated model was 0.056, which is below the recommended threshold of 0.08 (Henseler et al., 2016), indicating an acceptable model fit. The NFI value of 0.826 further supports the adequacy of the proposed structural model.

Table 9: Model fit summary

Fix index	Saturated model	Estimated model
SRMR	0.048	0.056
NFI	0.830	0.826

DISCUSSION

The findings from this study are critically examined to highlight their contributions to the existing literature. To begin with, more than half of the respondents stayed in Hoi An for one night, which is an encouraging finding given that previous research showed this proportion was of day-trippers (Minh et al., 2023). This could be considered a result of the extraordinarily low mean scores for tourist satisfaction with the beauty, experiences, and service quality in Hoi An. Over the years, service quality has consistently had a negative impact on tourist satisfaction (Binh, 2019). Vitally, the World Heritage reputation, destination attribute attractiveness, and effective advertising produce favourable expectations. Notwithstanding, the rejection of H5 confirmed that tourist expectations had no significant influence on their willingness to stay longer in Hoi An. In line with Ngoc et al. (2024), Hoi An tourism planners might be successful in attracting tourists to their destination by utilising their reputation for fame, but they still need to work on offering more unforgettable experiences.

From a tourism planning perspective, the finding suggest that extending tourists' length of stay requires more than strengthening destination promotion. Since destination attributes significantly shape tourists' expectations, local authorities should focus on improving the spatial quality and diversity of heritage experiences. Tourism strategy should be implemented to encourage tourists to explore attractions beyond the heavily visited ancient town. This may include developing thematic heritage trails linking traditional craft villages, riverside landscapes, community-based tourism sites, and cultural attraction in the surrounding areas. Such measure would not only diversify tourist experiences but also reduce congestion in the central heritage site.

Furthermore, the significant relationship between tourist satisfaction and willingness to stay longer highlights the importance of enriching the overall tourist experience after arrival on site. Tourism planners should therefore strengthen the night-time economy by expanding cultural performances, traditional craft demonstration, local culinary activities, and evening heritage events. These activities can increase tourists' engagement, encourage overnight stays, and distribute tourist activities throughout the day.

The study also provide implications for transport management and heritage conservation. Improving pedestrian accessibility, cycling infrastructure, public transport connections, and parking management between the ancient town and peripheral attractions would facilitate visitor dispersal while reducing traffic pressure within the heritage zone. At the same time, tourism planners should carefully monitor heritage carrying capacity by regulation visitor flows during peak periods, implementing reservation or timed entry systems where appropriate, and continuously assessing the impacts of tourism on cultural

resources. These planning measures would contribute to balancing tourism development with the long-term conservation of Hoi An World Heritage Site.

CONCLUSION

This study explored the roles of tourism planning stimuli influencing tourists' willingness to stay longer in the Hoi An World Heritage destination. The Stimulus-Organism-Response (S-O-R) model was applied to assess the six hypotheses. The study found that all three factors of tourism planning stimuli, including world heritage designation, destination attributes, and social media advertising, had a significant and positive impact on tourist expectations. Meanwhile, tourists' expectations positively influenced their satisfaction. However, it did not have a significant impact on tourists' willingness to stay longer. Tourist satisfaction was found to have a significant effect on the intention to stay longer.

The findings of this study provide practical implications for destination managers and destination planners from a managerial perspective. In this regard, the planners at the Hoi An World Heritage destination are encouraged to further explore the effects of the three tourism planning stimuli studied in this research on shaping tourists' expectations of on-site experiences and on tourists' satisfaction levels. Meanwhile, destination managers and tourism planners should focus on ensuring service quality in Hoi An, because when tourists are satisfied, they are more likely to stay longer. Moreover, they should enrich the entertainment offerings in ancient towns, as they have recently done with "Hoi An's memories show".

One limitation is that the study was conducted across both international and domestic markets, and these two markets might have different behavioural intentions. For further research, researchers can study market segmentation, focusing on international or domestic markets. To strengthen the strategy and planning for developing sustainable tourism in Hoi An World Heritage and similar destinations, further studies can investigate additional tourism planning stimuli and psychological factors to understand tourists' different responses.

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