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Research Article

FACTORS AFFECTING DESTINATION COMPETITIVENESS IN HOI AN CITY, QUANG NAM PROVINCE

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ABSTRACT

Enhancing destination competitiveness is a critical long-term strategy for sustainable tourism development. This study evaluates the factors influencing the competitiveness of tourist destinations in Hoi An City, Quang Nam Province, which is known for its rich and attractive tourism resources. The study employs the Exploratory Factor Analysis (EFA) model, analyzing 7 groups of factors and 64 associated criteria: (1) Core resources and attractions, (2) Tourism services, (3) Tourism infrastructure, (4) Supporting and conditioning factors, (5) Policies, planning, and tourism development, (6) Destination management, and (7) Demand. Data were collected through surveys and interviews with 320 visitors to Hoi An, revealing varying impacts across factors, with the highest factor loading recorded at 0.788. The study offers policy recommendations for authorities, managers, and communities to enhance Hoi An's tourism competitiveness.

Keywords: EFA; destination competitiveness; Hoi An City; Quang Nam Province

1. Introduction

Tourism has become an essential part of the global economy and significantly contributes to socio-economic development worldwide. Many countries have identified tourism as a key economic sector and an important means of enhancing social well-being while helping to preserve and promote unique cultural values. The rapid growth of tourism and the emergence of numerous attractive destinations have heightened the competition among tourist destinations, enhancing destination competitiveness (DC) a critical element in tourism development strategies.

Given the significant role of tourism, various aspects of DC have attracted considerable research interest. Notably, the models developed by Crouch and Ritchie (1999) and the integrated approach by Dwyer and Kim have established foundational frameworks for assessing DC. The Crouch and Ritchie model evaluates DC based on specific groups of

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factors: (1) Core resources and attractors, (2) Supporting factors and resources, (3) Destination management, (4) Policy, planning, and destination development, and (5) Qualifying and amplifying determinants (Crouch & Ritchie, 1999). Building on this, Dwyer and Kim developed a model emphasizing six groups of factors: (1) Inherited resources, (2) Created resources, (3) Supporting factors and resources, (4) Destination management, (5) Situational conditions, and (6) Demand conditions (Dwyer & Kim, 2003). These models have laid the groundwork for further research on DC worldwide.

Hoi An City is a prominent tourist destination for both domestic and international travelers. According to Travel & Leisure, a leading American travel magazine, Hoi An is ranked 4th among the world's 25 most beautiful cities and 3rd in Asia (Anh Minh, 2024). The ancient town of Hoi An, recognized as a UNESCO World Heritage Site in 1999, holds significant resource values that attract tourists. Despite these unique and appealing attributes, the evaluation of DC in Hoi An has not received adequate attention. Existing research mainly focuses on tourism products or certain types of tourism, such as community-based tourism in specific areas (Pham et al., 2021). The comprehensive assessment of Hoi An's DC remains underexplored. As DC becomes crucial for strategic development, employing scientific methods to quantitatively assess influencing factors in Hoi An is highly practical.

This study builds on previous research and uses the Exploratory Factor Analysis (EFA) to analyze factors affecting DC in Hoi An. The study has two primary objectives: first, to analyze the direct and indirect factors influencing DC in Hoi An; second, to propose recommendations for enhancing DC. The findings aim to provide tourism managers and policymakers in Hoi An with valuable information to formulate strategies and policies that boost the destination's competitiveness.

2. Literature review and research method

2.1. Literature review

The term "tourist destination" is a fundamental geographical concept, referring to a specific geographical area that attracts visitors. This approach is evident in the classic definition by Burkart and Medlik: "A tourist destination is a geographical unit that tourists visit as a self-contained center" (Burkart & Medlik, 1981). The World Tourism Organization (UNWTO) defines a tourist destination as "a natural space, with or without administrative and/or other boundaries, where tourists can stay overnight. It is a cluster (within the same location) of products, services, activities, and experiences along the tourism value chain and serves as a fundamental unit for tourism analysis. A destination consists of various stakeholders and may be connected to form larger destinations. It also has intangible aspects such as its image and identity, contributing to its market competitiveness" (UNWTO, 1996). As tourist destinations continue to diversify and enhance their appeal, they face increasing pressure to improve tourism competitiveness.

DC is a multidimensional concept that involves an interdisciplinary approach across

various locations. According to Pearce (1997), DC entails systematic techniques, methods, and analyses to compare a destination's competitive attributes within the context of planning. A structured evaluation and comparison of tourism elements among competitors provide better insights into competitive advantages and help formulate effective development policies (Pearce, 1997).

Crouch and Ritchie (2003) define DC as the ability to increase tourism spending and attract more visitors while delivering memorable and satisfying experiences. This, in turn, generates profits, enhances the well-being of residents, and preserves the natural capital of the destination (Ritchie & Crouch, 2003). Achieving DC means ensuring high-quality tourism experiences for visitors and a good quality of life for residents. To this end, it is crucial to have metrics to measure DC performance, allowing for the collection of valid information for destination marketing and development. Performance indicators for DC are valuable tools in identifying factors influencing tourists' decisions, as well as pinpointing strengths, weaknesses, opportunities, and threats in a specific tourism context. These indicators are typically managed by public authorities but also involve private operators and residents through direct interaction with tourists.

Overall, research shows that DC is a diverse and multi-faceted concept, requiring careful evaluation and strategic importance in tourism planning. It is essential to take a holistic approach to studying DC and use multi-dimensional research methods to better understand the structure and impact of different factors affecting DC.

2.2. Research method

This study was conducted in three phases. In Phase 1, a comprehensive literature review was conducted to develop a theoretical research framework. Phase 2 involved the construction of a measurement scale for destination competitiveness (DC), informed by the literature review, resulting in 64 criteria organized into seven factors (Figure 1 and Appendix 1), coded as Q1 to Q64. Phase 3 encompassed the formal survey, data analysis, and discussion of findings. Analytical methods included descriptive statistics (utilizing mean and standard deviation), Exploratory Factor Analysis (EFA), and Structural Equation Modeling (SEM). Within the scope of this paper, the focus is primarily on the EFA model to evaluate factors influencing DC in Hoi An.

For statistical techniques, EFA requires an adequate sample size to ensure reliable estimations. According to Hair (2009), the total sample size should be at least five times the number of items analyzed. Yuan et al. (2010) recommend a sample size of 300-400 for reliable analysis. Thus, this study collected 320 responses through direct and indirect methods (via Google Forms), meeting the criteria for subsequent analysis.

The EFA model and procedures are illustrated in Figure 1.

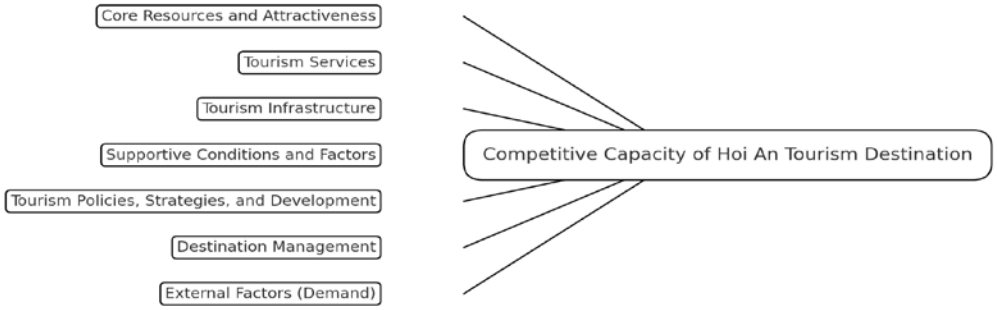

Figure 1. *The proposed research model*

3. Results and discussion

3.1. Scale reliability

The Cronbach's Alpha method was used to test the reliability of variables within a scale before conducting EFA. This test helps to remove unsuitable variables from the study. Variables with an item-total correlation coefficient lower than 0.3 are excluded. A Cronbach's Alpha coefficient of 0.6 or higher is considered acceptable for new research concepts (Hair, 2009; Hoang & Chu, 2008). Table 1 displays the results of Cronbach's Alpha

Table 1. *Cronbach's Alpha Results*

Factors	Item Total Correlation	Cronbach's Alpha if Item Deleted	Factors	Item - Total Correlation	Cronbach's Alpha if Item Deleted
Core Resources and Main Attractions		**0.944**	**Policies, Planning, and Tourism Development:**		**0.974**
Q1	.662	.943	Q35	.797	.973
Q2	.728	.940	Q36	.843	.972
Q3	.773	.938	Q37	.875	.971
Q4	.824	.935	Q38	.861	.971
Q5	.823	.936	Q39	.869	.971
Q6	.827	.935	Q40	.896	.970
Q7	.831	.935	Q41	.868	.971
Q8	.814	.936	Q42	.848	.972
Q9	.760	.938	Q43	.865	.971
Q10	.679	.944	Q44	.862	.971
Tourism service		**0.913**	Q45	.833	.972
Q11	.716	.905	Q46	.881	.971
Q12	.795	.889	**Destination management**		**0.971**
Q13	.799	.889	Q47	.845	.969
Q14	.767	.895	Q48	.833	.969
Q15	.816	.886	Q49	.845	.969
General infrastructures		0.942	Q50	.847	.969
Q16	.740	.942	Q51	.817	.970
Q17	.847	.929	Q52	.821	.970
Q18	.798	.936	Q53	.878	.968
Q19	.883	.925	Q54	.902	.967
Q20	.850	.929	Q55	.879	.968
Q21	.850	.929	Q56	.880	.968
Supporting Factors and Conditions		**0.968**	Q57	.865	.968
Q22	.832	.966	**Demand factors**		**0.949**
Q23	.816	.966	Q58	.802	.944

Q24	.736	.968	Q59	.866	.938
Q25	.836	.965	Q60	.799	.944
Q26	.781	.967	Q61	.878	.937
Q27	.821	.966	Q62	.791	.945
Q28	.888	.964	Q63	.825	.942
Q29	.850	.965	Q64	.858	.939
Q30	.824	.966			
Q31	.875	.964			
Q32	.759	.967			
Q33	.842	.965			
Q34	.841	.965			

Table 1 shows that the overall Cronbach's Alpha values are greater than 0.6, meeting the criteria for reliability. Each of the seven groups of factors has a Cronbach's Alpha coefficient above 0.6, and the item-total correlation coefficients are greater than 0.3. Thus, all the factors are suitable for further factor analysis.

3.2. EFA result

The Kaiser-Meyer-Olkin (KMO) measure evaluates the suitability of data for Exploratory Factor Analysis (EFA), with values between 0.5 and 1 indicating appropriateness, and values below 0.5 suggesting unsuitability (Hoang & Chu, 2008). Variables with factor loadings below 0.5 are excluded, and the analysis concludes when eigenvalues, representing the variance explained by each factor, exceed 1, with the cumulative variance explained surpassing 50% (Hair, 2009).

A total of 64 observed variables were analyzed using the criterion that eigenvalues must be greater than 1. Variables with factor loadings less than 0.5 were removed. The results showed a KMO value of 0.933 (greater than 0.5 but less than 1), indicating that factor analysis is appropriate. The significance value of Bartlett's Test was 0.000 (less than 0.05), confirming the suitability of factor analysis. The eigenvalue was 1.060 (≥ 1), and the total variance explained was 77.555% (≥ 50%), suggesting that the EFA model is appropriate. Thus, the seven extracted factors account for 77.555% of the variance in the observed variables. However, after performing the Rotated Component Matrix, six variables (Q11–Q15 and Q51) were excluded due to missing values (Appendix 1). The KMO test was repeated with the remaining 58 variables.

The KMO value for the 58 variables was 0.931, and Bartlett's Test showed a significance value of 0.000, confirming the suitability of the data. The eigenvalue was 1.007 (≥ 1), and the total variance explained was 78.919% (≥ 50%). This result indicates that the EFA model is well-suited, with seven factors explaining 78.919% of the variance.

Table 2. *KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.931
Bartlett's Test of Sphericity	Approx. Chi-Square	26854.903
	df	1653
	Sig.	.000

Table 3. *Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	35.459	61.136	61.136	35.459	61.136	61.136
2	2.831	4.881	66.016	2.831	4.881	66.016
3	2.094	3.610	69.626	2.094	3.610	69.626
4	1.760	3.035	72.661	1.760	3.035	72.661
5	1.459	2.515	75.176	1.459	2.515	75.176
6	1.164	2.007	77.183	1.164	2.007	77.183
7	1.007	1.737	78.919	1.007	1.737	78.919
…						
58	.013	.022	100.000			

The Rotated Component Matrix (Appendix 1) shows that the variables are grouped into six different factors, slightly differing from the initial model (Figure 3). These results will be analyzed in the discussion section 3.3.

3.3. Historgram Analysis

The regression test results (Figure 2) further affirm the consistency of the data concerning the assessment of DC in Hoi An City:

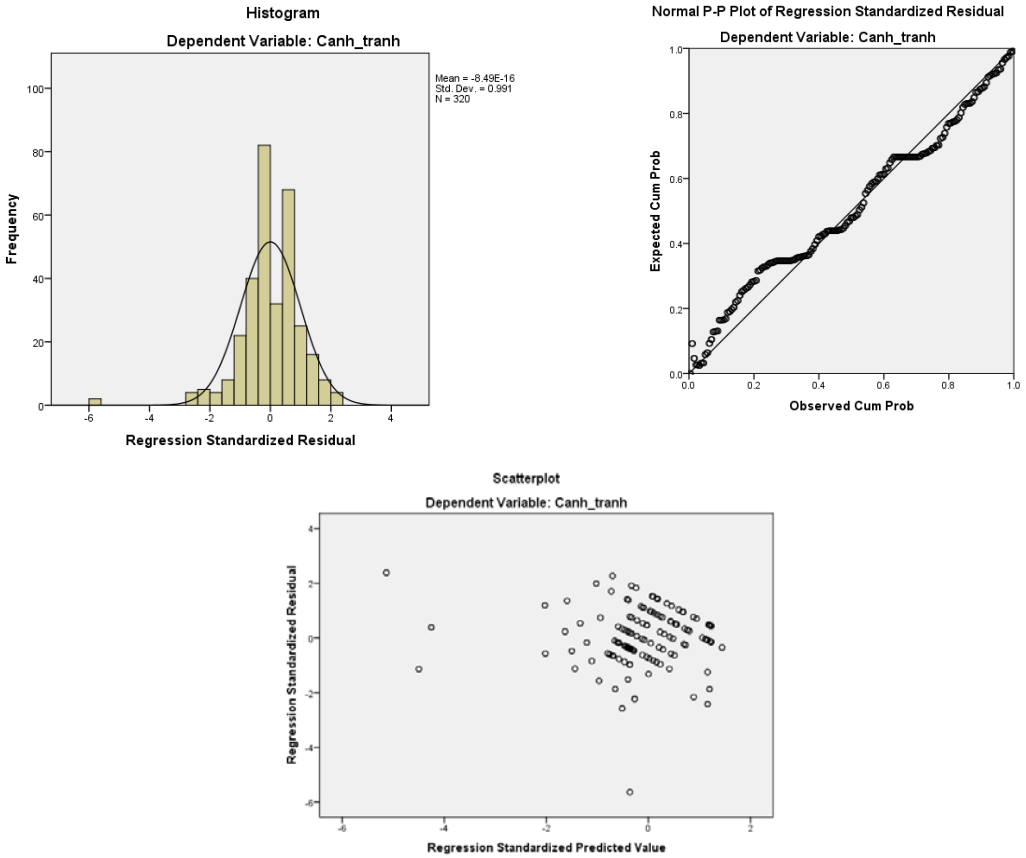

Figure 2. *Regression charts related to DC in Hoi An*

The histogram illustrates the distribution of standardized regression residuals. A mean value approximating 0 and a standard deviation (SD) near 1, coupled with a bell-shaped

distribution, indicate that the normality assumption for residuals is satisfied. In this study, the residuals exhibit a mean of 8.49×10^{-16} (effectively 0) and an SD of 0.991, closely aligning with 1. The bell-shaped curve confirms approximate normality, a critical assumption in regression analysis. A near-zero mean suggests unbiased model predictions, while the SD reflects error variability, collectively affirming the model's adherence to normality assumptions.

The normal P-P plot demonstrates that the standardized regression residuals closely align with the diagonal line, indicating approximate normality and minimal violation of the normality assumption. Complementing the histogram, the P-P plot illustrates the residuals' adherence to a theoretical normal distribution. Although minor deviations occur at the extremes, these are insufficient to undermine the regression model's assumptions. This alignment enhances confidence in the model's reliability and validity.

Finally, the scatterplot of regression standardized residuals versus predicted values shows a random spread of residuals around the horizontal axis. This randomness indicates that the variance of the residuals remains constant across all levels of the predicted values, satisfying the assumption of homoscedasticity. The absence of any discernible patterns or clustering in the plot suggests that the model effectively accounts for the data variability and does not suffer from issues like heteroscedasticity or systematic bias.

The analysis results satisfy validity tests and align with Exploratory Factor Analysis (EFA) standards. The rotated component matrix indicates varying impacts across factors, which are elaborated in the subsequent section.

3.3. Discussion

Based on the EFA results, it is clear that various factors impact the DC of Hoi An City.

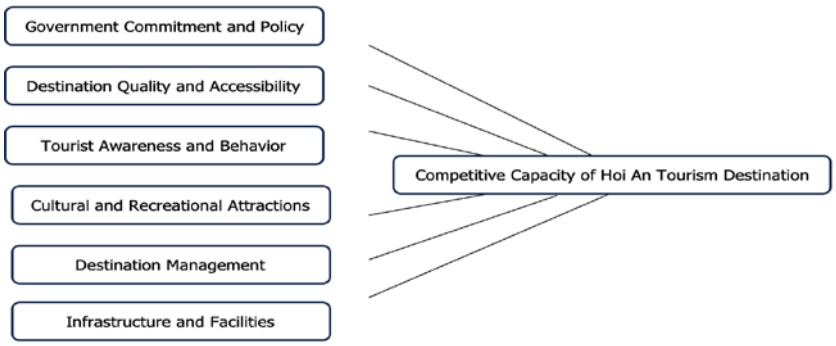

Figure 3. *The adjusted research model*

The first factor, focusing on *Government Commitment and Policy*, highlights its significant contribution to DC in Hoi An. Key variables emphasize efforts to minimize tourism's harmful impacts on society and the environment, enhance economic benefits, and promote community engagement through clear policies and partnerships. The strong loading of *Commitment of local authorities to minimize harmful social impacts* (Q39 – 0.788) underscores the critical role of proactive governance in fostering a sustainable and

competitive tourism environment in Hoi An. Local government commitments, particularly in mitigating negative impacts and supporting tourism education and training, are widely supported by visitors. Recent strategies and policies in Hoi An have effectively directed DC efforts, such as the 18th Congress Resolution of the Hoi An Party Committee, focusing on tourism planning and development with a vision toward 2030. Additionally, policies aimed at improving DC indicators emphasize criteria like transparency, information access, the dynamism of leadership, time cost, informal costs, equal competition, business support, legal frameworks, and land access. These policies have significantly enhanced Hoi An's attractiveness, drawing a substantial number of both domestic and international visitors.

The second factor, *Destination Quality, and Accessibility*, reflects the essential attributes that contribute to Hoi An's competitiveness as a tourist destination. Variables in this group highlight well-managed tourism facilities, local hospitality, environmental quality, and safety. The ability to provide professional services, guarantee local goods, and offer reasonable costs for tourists also plays a significant role. For instance, the variable *Tourism destination is well-managed* (Q28-0.733) demonstrates the importance of strong management practices in ensuring visitor satisfaction and maintaining Hoi An's reputation as a secure and welcoming destination. Tourism research (Abreu-Novais et al., 2016; Cao et al., 2022) shows that visitor trust is greatly influenced by the attitude and openness of the local community. Effective destination management that resolves visitor issues contributes to satisfaction and trust, enhancing destination appeal and competitiveness. In Hoi An, the local government focuses on raising community awareness about resource conservation and conducts training activities to improve tourism skills among residents. Additionally, local authorities encourage and support community-led homestay models and tourism clusters, especially in traditional craft and ecological villages. These efforts enhance local involvement and harness community resources to strengthen tourism.

The third factor, *Tourist Awareness and Behavior*, focuses on the alignment between tourists' preferences and the destination's offerings. This includes respect for local traditions, interest in cultural and natural heritage, and environmental consciousness. Repeat visitation and seasonality in tourist flows are also key indicators in this group. The strong loading of *Tourists who respect local values and traditions* (Q59 – 0.700) highlights the importance of cultural sensitivity in fostering sustainable tourism and enhancing Hoi An's appeal to responsible travelers.

The fourth factor, *Cultural and Recreational Attractions*, showcases the diverse and vibrant experiences available in Hoi An. This includes cultural events, nightlife, traditional cuisine, and unique architectural features that collectively enrich the visitor experience. For example, variables like *Diverse and appealing cultural events* (Q6-0.637) emphasize the city's ability to attract tourists seeking immersive and authentic experiences, further solidifying its competitive edge. The matrix results highlight "The cultural heritage of Hoi

An Ancient Town," recognized by UNESCO, as well as the city's unique tourism resources, which greatly appeal to visitors. Research consistently shows that tourist resources play a decisive role in travel choices, with destinations offering rich resources attracting diverse and large tourist flows. The appeal of a destination is based on individuals' perceptions, beliefs, and judgments about how well it meets their vacation expectations. Hoi An's abundant attractions, from the ancient town to its diverse surrounding resources, are strategically developed into various tourist spots. Examples include An Bang Beach Tourism Village, An My Agricultural Village, Van Lang Riverside Craft Village, and Thanh Dong Organic Vegetable Village, among others. This variety offers tourists a range of experiences. Additionally, factors like environmental greenness and nighttime tourism activities significantly impact DC in Hoi An.

The fifth factor, *Destination Management*, emphasizes the effectiveness of governance structures and collaboration among stakeholders in ensuring tourism sustainability. Clear communication, proper environmental management, and strategic marketing are key elements here. Two factors with the highest FL factor loading values are *"Effective management and supervision of tourism impacts"* and *"Promoting relationships between public and private stakeholders"* at 0.670 and 0.631. Effective destination management involves creating new experiences and shaping the destination's image, both of which are crucial for enhancing DC. Previous studies highlight that strong management improves destination quality, maximizes visitor satisfaction, encourages return visits, and supports sustainable tourism development (Andrades & Dimanche, 2017; Enright & Newton, 2004). Hoi An's management strategies focus on ensuring a peaceful and welcoming image for visitors, as reinforced by government directives such as Directive No. 07 on tourism environment management and visitor safety. This management approach has significantly boosted Hoi An's tourism competitiveness.

Lastly, the sixth factor, *Infrastructure, and Facilities*, highlights the foundational role of modern infrastructure in enhancing Hoi An's competitiveness. High-quality healthcare, waste management, eco-friendly transportation, and communication systems are essential for meeting the needs of both tourists and locals. The strong relevance of variables like *Modern healthcare and medical facilities* underscores the importance of robust infrastructure in supporting a seamless and enjoyable travel experience. Together, these factors create a comprehensive framework for evaluating and enhancing Hoi An's destination competitiveness.

4. Conclusion and recommendations

This study evaluated tourists' perceptions of the factors influencing DC in Hoi An City, Quang Nam province. Using the EFA analysis, the findings reaffirm the diversity of impacts on DC and reveal variations in the evaluated factors, as compared to recent studies such as those by Cao et al. (2022). Additionally, this study used the EFA analysis, which is

similar to studies by Bui et al. (2017) and Le et al. (2022), incorporating histogram analysis to deepen the understanding. The results indicate minor differences in the factors between the original and resulting models.

To enhance destination competitiveness (DC) in Hoi An, the following recommendations are proposed: (1) formulate strategic plans that optimize internal resources and supportive factors, emphasizing effective policy implementation and leveraging media for promotional campaigns; (2) upgrade infrastructure and tourism services, prioritizing advanced transportation networks, public amenities, and wastewater treatment systems to ensure environmental sustainability and visitor safety; (3) diversify tourism offerings by capitalizing on core attractions and promoting community involvement to equitably distribute benefits from tourism initiatives.

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ỨNG DỤNG MÔ HÌNH PHÂN TÍCH NHÂN TỐ KHÁM PHÁ TRONG ĐÁNH GIÁ NHÂN TỐ ẢNH HƯỞNG ĐẾN NĂNG LỰC CẠNH TRANH ĐIỂM ĐẾN DU LỊCH TẠI THÀNH PHỐ HỘI AN, TỈNH QUẢNG NAM

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TÓM TẮT

Nâng cao năng lực cạnh tranh là chiến lược phát triển lâu dài tại điểm đến du lịch, và việc đánh giá các yếu tố tác động đến năng lực cạnh tranh du lịch vì thế có ý nghĩa thực tiễn quan trọng. Dựa trên điều này, nghiên cứu được thực hiện nhằm mục đích đánh giá các nhân tố ảnh hưởng đến năng lực cạnh tranh điểm đến du lịch tại thành phố Hội An, tỉnh Quảng Nam – nơi có nhiều giá trị tài nguyên hấp dẫn du khách trong và ngoài nước. Trong nghiên cứu này, mô hình phân tích nhân tố khám phá (EFA) được vận dụng với 7 nhóm nhân tố và 64 tiêu chí thành phần bao gồm: (1) Nguồn lực cốt lõi và điểm hấp dẫn chính, (2) Dịch vụ du lịch, (3) Hạ tầng du lịch, (4) Các yếu tố hỗ trợ và điều kiện, (5) Chính sách, quy hoạch và phát triển du lịch, (6) Quản lí điểm đến, và (7) Các nhân tố cầu. Thông qua việc khảo sát và phỏng vấn đối với 320 du khách tham quan Hội An, kết quả nghiên cứu cho thấy có sự tác động khác biệt trong các nhóm nhân tố, trong đó, nhân tố có chỉ số Factor Loading lớn nhất là 0.788. Các kết quả này đặt ra những gợi ý chính sách cho các chính quyền, nhà quản lí và cộng đồng trong việc quan tâm đến nâng cao năng lực cạnh tranh điểm đến.

Từ khóa: EFA; năng lực cạnh tranh điểm đến; thành phố Hội An; tỉnh Quảng Nam

APPENDIX 1
Rotated Component Matrix

Code	Explaining	Component						
		1	2	3	4	5	6	7
Q39	Commitment of local authorities to minimizing the harmful social impacts of tourism on local communities	.788						
Q43	Government support for education and training in tourism and hospitality	.768						
Q38	Government commitment to minimizing the negative environmental impacts of tourism	.756						
Q46	Focus on community participation in tourism planning processes	.749						
Q37	Environmentally friendly approach to effective tourism development planning	.742						
Q40	Government commitment to increasing the economic impact of tourism on local communities	.731						
Q36	Integrated approach to effective tourism planning	.730						
Q44	Cooperation among public agencies to promote local tourism development	.726						
Q42	Emphasis on community empowerment	.698						
Q45	Public-private partnerships for local tourism development	.698						
Q41	A clear policy for establishing formal employment opportunities	.697						
Q35	Local policy commitment to tourism	.599						
Q28	Commitment of local authorities to minimizing the harmful social impacts of tourism on local communities		.733					
Q32	Tourism destinations is well-managed		.722					
Q34	Locals are welcoming to tourists		.695					
Q29	Local goods and services are guaranteed		.691					
Q26	Safety and security in tourism in Hoi An are ensured		.659					
Q23	Tourism businesses use advanced technologies		.656					
Q24	Affordable accommodation		.643					
Q27	Easy connectivity to other tourist destinations		.639					
Q31	The destination is connected to major tourism markets (Da Nang, Hue, etc.)		.639					
Q33	Local business activities exist		.634					
Q30	High level of professionalism in tourism		.630					
Q25	Environmental quality in Hoi An is ensured		.616					
Q22	The destination offers reasonable costs for tourists' experiences		.538					
Q59	Tourists respect local values and traditions			.700				
Q61	Their perspectives on the destination			.692				
Q58	Tourists are interested in local cultural and natural heritage			.685				
Q63	Proportion of returning visitors			.666				
Q62	Seasonality in tourism flows (negative)			.651				
Q64	"Fit" between destination product and visitor preferences			.646				
Q60	Environmental awareness of tourists			.565				
Q4	Green areas in the destination				.698			
Q7	Diverse and attractive entertainment options				.652			
Q8	Evening activities and nightlife in Hoi An are attractive				.639			
Q6	Diverse and appealing cultural events				.637			
Q9	Attractive cuisine and traditional products from the old town				.617			
Q5	Diverse and attractive cultural attractions				.604			
Q10	Many retail options in the old town				.581			
Q1	Exceptional natural resources and heritage				.549			
Q3	Unique architectural and artistic features of the old town				.525			
Q2	World cultural heritage, historical sites, and archeological monuments				.524			
Q54	Effective management and monitoring of tourism impacts					.670		
Q56	Promote relationships between public and private stakeholders					.631		
Q49	Create tourism experiences					.611		
Q55	Effective destination management structure					.592		
Q53	Proper management of the natural environment					.581		
Q57	Promote cooperation between tourism businesses					.577		
Q50	Effective destination communication					.571		
Q47	Effective destination positioning					.535		
Q48	Market segmentation					.535		
Q52	Visible tourism guidance and information					.502		
Q20	Modern healthcare and medical facilities						.761	
Q21	Wastewater and solid waste management						.740	
Q19	Easy access to healthcare facilities						.714	
Q17	High-quality and convenient road infrastructure						.626	
Q16	Quality eco-friendly transportation services						.544	
Q18	Modern communication systems to meet needs						.514	