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FACTOR AFFECTING TOURISTS' RETURN INTENTION. A CASE OF BINH QUOI VILLAGE IN HO CHI MINH CITY

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ABSTRACT:
The aim of this study is to identify factors affecting intention to return to Binh Quoi Village, a tourist destination in Ho Chi Minh City. The selected sample size is 300 domestic tourists who have been traveling to Binh Quoi. Qualitative and quantitative research methods with group discussion, Cronbach's Alpha test, exploratory factor analysis and multivariate linear regression were used in this study. Research results show that there are six factors (natural and cultural environment; reasonable price; infrastructure; accessibility to tourism products and services; local cuisine; entertainment services) that affect the tourists' intention to return to Binh Quoi. Based on the research results, the article proposes managerial implications to improve the ability to attract domestic tourists back to Binh Quoi in the future.

INTRODUCTION

Tourism is considered as a smokeless industry, which not only brings about the revenue in foreign currency, but also contributes significantly to the national income (Anh & Tien, 2019). Tourism also creates many jobs for local people and opportunities for national development. Tourism is considered a promising

direction and plays a very important role in economic development in Vietnam (Dung et al, 2019a; Thai et al, 2019a).

Binh Quoi tourist destination comes from the name Binh Quoi tourist village (in Ho Chi Minh City, Vietnam). It was established in 1994 under Decision No. 04 dated January 18, 1994 of Saigon Tourism Corporation. This is the common name of the tourism service chain: Binh Quoi 1, Binh Quoi 2, and Binh Quoi 3, located near each other on Thanh Da peninsula, in Binh Thanh district, not very far from the Ho Chi Minh City center. Ho Chi Minh City is about 08 km, adjacent to the Saigon River to the northeast. Business activities of Binh Quoi Tourist Village include the following types: catering services, accommodation services, restaurants, swimming pools, tennis courts, cafes, river cruises, music and dance, party and event organization, culture and cuisine, wharf exploitation. During the first months of Q1 and Q3 of 2019, domestic and international experts conducted surveys at many national tourism destinations (Sa Pa, Ha Long, Hue, Da Nang, Hoi An, Nha Trang, Binh Quoi). The survey results show that Vietnam almost attracts new tourists with about 90% being first-time visitors. The number of tourists returning to these tourist destinations for the second time accounts for about 6%. Experts also added that the rate of tourists coming back for the third time is 2%; 4 times or more is 2%. Thus, the total number of tourists returning to a those destinations is 10% (Duc et al, 2019; Tien, 2018). In which, the rate of returning visitors to Binh Quoi in particular is only 5.5%, a rather modest rate compared to the overall. In the latest statistics in 2018, the rate of returning to a tourist destination from the second time onward was significantly reduced to only 8% for all destinations, and Binh Quoi only reached 4%. This is a number that worries investors in the tourism industry as well as local management agencies who are gradually finding the causes and the best solutions to increase the number of visitors back to the Binh Quoi tourist destination.

There have been a number of domestic and foreign studies on the topic of intention to return to a tourist destination. In Vietnam, there have also been a number of studies related to the topic of intention to return to a tourist destination of authors such as: Ho Huy Tuu and Tran Thi Ai Cam (2012), Ho Huy Tuu and Nguyen Xuan Tho (2012) as well as Mai Ngoc Khuong and Nguyen Thao Trinh (2015) but so far no research has been done on the intention of returning to Binh Quoi of the domestic tourists (Anh et al, 2021; Tien et al, 2020; Viet et al, 2020; Vinh et al, 2019a). Therefore, the objective of this paper is to find out, explore and analyze the factors affecting the intention of tourists to return to this destination.

LITERATURE REVIEW AND HYPOTHESES

According to Jafari (1977), tourism is a kind of non-business activity where people leave their permanent residence. This activity is affected by socio-cultural, economic and environmental influences. Agreeing with the view that tourism is an activity of people leaving the place of permanent residence, Lieper (1979) adds that the travel time can be one or more nights and this activity is not intended to earn money.

Based on the connotation of the concept of tourism, tourists can be identified based on their activities, tourists are those who have activities related to a long holiday and leave their place of residence at least one night (Leiper, 1979; Tien, 2017c).

Tourism is an activity with a spatial destination. Travelers leave their usual place of residence to go to a specific place to satisfy their needs that are higher than the basic, lowest level needs in the hierarchy of Maslow. Many studies on tourist destinations are carried out from different angles, so there is no consensus on the concept of tourist destination. Tourism destination is one of the very broad and diverse concepts. A tourist destination is where demand for tourism takes place,. Or a tourist destination is a place where there are attractive, complementary elements, and products that combine these elements to meet the needs and desires of visitors (Nguyen Van Dang, 2007; Vinh et al, 2019 & 2019b).

The concept of return intention is derived from the theory of planned behavior and is defined as an intended/expected behavior in the future (Fishbein & Ajzen, 1975; Swan, 1981). It has become an important measure and tool for understanding and predicting social behaviors (Ajzen, 1991; Fishbein & Manfredo, 1992). Intended behavior is always accompanied by the observed behavior (Baloglu, 2000) and once the intention is formed, the behavior is then expressed (Kuhl & Bechmann, 1985).

Similar to the above study, there have been many related theories and research models built to specify the factors affecting the intention to return to the destination of tourists. Many are as follows.

Yumi Park and David Njite (2010) studied the relationship between Destination Image and Tourist Intended Behavior in Jeju Island, Korea. In this study Destination image is measured through 04 factors: (1) Environment, (2) Attraction of the destination, (3) Value for money, (4) Climate. The authors have built a research model to test the relationship between the components of Destination Image to Visitor Satisfaction, thereby affecting the Intent to return of tourists.

Asuncion Beerli and Josefa D. Martin (2004) conducted research on the influence of visitors' personal characteristics on different components of tourists' perception of destination image. Factors that affect tourists' perception of the destination image include: (1) Natural environment, (2) Infrastructure, (3) Tourism infrastructure, (4) Recreational services intellectual, (5) Cultural, historical and artistic values, (6) Political and economic factors.

Tun Thiumsak and Athapol Ruangkanjanases (2016) studied the factors affecting international tourists returning to Bangkok, Thailand. Although this study refers to international tourists, it is the theoretical basis and builds some factors affecting the intention of domestic tourists. The research results show that there are five factors affecting the intention to return to Bangkok, Thailand of foreign tourists, including: (1) Perceived satisfaction about destination

attributes, (2) Satisfaction overall satisfaction, (3) Perceived attractiveness of the destination, (4) Overall image of the destination, (5) Motivation of tourists. Mai Ngoc Khuong and Nguyen Thao Trinh (2015) studied the factors affecting tourists' intention to return to Vung Tau city, Vietnam. this is a study on the intention to return to the destination of domestic tourists. The study was conducted to determine the important factors affecting tourists' satisfaction as well as their intention to return to Vung Tau tourist destination. The relationship between variables reveals tourist destination image, natural and cultural environment, price, infrastructure, accessibility, local cuisine, leisure and entertainment, and satisfaction destination can lead to a tourist's intention to return. In addition, the experimental results show that destination image, infrastructure, price, natural and cultural environment positively affect the return goal of tourists. In contrast, safety and security provided a significant negative influence on tourists' return intention.

Ho Huy Tuu and Tran Thi Ai Cam (2012) conducted a study on the topic of return intention and positive word of mouth of international tourists towards Nha Trang. The authors test the indirect effects through satisfaction on the intention to return and positive word of mouth of international tourists to Nha Trang of environmental, cultural and social factors, cuisine, entertainment, facilities, and the visitor's tendency to seek out differences. The results show that except for the two factors of entertainment and facilities that have no significant impact on satisfaction, the remaining factors have an indirect influence on the intention to return.

Ho Huy Tuu and Nguyen Xuan Tho (2012) conducted a study on the influence of destination image and perceived risk on tourists' intention to return and positive word of mouth towards Cua Lo beach resort of the province of Nghe An in Vietnam. The author has built a theoretical model of the positive impact of the factors of the destination image and the negative impact of the factors of perceived risk in tourism on the loyalty of tourists. The research results show that there are four factors affecting the intention to return to the tourist destination, including: (1) Environment, (2) People, (3) Psychological risks, (4) Financial risks main.

Based on the research model of Tun Thiumsak and Athapol Ruangkanjanases (2016), Ho Huy Tuu and Tran Thi Ai Cam (2012), Ho Huy Tuu and Nguyen Xuan Tho (2012), especially the model of Mai Ngoc Khuong and Nguyen Thao Trinh (2015), we propose the research model for our topic as follows (Figure 1).
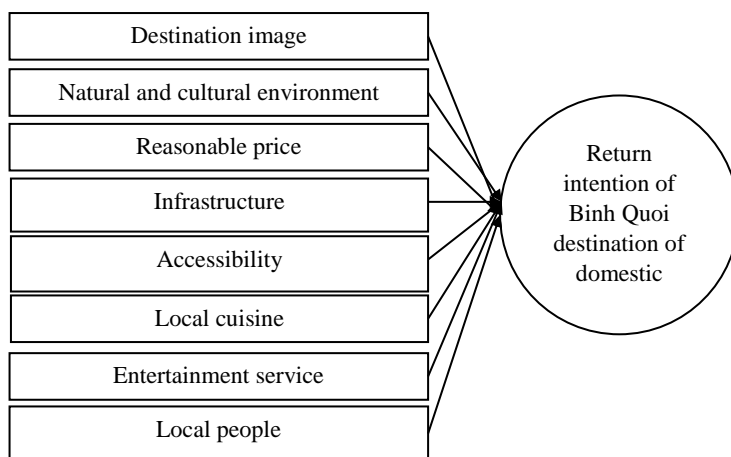
Figure 1: Proposed Model Of Research
Source: Own Development

Based on proposed model of research, hypotheses are formulated as follows:

Table 1: Research Hypotheses For Binh Quoi Tourist Destination

Hypotheses	Description
H1: Tourist destination image has a positive influence on the intention to return to Binh Quoi tourist destination of domestic tourists.	Destination image is a fairly common topic in many studies, especially in tourism. The concept is defined as "the set of beliefs, ideas, and impressions to which a person has a destination" (Crumpton, 1979) or "A favorable or unfavorable preconception that audiences and distributors have product or destination" (Gallarza et al., 2002).
H2: The natural and cultural environment has a positive influence on the intention to return to Binh Quoi tourist destination of domestic tourists.	The natural environment includes all that exists in nature and is not created or caused by man. In the field of tourism, the natural environment includes many factors such as weather, beaches, lakes, mountains, deserts (Beerli and Martin, 2004). In the tourism industry, Beerli and Martin (2004) also mentioned that the cultural environment includes quality of life; language barriers; The hospitality and friendliness of the local residents; Festival or concert; Religion; Historical attractions; Customs and way of life.
H3: The reasonableness of the price has a positive influence on the intention to return to Binh	Price is defined as what the customer actually pays in exchange for the benefit of a product or service, or a clear indicator of service level and quality (Berry and

Quoi tourist destination of domestic tourists.	Parasuraman, 1991). According to Bagwell and Bernheim (1996), consumers are willing to pay more for services at a destination if they define their relationship with luxury image.
H4: Infrastructure has a positive influence on the intention of domestic tourists to return to Binh Quoi tourist destination.	Infrastructure is a fairly transparent tool to most people, in terms of time and space, tied to familiar structures such as the power grid, water, the Internet, and airlines (Yates and Maane, 2001). Besides, Barroso et al. (2007) refer to infrastructure including general infrastructure (medical services, telecommunications, ...) and tourism infrastructure (such as housing, restaurants). , hotels, tourist centers, …).
H5: Accessibility to tourism products and services has a positive influence on the intention to return to Binh Quoi tourist destination of domestic tourists.	Accessibility is defined as "desirable products, services, activities and destinations that are easily accessible due to the availability, capabilities, and convenience of means of transport, information, or geographic distribution." activities and destinations" (Litman, 2003).
H6: Local cuisine has a positive influence on the intention of domestic tourists to return to Binh Quoi tourist destination.	Food has become an increasingly important factor in the tourism industry and 25% of total tourism spending is on food and the figure is even higher (Fedz, 1986). For destination food suppliers, it is necessary to expand the knowledge of tourists' culinary culture (including eating habits, tastes, customs, etc.) to make the food suitable. according to the habits of tourists. This will help improve food service also increase customer satisfaction (Quan and Wang, 2004).
H7: Recreational services have a positive influence on the intention of domestic tourists to return to Binh Quoi tourist destination.	According to the Oxford Dictionary (2005), leisure refers to time spent doing what you enjoy when you are not working or studying while leisure is defined as movies/music,… entertainment for everyone. Recreation and recreation include outdoor activities, adventure activities, shopping as well as nightlife (Barroso et al., 2007).
H8: Local people have a positive influence on the intention to return to Binh Quoi tourist destination of domestic tourists.	The hospitable, inclusive local people or the professional, dedicated tour guide who introduces the culture and the arts also influence the intention to return to the tourist destination.

Source: Own Development

RESEARCH METHODOLOGY

Based on the theoretical foundation and a brief review of related previous studies, the article used a combination of both qualitative and quantitative research methods, equivalent to two phases: preliminary research and formal research.

Preliminary research was carried out through qualitative research method. The purpose of the qualitative research is to discover and confirm the appropriate hypotheses for the factors affecting the intention to return to Binh Quoi destination of domestic tourists. Formal research supplemented the scale to suit the characteristics of Binh Quoi destination, thereby help in building the scales to include in the research model and setting up the questionnaire.

Formal research is carried out by quantitative research method. Quantitative research was conducted through direct survey of domestic tourists who have been using services at Binh Quoi destination to collect survey data. The objective is to re-test the scales in the research model, this is a detailed analysis of the data collected through questionnaires sent to visitors to determine the correlation of identified factors. With the proposed research model including 35 observed variables, the minimum sample size is: 35 x 5 = 175 observations.

The research sample was selected according to: convenience sampling method, the number of questionnaires distributed was 300 votes, each question was measured based on the 5-level Likert scale, performed by direct survey of the respondents. Domestic tourists have been traveling at Binh Quoi destination and the survey was conducted between March 2020 and May 2020.

Data were processed by SPSS 22 software, including: Cronbach's alpha reliability test, EFA analysis, regression analysis, Anova test of variance.

Sample Description

In the end, the author obtained 207 valid questionnaires that were used as data for the research, in which: men accounted for 47.8% and women accounted for 52.2%; mainly aged from 36 to 45 years old (accounting for 41.5%). Most of the tourists have college/university degree (65.2%); Office workers (27.1%) and management (20.2%) are the two most popular occupations in the survey data. The percentage of respondents with income from 5 to less than 10 million VND (400 USD) per month is predominant (44.4%).

Table 2: Research Sample Information

Sample feature – n = 207		Amount	rate (%)
Sex	Male	99	47.8
	Female	108	52.2
	< 25	12	5.8
Age	25 - 35	48	23.2
	36 – 45	86	41.5
	> 45	61	29.5
	Retired	38	18.4

Occupation	Manager	42	20.2
	Office employee	56	27.1
	Housekeeper	22	10.6
	Freelancer	26	12.6
	Other	23	11.1
Income	< 5 million VND	10	4.8
	5 - 10 million VND	92	44.4
	10 - 20 million VND	73	35.3
	> 20 million VND	32	15.5

Source: Based on Authors' Data Processing

RESULTS

Scale Reliability Test Results

The results of Cronbach's alpha test of the factors are presented in Table 3.

Table 3: Reliability Test Of The Scale With Cronbach's Alpha

	Observed variable	Scale average if variable removed	Scale varian if variable removed	Total variable correlation	Cronbach's alpha if variable removed
(1) Destination image scale - Cronbach's Alpha value: 0.885					
1	HA1	15.07	13.520	0.691	0.868
2	HA2	14.86	13.205	0.794	0.843
3	HA3	14.60	14.939	0.613	0.884
4	HA4	14.84	13.154	0.772	0.848
5	HA5	14.88	13.656	0.747	0.855
(2) Natural environment scale - Cronbach's Alpha value: 0.844					
6	MT1	9.35	8.830	0.663	0.809
7	MT2	9.17	8.520	0.745	0.772
8	MT3	9.19	9.105	0.691	0.797
9	MT4	9.02	9.262	0.619	0.827
(3) Reasonable price scale - Cronbach's Alpha value: 0.928					
10	GC1	14.26	15.774	0.797	0.915
11	GC2	14.33	15.066	0.853	0.904
12	GC3	14.41	14.437	0.848	0.905
13	GC4	14.31	15.216	0.801	0.914
(4) Infrastructure scale - Cronbach's Alpha value: 0.730					
14	CS1	10.80	6.121	0.520	0.670
15	CS2	10.59	6.826	0.564	0.656
16	CS3	11.17	5.879	0.562	0.644
17	CS4	11.15	6.186	0.460	0.708
(5) Accessibility scale - Cronbach's Alpha value: 0.840					

18	KN1	9.39	9.667	0.672	0.799
19	KN2	9.56	9.073	0.762	0.757
20	KN3	9.40	10.289	0.593	0.832
21	KN4	9.54	9.881	0.671	0.799
(6) Local cuisine scale - Cronbach's Alpha value: 0.892					
22	AT1	11.97	22.756	0.692	0.878
23	AT2	12.03	22.509	0.763	0.862
24	AT3	12.11	23.290	0.708	0.874
25	AT4	12.20	22.124	0.815	0.850
(7) Entertainment service scale - Cronbach's Alpha value: 0.782					
26	DV1	12.18	14.031	.549	.744
27	DV2	12.47	14.736	.526	.751
28	DV3	11.77	13.749	.614	.722
29	DV4	11.71	13.952	.597	.728
(8) Local people scale - Cronbach's Alpha value: 0.828					
30	CN1	10.28	4.895	.659	.781
31	CN2	10.37	4.550	.697	.763
32	CN3	10.47	4.820	.699	.763
(9) Return intention scale - Cronbach's Alpha value: 0.846					
33	YD1	10.69	8.166	.626	.832
34	YD2	10.43	7.927	.733	.782
35	YD3	10.32	8.482	.639	.823

Source: Authors' Data Analysis

Table 3 shows the results of testing the reliability of the scale with Cronbach's Alpha coefficient of the factors on the scales from 1 to 9 all > 0.6. Therefore, all 9 scales are suitable and used in the next step of exploratory factor analysis (EFA).

Exploratory Factor Analysis (Efa)

The results in Table 4 show that KMO value = 0.831 (> 0.5) is very suitable for the use of factor analysis and the Sig value = 0.000 shows that the factor analysis is consistent with the data.

Table 4: KMO And Bartlett Test For Influencing Factors

Kaiser-Meyer-Olkin of suitable sample		0.831
Bartlett's test of suitability	Calculated chi-squared value	4282.718
	Degree of Freedom	496
	Sig. Value	0.000

Source: Authors' Data Analysis

The EFA exploratory factor analysis results showed that there were 8 factors extracted at the eigenvalue of 1,125 and the total variance extracted was 69.774%. Thus, the extracted variance meets the requirements.

Table 5: Exploratory Factor Analysis Results For Influencing Factors

	Factors						
	1	**2**	**3**	**4**	**5**	**6**	**7**
GC2	.857						
GC1	.828						
GC3	.778						
GC4	.640						
AT4		.860					
AT2		.845					
AT1		.837					
AT3		.822					
CN2		.813					
CN3		.796					
CN1		.782					
HA4			.844				
HA2			.812				
HA5			.797				
HA1			.736				
HA3			.652				
MT3				.841			
MT2				.815			
MT1				.733			
MT4				.704			
KN2					.844		
KN4					.828		
KN1					.746		
KN3					.727		
DV2						.678	
DV3						.656	
DV4						.633	
DV1						.629	
CS1							.793
CS3							.774
CS4							.768
CS2							.699

Source: Authors' Data Analysis

The results in Table 5 show that the factor loading coefficients of these variables are all greater than 0.5, which is satisfactory. Based on the results of the factor rotation matrix (Table 5), the command to group average variables was used to group the satisfactory variables with factor loading > 0.5 into 7 factors.

Regression Analysis Results

The model is built based on the results of EFA analysis, with the dependent variable being Intent to return to Binh Quoi tourist area of domestic tourists (YD) measured by 03 observed variables; The independent variables of the model are measured by the average value of each satisfactory variable in the same factor.

The results of the Pearson correlation coefficient matrix show that the dependent variable YD shows correlation with the independent variables in the research model (with all sig values less than 0.01). Particularly, the KN variable has not shown a correlation with the YD variable, due to the Sig value > 0.05. The correlation coefficient between the dependent variable and the independent variables are both greater than 0 and less than 0.85 (the condition index that the research concepts have achieved discriminant value). Therefore, we can conclude that the independent variables have a positive correlation with the dependent variable and are eligible to conduct multiple regression analysis.

The results of the model estimation are presented in Table 6 below.

Table 6: Regression Analysis' Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-6.180	.040		.000	1.000		
	GC	.504	.040	.504	12.622	.000	.932	1.073
	AT	.184	.040	.184	4.605	.000	.911	1.098
	HA	.435	.040	.435	10.873	.000	.999	1.001
	MT	.375	.040	.375	9.375	.000	.978	1.023
	KN	-.005	.040	-.005	-.122	.903	.994	1.006
	DV	.156	.040	.156	3.913	.000	.901	1.110
	CS	.200	.040	.200	5.000	.000	.988	1.012

Commented [h1]:

Source: Authors' Data Analysis

Table 6 shows that the variable KN has no impact on YD (with Sig = 0.903 > 0.05), the remaining factors have an impact on the dependent variable with high statistical significance.The normalized regression equation is rewritten as follows:

YD = 0.504.GC + 0.435.HA + 0.375.MT + 0.2.CS + 0.184.AT + 0.156.DV

It can be seen that among the factors affecting the intention to return to Binh Quoi destination of domestic tourists, the factor Reasonable price has the largest impact, with a standardized beta coefficient of 0.504. This explains that customers will prioritize choosing destinations to visit based on the reasonable

price factor. Therefore, when the service price changes, the demand for returning to that tourist destination will change. Specifically with Binh Quoi destination, if the Reasonable Price increases by 1 unit, the number of returning tourists will increase by 0.504 units. The second strongest factor affecting the intention to return to Binh Quoi destination of domestic tourists is Destination Image, with a standardized beta coefficient of 0.435. The third strongest factor affecting the intention to return to Binh Quoi destination of domestic tourists is the Natural Environment, with a standardized beta coefficient of 0.375. The fourth strongest factor affecting the intention to return to Binh Quoi destination of domestic tourists is Tourism Infrastructure, with a standardized beta coefficient of 0.2. The fifth strongest factor affecting the intention to return to Binh Quoi destination of domestic tourists is Food and People, with a standardized beta coefficient of 0.184. The sixth strongest factor affecting the intention to return to Binh Quoi destination of domestic tourists is Entertainment (Leasure, Recreational) Services, with a standardized beta coefficient of 0.156.

Similar to the above results, the authors also found similar evidences about the positive correlation between the factors Reasonable Price, Destination Image, Natural Environment, Tourism Infrastructure, Food and People, Entertainment Services, and tourist Intention to Return to destination.

CONCLUSIONS
The research results show that there are 06 factors affecting the intention to return to Binh Quoi tourist area of domestic tourists arranged according to the degree of influence as follows: Reasonable Price (with standard beta coefficient 0.504); Destination Image (0.435); Natural Environment (0.375); Tourism Infrastructure (0.2); Cuisine and People (0.184); Entertainment Services (0.156). Similar to this result, the authors also found similar evidences about the positive correlation between the above factors and the intention to return to the destination of tourists in the study Tun Thiumsak and Athapol Ruangkanjanases (2016).

On the basis of the research results, the authors has proposed some managerial implications to further improve the ability to attract domestic tourists back to Binh Quoi destination in the future revolving around those 6 identified factors affecting tourists' intention to return to the destination.Reasonable Prices: The management board of Binh Quoi tourist destination needs more reasonable management policies in controlling the cost of ingredients to be able to reduce the prices of traditional dishes. In addition, the Management Board of Binh Quoi tourist destination needs to regularly check the issues related to the listing of prices of dishes served by restaurants in to avoid a high price difference with the same dish between restaurants (Binh Quoi 1, Binh Quoi 2, Binh Quoi 3), this may create dissatisfaction among visitors and could lead to the loss of the professionalism and competitiveness of Binh Quoi tourist destination.

Destination Image: In the coming time, Binh Quoi Tourist Management Board needs to have a policy to invest in accommodation services such as repairing, investing in new construction of motels and hotels within the resort's premises. Binh Quoi tourism, to be able to meet the needs of all-day outdoor play on

weekends of visitors, should thereby contribute to the improvement of the satisfaction and return intention of the visiting tourists. Natural Environment: The Management Board needs to continue to maintain and promote the strengths of the natural environment at Binh Quoi destination to increase satisfaction and to improve the intention to return to this place in the future of visitors.

Tourism Infrastructure: Binh Quoi tourist destination itself needs to invest in upgrading infrastructure, improving the information system further so that tourists know Binh Quoi tourist destination as a resting place full of recreational services in order to attract more domestic tourists for the purpose of development of this local smokeless industry. Food and People: Visitors highly appreciate the cuisine at Binh Quoi tourist resort with many dishes and traditional local flavors. Besides, visitors highly appreciate the friendliness of the people of the Ho Chi Minh City, the willingness to introduce festivals and special events of Binh Quoi destination. This evaluation partly comes from the perception of visitors through experiences of natural landscapes, food stalls, games with bold rural areas of the South in the campus of Binh Dinh Tourist destination.

Entertainment Services: In the coming time, the management board of the resort needs to invest in the direction of expanding and upgrading health care, concerts, and clubs to further enhance the satisfaction of tourists, thereby increasing the tourists' intention to return to Binh Quoi destination in the near future.

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