

RESEARCH ON DOMESTIC TOURISTS' INTENTION TO RETURN TO PHAN THIET CITY

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Abstract: *The objective of this research was to identify factors influencing domestic visitors' intention to return to Phan Thiet City. The study surveyed 250 domestic travelers and applied an exploratory factor analysis model. The research results indicate six factors affecting the intention of domestic tourists to return when coming to Phan Thiet City. The impact level, in order from highest to lowest, is as follows: (1) Destination image; (2) local cuisine, (3) entertainment services; (4) natural environment; (5) price; and (6) infrastructure. Based on the research results, the authors proposed some implications for improving the ability to attract domestic tourists back to Phan Thiet in the future.*

Keywords: *intention to return, domestic tourists, Phan Thiet City*

1. INTRODUCTION

The National Tourism Year 2023 was held in Binh Thuan with the theme "Binh Thuan - Hoi Tu Xanh," which is a series of socio-cultural and economic events, not only creating a driving force for Vietnam's tourism industry to recover after being affected by the COVID-19 pandemic. This is also an opportunity to introduce and promote the cultural values, resources, and unique tourism products of Vietnam in general and Binh Thuan province in particular to attract domestic and foreign tourists. In 2022, Binh Thuan welcomed over 5.7 million tourists, including 75.5 thousand international visitors, with a tourism revenue of 13,680 billion VND. Binh Thuan strives to achieve the goal of attracting more than 6.7 million tourists in 2023 and hopes to make tourism one of the three key economic sectors of the province (Nguyen Vu, 2023).

In addition, the Phan Thiet-Dau Giay expressway came into operation, creating a big turning point to help Binh Thuan province connect faster with Ho Chi Minh City and southern provinces. In particular,

2023 is the year that Binh Thuan is chosen to organize the National Tourism Year. With the advantage of the Phan Thiet-Dau Giay expressway connecting to Ho Chi Minh City, this will open up opportunities for Binh Thuan to attract a larger source of tourists and investors to the locality (Nguoi Lao Dong Newspaper, 2023). However, if the tourism destination environment is not properly and professionally managed, it will significantly reduce the number of returning visitors because they will not receive the quality of products and services commensurate with their money.

There have been a number of studies on the topic of travelers' intentions to return to a tourist destination. However, no research has been carried out on the intention of domestic tourists to return to Phan Thiet City. Therefore, the study was conducted to determine the influencing factors as well as the degree of influence of these factors on the intention of domestic tourists to return when coming to Phan Thiet City. On that basis, the study will propose some governance implications to improve the ability to attract domestic tourists to Phan Thiet City in the

future.

2. LITERATURE REVIEW AND RESEARCH METHODS

2.1 Literature review and research model

According to Jafari (1981), tourism is the activity of people leaving their permanent residence, which is influenced by socio-cultural, economic, and environmental factors. Concurring with the view that tourism is a human activity leaving a habitual residence, Lieper (1979) added that travel time can be one or more nights and this activity is not intended to earn money.

According to Rubies (2001), a tourist destination is a geographic area that contains resources, attractions, infrastructure, equipment, service providers, other support areas, and management organizations that interact and coordinate activities to provide travelers with the experience they expect at the destination. According to Ha Nam Khanh Giao (2009), a tourist destination is a point that we can feel by geographical, political, or economic borders, it is a place with attractive tourism resources and meeting the needs of tourists.

The concept of intention to return has its roots in the theory of intended behavior and is defined as an intended or expected future behavior (Fishbein and Ajzen, 1975). It becomes an important metric and tool for understanding and predicting social behaviors (Nguyen Phuong Tuong Lan and Nguyen Van Thich, 2021).

There have been many studies conducted to identify factors affecting the intention of domestic tourists to return, such as Tran Minh Tan (2021), Nguyen Phuong Tuong Lan and Nguyen Van Thich (2021), Huynh Nhut Phuong and Nguyen Thuy An (2017), Thijsak and Ruangkanjanases (2016), Hsu and Huang (2012), and Park and Njite (2010). Although these studies have differences in geography, time, and research

methods, there are similarities in factors affecting the intention of domestic tourists to return. Although the naming scheme varies, in general, studies show that factors affecting the intention of domestic visitors to return include: destination image, infrastructure, price, local cuisine, natural environment, and entertainment services.

Based on the theoretical basis and selective inheritance of relevant studies, the model of studying factors affecting the intention of domestic tourists to return to Phan Thiet City is proposed as follows:

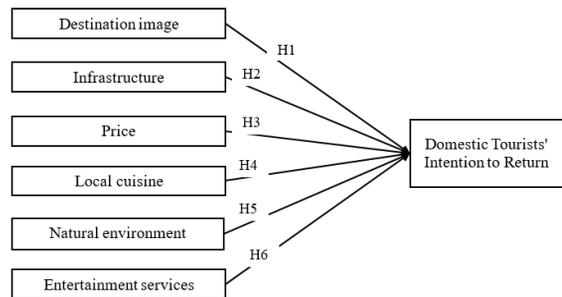


Figure 1. Proposed Research Model

Hypothesis 1 (H1). Destination image has a positive influence on domestic tourists' intentions to return to Phan Thiet City.

Hypothesis 2 (H2). Infrastructure has a positive influence on domestic tourists' intentions to return to Phan Thiet City.

Hypothesis 3 (H3). Price has a positive influence on domestic tourists' intentions to return to Phan Thiet City.

Hypothesis 4 (H4). Local cuisine has a positive influence on domestic tourists' intentions to return to Phan Thiet City.

Hypothesis 5 (H5). The natural environment has a positive influence on domestic tourists' intentions to return to Phan Thiet City.

Hypothesis 6 (H6). Entertainment services have a positive influence on domestic tourists' intentions to return to Phan Thiet City.

2.2 Research methods

The objective of this research was to identify factors influencing domestic visitors' intentions to return to Phan Thiet City.

Qualitative and quantitative research methods are used to complete the scale and verify the relationship between factors. Qualitative research is conducted through expert interviews in order to revise and supplement the scale proposed by the authors to adapt to the local situation.

To quantify the factors affecting dependent variables, three steps need to be taken:

Accredit the quality of scales in accordance with practical data (Cronbach's alpha accreditation);

Use the exploratory factor analysis (EFA) model to determine the research model compared to practice;

Use regression analysis to determine the influencing factors and the degree of impact on the dependent variable.

All three steps are conducted with SPSS 22.0 software.

According to Hair et al. (2006), for the EFA model, the minimum sample size of 5*26 (the total number of variables in the measurement model) is 130. The study selected a sample size of 250 domestic tourists. From September 2023 to November 2023, domestic tourists who were visiting Phan Thiet city were the subjects of the official quantitative study. The authors approached the survey audience out of convenience in order to collect the survey sample using the non-probability sampling method. Survey locations are famous tourist destinations such as Poshanu Tower, Duc Thanh School Relic Site, and Novaworld Tourist Area, or an online survey via Zalo, Facebook, or email with domestic tourists traveling to Phan Thiet city. The scales are designed according to the Likert scale, with a scale from 1 to 5.

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 Statistics describing the characteristics of the sample

Table 1. Data Descriptive Statistics

	Sample information	Frequency	Percentage %	Total %
Gender	Female	110	44.0	100
	Male	140	56.0	
Age	Under 25 years old	140	56.0	100
	25 to 35	53	21.2	
	36 to 45	23	9.2	
	46 to 55	17	6.8	
	Over 55 years old	17	6.8	
Profession	Workers, officials	31	12.4	100
	Entrepreneur	20	8.0	
	Trader	39	15.6	
	Student	108	43.2	
	Other occupations	52	20.8	
Income	Under 5 million VND	110	44.0	100
	From 5 to less than 9 million VND	87	34.8	
	From 9 to under 15 million VND	30	12.0	
	Over 15 million VND	23	9.2	

Source: Authors synthesized from SPSS software

Of the total 250 people participating in the survey, 140 were under the age of 25, accounting for the highest proportion of 56%; 53 were between the ages of 25 and 35, accounting for 21.2%; and the ages were from 36 to 45. There are 23 people aged 45 years old, accounting for 9.2%; and the lowest proportion is 6.8%, with 17 people

aged 46–55 years old and 17 people aged 55 years or older. Thereby, it shows that tourists coming to Phan Thiet city are mostly young people under the age of 25, an age that wants to freely explore the world, burn out their passions, and live true to their dreams. most emotional.

3.1.2 Variable reliability inspection

Table 2. Scale Inspection Results

No.	Factor	Variable eliminated	Alpha coefficient	Conclude
1	HA	HA4, HA5	0.801	Good quality
2	CS	No	0.899	Good quality
3	MT	MT1	0.847	Good quality
4	AM	No	0.843	Good quality
5	DVGT	No	0.824	Good quality
6	GC	GC4	0.820	Good quality
7	YD	No	0.783	Quality

Source: Authors synthesized from SPSS software

After verifying variables by using Cronbach's alpha confidence coefficient method, all scales satisfied the evaluation criteria with a coefficient ≥ 0.6 and a total

variable correlation ≥ 0.3 , none of the variables were excluded from the scale (Table 2).

3.1.3 Exploratory Factor Analysis

After performing the first Cronbach's alpha reliability test, the variables HA4 (0.206), HA5 (0.242), GC4 (0.164), and MT1 (0.244) have a corrected item-total correlation coefficient less than 0.3, so there

alpha reliability test is summarized in Table 2. After performing the second Cronbach's alpha reliability test, the remaining variables had a Cronbach's alpha coefficient > 0.6 and a correlation coefficient larger than 0.3 and were retained for further studies.

Table 3. Results of Exploratory Factor Analysis

Variables	Independent variables						Dependent variables	
	1	2	3	4	5	6	1	
CS3	0.865						YD1	0.887
BSP	0.855						YD2	0.785
CS2	0.824						YD3	0.746
CS5	0.818						YD4	0.695
CS4	0.813							
AM2		0.833						
AM4		0.813						
AM3		0.812						

AM1		0.782					
MT5			0.791				
MT4			0.790				
MT2			0.732				
MT3			0.664				
DVGT2				0.844			
DVGT4				0.799			
DVGT3				0.746			
DVGT1				0.686			
GC2					0.853		
GC1					0.727		
GC3					0.724		
HA2						0.837	
HA3						0.804	
HA1						0.801	
KMO coefficient					0.830		0.736
Sig.					0.000		0.000
Eigenvalue					1.056		2.443
Extraction variance					71.588		61.068

Source: Authors synthesized from SPSS software

The results of Exploratory Factor Analysis from Table 3 show that the KMO coefficient is $0.830 > 0.5$, which demonstrates that the data is suitable. The Sig. coefficient of the model is 0.000, which means that the variables are related to each other.

The total value of the extracted variance is $71.588 (71.588\%) > 50\%$, and these six factors can explain 71.588% of the variation of the data. The EigenValues coefficients of all are greater than one. Therefore, Exploratory Factor Analysis results are reliable and can be used for regression analysis in the next step.

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3.1.4 Regression analysis

Table 4 shows that all variables have $\text{Sig.} \leq 0.05$. Thus, six independent variables meaningfully correlate with the dependent variable with 95% confidence. All independent variables have a $\text{VIF} < 2$. Thus, the model has no linear multi-additive phenomenon.

In Table 5, the adjusted R square is 0.524 (Test F, $\text{Sig.} \leq 0.01$). As a result, independent variables account for 52.4% of the dependent variable's changes and are therefore certain to be meaningful with a confidence level of above 99%. The Durbin-Watson statistical value $d = 1.932 (1 < d < 3)$ means the

residuals are independent of each other, ensured, and there is no self-correlation in the independence of the residuals has been the residual.

Table 4. Results of Regression Analysis

B	Unstandardized Coefficients		Standardized Coefficients	t	Sig. Tolerance	Collinearity Statistics	
	Std. Error	Beta				VIF	
(Constant)	2.612E-16	0.44		0.000	1.000		
CS	0.095	0.44	0.095	2.182	0.030	1.000	1.000
AM	0.305	0.44	0.305	6.974	0.000	1.000	1.000
MT	0.194	0.44	0.194	4.446	0.000	1.000	1.000
DVGT	0.204	0.44	0.204	4.672	0.000	1.000	1.000
GC	0.190	0.44	0.190	4.343	0.000	1.000	1.000
HA	0.563	0.44	0.563	12.875	0.000	1.000	1.000

Source: Authors synthesized from SPSS software

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.731 ^a	0.535	0.524	0.69025232	1.932

Source: Authors synthesized from SPSS software

3.2 Discussion

Table 6: Impact of Independent Variables

Factor	Absolute Value Beta	%	Position of Influence
CS	0,095	6,13	6
AM	0,305	19,66	2
MT	0,194	12,51	4
DVGT	0,204	13,15	3
GC	0,190	12,25	5
HA	0,563	36,30	1
Sum	1,551	100%	

Source: Authors synthesized from SPSS software

The results in Table 6 show impacts in order of strongest to lowest: Destination Image (HA), Local Cuisine (AM), Entertainment Services (DVGT), Natural Environment (MT), Price (GC) and Infrastructure (CS).

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The study results indicate six factors affecting the intention of domestic tourists to return to Phan Thiet City. The level of impact, in order from highest to lowest, is as follows: (1) Destination image ($\beta = 0.563$), (2) local cuisine ($\beta = 0.305$), (3) entertainment services ($\beta = 0.204$), (4) natural environment ($\beta = 0.194$), (5) price ($\beta = 0.190$), and (6) infrastructure ($\beta = 0.095$).

4.2. Implications

Based on the research results, the authors proposed some implications for improving the ability to attract domestic tourists to return to Phan Thiet City in the future.

4.2.1. Destination image

In the upcoming time, Phan Thiet City needs to continue promoting the strengths of natural landscapes, especially the sea landscape and climate, in the tourism development of the coastal city. It is necessary to continue to pay attention to building a natural environment that makes the city not only beautiful but also clean and safe. In addition, it is necessary to enhance tourists' awareness of the destination image of Phan Thiet-Binh Thuan tourism through tourism promotion activities. In addition, the tourism industry should study and implement a project to promote the application of digital technology to support tourists before and after the trip.

4.2.2. Infrastructure

Phan Thiet city needs to continue investing in upgrading key roads, main streets, diversifying types of transportation, and continuing to invest in restoring, upgrading, and repairing the traffic system in the city to create convenience, comfort, and safety for visitors when participating in traffic in tourist destinations. For shopping and entertainment service infrastructure, it is necessary to focus on planning shopping and entertainment areas for each tourist destination, especially to be friendly and avoid harming scenic natural resources. In addition, it is necessary to diversify different types of tourist accommodation establishments to satisfy the needs of people when leaving their regular residences.

4.2.3. Price

In order to ensure that Phan Thiet is a tourist destination with reasonable costs, the prices of the products and services provided

are reasonable and of good quality, the authorities need to strengthen the stabilization of service prices through specific measures such as listing prices at service businesses. The authorities should strictly control any price increases or decreases. In addition to strictly controlling the price situation, including prices of goods and services at shopping points, prices of cuisine and accommodation from local departments and departments, it is necessary to improve the responsibility of tour operators to solve this problem.

4.2.4. Local Cuisine

In order to provide a better experience for visitors, it is necessary to update new regulations on strengthening health inspection activities to ensure food safety in restaurants and food outlets. In addition, Phan Thiet should plan and reorient the food court around Phan Thiet Center to create its own style and brand for this place. In addition, it is necessary to develop both the quantity and quality of the system of restaurants and food shops to meet the culinary needs of tourists. The city also needs to organize more food festivals to introduce and promote culinary culture, traditional and famous dishes from the regions of Binh Thuan province, so that the image of local culinary tourism will be more widely promoted to tourists.

4.2.5. Natural Environment

It is necessary to strengthen inspection and inspection of wastewater treatment systems in enterprises operating in the fields of agricultural production and tourism, such as restaurants, hotels, resorts, and eco-tourism areas, ensure safety and cleanliness before discharging wastewater, and enforce laws to protect the natural environment. Second, build more public toilets, put more trash cans, and plant more trees in public areas. Third, continue to promote and preserve local cultural and artistic traditions. Fourth, establish rapid

response teams to ensure safety and security in the city's tourism activities.

4.2.6. Entertainment Services

To help Phan Thiet's entertainment services develop more, it is necessary to diversify and improve the quality of entertainment services. Phan Thiet City has the advantage of natural conditions like blue

sea, white sand, and golden sunshine that need to take advantage of the sand dunes here to give visitors a typical game that any visitor who comes here wants to experience, which is sand skiing at Mui Ne Phan Thiet sand dunes. With very simple playing tools, the planks have unconsciously entered the minds of visitors when mentioning Phan Thiet.

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Notes

The authors declare no competing financial interest.

Article Information

Received: 02 February 2024

Revised: 25 February 2024

Accepted: 25 February 2024

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NGHIÊN CỨU Ý ĐỊNH QUAY TRỞ LẠI THÀNH PHỐ PHAN THIẾT CỦA DU KHÁCH NỘI ĐỊA

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Tóm tắt: Mục tiêu của nghiên cứu này nhằm xác định các yếu tố ảnh hưởng đến ý định quay trở lại của du khách nội địa khi đến Thành phố Phan Thiết. Nghiên cứu tiến hành khảo sát 250 du khách nội địa và áp dụng mô hình phân tích nhân tố khám phá. Kết quả nghiên cứu chỉ ra sáu yếu tố ảnh hưởng đến ý định quay trở lại của du khách nội địa khi đến Thành phố Phan Thiết, mức độ tác động theo thứ tự từ cao nhất đến thấp nhất như sau: (1) Hình ảnh điểm đến, (2) Ẩm thực địa phương, (3) Dịch vụ giải trí, (4) Môi trường tự nhiên, (5) Giá cả và (6) Cơ sở hạ tầng. Trên cơ sở kết quả nghiên cứu, nhóm tác giả đề xuất một số hàm ý quản trị nhằm nâng cao khả năng thu hút khách du lịch nội địa quay trở lại với thành phố Phan Thiết trong tương lai.

Từ khóa: ý định quay trở lại, du khách nội địa, thành phố Phan Thiết.

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Ghi chú

Các tác giả đã xác nhận không có tranh chấp về lợi ích về tài chính đối với bài báo này.