Research On Some Factors Affecting Tourists' Intention To Return To The Destinations In Order To Serve Tourism Subject

Nguyen Ngoc Nguyen

Faculty of Foreign Languages, Ho Chi Minh City Open University, Vietnam
Email: nguyen.70213077tpe1@oude.edu.vn

Abstract

The main objective of the study is to determine and quantify the influence of the factors that cause interest on the intention to return to Ky Co, Quy Nhon city of domestic tourists. The author has proposed the essential research hypotheses for the problem based on the theoretical background and studied the past and present works. In addition, qualitative and quantitative research methods were used in the study. Group discussion, Cronbach's Alpha reliability test, exploratory component analysis and multivariate regression are among them. According to the research results, which include, 6 variables affect the intention to return to Ky Co, Quy Nhon city of domestic tourists. These are (1) Reasonable price, (2) Friendly image of the destination, (3) Natural and natural environment, (4) Tourism and transport infrastructure, (5) Food and People, and (6) Entertainment Services. The thesis has also proposed some management implications to further improve the ability to attract domestic tourists back to Ky Co in the near future. The objective of the study was (1) to find out what influences political tourists' motivation to return to Ky Co, Quy Nhon city; (2) evaluate the impact of confounding variables on the intention to return to Ky Co of household tourists; and (3) propose a democratic division of accountability for shareholders in the tourism giant and local management companies to enhance the ability to attract tourists back to Ky Co.

Keywords: Domestic Tourists, Ky Co, Quy Nhon, Return Intention.

1. Introduction

Tourism is now an essential part of cultural life, providing spiritual nourishment to everyone in society. This smokeless industry, with considerable contributions to economic development, maintains a prominent place in the world economy, fostering economic restructuring and stimulating other economic sectors. Binh Dinh province's tourist sector has expanded and achieved many successes and important achievements throughout the years, providing good contributions to the locality's economic growth. The two fundamental indices of Binh Dinh's tourism business, namely tourist attraction and tourism earnings, have always grown at a rapid pace. From 2015 to 2020, the number of tourists climbed consistently, from 10% to 12% every year. Tourism income is growing rapidly, with an average annual rise of 18% from 2015 to 2020; by 2020, it is expected to draw 7 million tourists, accounting for 10% of Binh Dinh province's GRDP. It is located 25 kilometers northeast of the city center of Quy Nhon, and is one of the city's most attractive and famous eco-tourism sites in Binh Dinh province. Ky Co has all three natural wonders: breathtaking mountains, distinctive golden sand beaches, and a serene blue sea. Not only is it appealing for its

untouched and tranquil beauty, but it also provides guests with highly unique experiences such as sunny beaches, a great spot to unwind away from the city's busy and chaotic environment. Aside from its exceptional potential, Ky Co still has several challenges in expanding commerce and tourist services in a sustainable manner. Ho Chi Minh City will be responsible for tourism development in order to contribute to the excellent implementation of the national tourism development strategy to become a spearhead economic sector by 2030, primarily to implement the strategy of sustainable tourism development in the era of globalization. Quy Nhon must have good activities to attract visitors to Ky Co while also acting as a driving force for local economic growth, which will necessitate the collaboration of various departments, organizations, enterprises, individuals, and communities both at home and abroad. Tourism development must not only focus on recruiting tourists, but also on encouraging visitors' intent to return to Ky Co. Domestic visitors had 39% first visits, 24% second visits, and only 13% third visits, according to survey data from the Environmentally and Socially Responsible Tourism Capacity Development Program Management Board (EU Project, 2019). These data findings make investors in the tourist business anxious. Concerns and local management organizations must investigate the causes and provide the best remedies to strengthen the ability to attract tourists to and from the tourism site.

2. Literature Review

2.1. Return intention

Return intention is described as "an intended/expected conduct in the future" in the theory of planned behavior (Theory of Planned Behavior) (Fishbein and Ajzen, 1975; Swan, 1981). It has evolved into a significant gauge and tool for comprehending and forecasting social behaviour (Ajzen, 1991; Fishbein and Manfredo,

1992). The observed behavior is constantly there alongside the desired conduct (Baloglu, 2000), and once the intention is created, the behavior is articulated (Kuhl and Bechmann, 1985).

Tourist destinations have consistently encouraged scholars to measure visitors' intention to return for a variety of reasons (Aasaker, Esposito Vinzi, and O'Connor, 2011; Yun, 2007), including the belief that the intention to return can predict a visitor's tendency to return to an actual destination (Hong et al., 2009). This belief is confirmed in the Theory of Planned Behavior (TPB) or in the Theory of Reasoned Action (TRA), which argues that there is a relationship between two between service quality, satisfaction, and future behavioral intentions (Brencic and Dmitrovic 2010; Chi and Qu 2008; March and Woodside 2005; Yoon and Uysal 2005). Prayag (2009) states that studies of intended behavior in tourism have reached a high consensus that when tourists are satisfied, they will return and recommend their pleasant experience to others. Sutton (1998) espoused this normative conclusion and argued that without intention, one would not act.

The intention to return is the visitor's evaluation of the possibility of returning to visit an entertainment or tourist venue in the leisure and tourism industry. According to Kim (2008), a tourist location is a specific product that includes both natural and human elements. As a result, even if a place meets all visitor wants and expectations, visitors' desire to return to a foreign land is frequently lower than typical product reuse. Tourists seeking fresh experiences might visit locations they have never been before (McDougall and Munro, 1994).

Returning visitors not only generates revenue, and profits for the destination, increases market share, and generates positive word of mouth, but also reduces the costs of promoting and operating the destination (Bowen and Chen, 2001; Vuuren and Lombard, and Tonder, 2012). Therefore,

tourism destination managers need to pay attention to tourists' return intention as a fundamental issue that needs to be researched and clarified (Pratminingsih, Rudatin, and Rimenta, 2014). It is a foundation for developing effective marketing and management strategies and creating attractiveness for tourists (Hui et al., 2007; Lau and McKercher, 2004; Oppermann, 1997; Petrick, 2004).

According to Oppermann (2000), returning visitors to visit is considered a dream for those working in tourism promotion and analysis. Reasons include (1) marketing and promotion costs for returning visitors are consistently lower than for first-time visitors, (2) returning visitors means positive guest satisfaction, and (3) the likelihood of returning is directly proportional to the positive attitude of the visitor.

For tourists, comfort and familiarity are seen as the strongest motivators for returning to a destination (Gitelson and Crompton, 1984; Hughes and Morrison-Saunders, 2002). Returning visitors also stay longer and spend more but visit fewer attractions (Lau and McKercher, 2004; Oppermann, 1997). Nowadays, many tourist destinations have relied heavily on return visitors, but little research has been done on the intention to return and the factors that lead to the intention to return for several reasons (Anwar and Sohail, 2004; Fallon); and Schofield, 2004; Hughes and Morrison-Saunders, 2002; Kemperman et al., 2003; Shanka and Taylor, 2004). First, new research has focused more on the intention to continue purchasing products than on services (Kozak, 2001). The repurchase intention of a product or brand is well studied in consumer behavior (Gitelson and Crompton, 1984). Measuring the intention to return to a destination with occasional and seasonal consumption is also an obstacle, and tourists always prefer to seek out new destinations (Bigne et al., 2001). Second, the main research direction in tourism has focused on

satisfaction, and the factors leading to satisfaction and intention to return are only seen as a result of satisfaction (Bigne et al., 2001). Third, studies of the factors that lead to return have been hampered in measuring this concept.

2.2. The importance of returning visitors to the destination

According to Khuong and Trinh (2015), the return of tourists to the destination benefits both the supplier, the tourist, and the destination.

For starters, company providers may benefit from having an immense variety of tourism items in order to supply visitors with a bigger selection of products and services while making a larger profit. Because of the life cycle of tourism goods and tourist attractions, sustainable tourism development will extend the life of tourist attractions and places. Suppliers can also extend their operations, lowering business risks.

Second, visitors may encounter and discover, study civilizations, long-standing practices, and habits through time, and appreciate and explore landscapes, untouched natural landscapes, restoration, and historical and current cultural and historical works utilizing the finest ingredients and tourists at reasonable cost.

Third, for tourist attractions: the management of tourist attractions can provide products and services to business units and tourists and thereby earn profits and continue to invest in renovating, upgrading, and protecting the tourist area, creating job conditions for local people. 2.2. The importance of returning visitors to the destination

2.3. Research Framework and Hypotheses

Recently, in Vietnam, there have also been several studies related to the intention of returning to tourist destinations by 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). However, no research has been done on tourists' intention to return to Ky Co. With the arguments presented in both scientific and practical aspects, the study of the topic "Research on factors affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists" is very urgent. The research results of the topic will help to identify and measure the influence of the factors on the intention to return to Ky Co destination of domestic tourists, thereby proposing managerial implications to help the tourists. Local planners develop appropriate solutions to increase the ability to attract domestic tourists back to Ky Co in the future.

Based on the proposed research model, the research hypotheses of the topic include:

2.3.1. Destination image

Many studies, particularly in tourism literature, make reference to destination image. The notion is defined as "the set of thoughts, ideas, and perceptions to which a person has a destination" (Crumpton, 1979) or "a positive or negative preconception that audiences and distributors have about a product or a location" (Crumpton, 1979). (Gallarza et al., 2002). The entire quantity of perceptions, beliefs, ideas, expectations, and emotions that an individual or group of individuals has gathered through time (Kim and Richardson, 2003).

H1: The destination image positively influences domestic tourists' intention to return to Ky Co.

2.3.2. Natural environment

The natural environment comprises anything that occurs in nature that was not created or affected by man. The natural environment in tourism covers a variety of characteristics such as weather, beaches, lakes, mountains, and deserts (Beerli and Martin, 2004).

H2: The natural environment positively influences the intention to return to Ky Co of domestic tourists.

2.3.3. The reasonableness of the price

Price is defined as what the customer pays in exchange for the benefit of a product or service or as a clear indicator of service level and quality (Berry and 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 a luxury image. In these cases, consumers are willing to pay higher prices for functionally equivalent goods related to the sophistication of the destination (Papatheodorou, 2002).

H3: The rationality of the price has a positive effect on the intention to return to Ky Co of domestic tourists.

2.3.4. Infrastructure

The infrastructure is a reasonably transparent tool to most people, in terms of time and space, tied to familiar structures such as the electricity grid, water, Internet, and airlines (Yates and Maane, 2001). Besides, Barroso et al. (2007) mention infrastructure, including general infrastructure (medical services, telecommunications, etc.) and tourism infrastructure (such as housing and restaurants, hotels, tourist centers, etc.).

H4: Infrastructure positively affects domestic tourists' intention to return to Ky Co.

2.3.5. Accessibility

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).

H5: Accessibility to tourism products and services positively influences domestic tourists' intention to return to Ky Co.

2.3.6. Local cuisine

The local cuisine has become an increasingly important factor in the tourism industry, and 25% of total tourism spending is on food, which is even higher (LE Fedz, 1986). Therefore, many researchers have focused on the role of food in culture and tourism in the tourist destination literature. 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).

H6: Local cuisine positively influences domestic tourists' intention to return to Ky Co.

2.3.7. Recreational service

According to the Oxford Dictionary (2005), leisure refers to time spent doing what you enjoy when you are not working or studying. Meanwhile, leisure is defined as movies/music, etc., entertaining everyone. Recreation includes outdoor activities, adventure activities, shopping, and nightlife (Barroso et al., 2007).

H7: Recreational services positively influence domestic tourists' intention to return to Ky Co.

2.3.8. Local people

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.

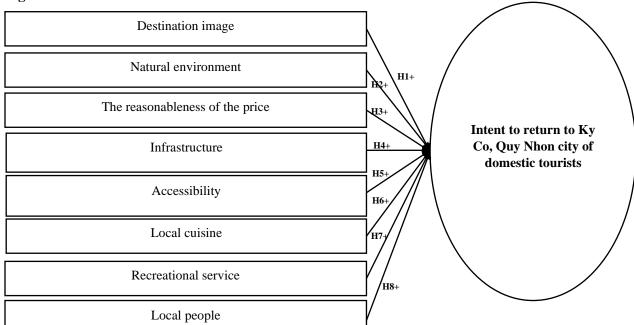**H8**: Local people positively influence the intention to return to Ky Co of domestic tourists.

Figure 1: Research Framework

3. Methodology

3.1. Research Methods

This study was carried out by combining both qualitative and quantitative research methods, specifically: (1) Qualitative research: based on theory and previous research models related to the topic, the author builds a proposed research model for the topic. Then the author conducts a group discussion with ten managers with many years of experience in the field of tourism service management in Quy Nhon city to determine the factors affecting the intention to return. Ky Co, Quy Nhon city of domestic tourists. The group discussion results will be collected and synthesized as a basis for discovering, supplementing, and adjusting factors and variables used to measure research concepts and as a basis for building a reasonable scale. As a first step, the author discussed some open-ended exploratory questions with the experts to see what factors and aspects influenced the intention to return to Ky Co, Quy Nhon city of domestic tourists. Then, the author introduces the factors affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists proposed by the author for members to discuss and express their opinions. Finally, the author summarizes the opinions approved by 2/3 of the members.

(2) Quantitative research: This is the official research on the topic. Quantitative research is carried out through a direct survey of domestic tourists traveling in Ky Co, Quy Nhon City, to collect survey data. At the end of the survey process for domestic tourists, all data will be entered into Excel software to conduct data cleaning. Then, SPSS 22 software will be used. The software runs the model and conducts research tests on the scale's reliability with Cronbach's Alpha coefficient and exploratory factor analysis (EFA). Furthermore, regression model testing was built to determine and measure the influence of factors on the intention to return to Ky Co, Quy Nhon City, of domestic tourists.

3.2. Research Tools

There are 32 observed variables, which measure the proposed research model with 08 influencing factors: (1) Destination image: 05 variables, (2) Natural environment: 04 variables, (3) The reasonableness of the price: 04 variables, (4) Infrastructure: 04 variables, (5) Accessibility: 04 variables, (6) Local cuisine: 04 variables, (7) Recreational service: 04 variables, (8) Local people: 03 variables. Furthermore, 03 observed variables measure the intention to return to Ky Co, Quy Nhon city of domestic tourists. The total number of observed variables in the proposed research model is 35.

Specific sets of observed variables are measured on a 5-point Likert scale used to arrange from small to large, with the more significant number being, the more agree (1-strongly disagree; 2-disagree; 3- no opinion; 4-agree; 5-strongly agree). In addition to the above scales, the author also uses nominal and hierarchical scales to screen interview subjects and collect personal information of interviewees such as age, gender, income, education level, etc.

3.3. Research Sample

Research Sample: The sample size depends on the analytical method; this study used exploratory factor analysis (EFA). According to Gorsuch (1983), factor analysis has a sample of at least 200 observations; Hachter (1994) suggested that the sample size should be at least five times larger than the observed variable (Hair et al., 1998).

Other rules of thumb in determining sample size for factor analysis are usually at least four or five times the number of variables (Hoang Trong and Chu Nguyen Mong Ngoc, 2005).

In addition, according to the empirical rule of Nguyen Dinh Tho (2011), the number of observations is five times greater (at least) than the number of variables, at best ten times. Thus, with the proposed research model including 35

observed variables, the minimum sample size is 35 x 5 = 175 observations.

Sampling method: convenient sampling method, the number of questionnaires distributed is expected to be 250 votes, and each question is measured based on a 5-way Likert scale. Through the information collection process, after screening the inappropriate questionnaires, the research entered the data into the software and used the data processing software SPSS 22 to analyze the survey data concluding with research hypotheses and models.

The research sample was selected by a convenient sampling method, conducted by a direct survey of domestic tourists traveling in Ky Co, Quy Nhon city. During this period, there will likely be few visitors to Ky Co due to the impact of the COVID-19 epidemic, so the audience is mainly tourists who have been here. The survey was conducted between September 2021 and December 2021.

3.4. Data processing and analysis

After collecting the data, the author does research to select the data with high reliability and put it into data analysis. It includes evaluating the scale's reliability by Cronbach's Alpha coefficient, Exploratory Factor Analysis (EFA), Linear regression analysis, and hypothesis testing.

4. Results

4.1. Profile of Respondents

To achieve the minimum sample size, the author distributed 250 survey questionnaires. The number of survey questionnaires collected was 216, of which 09 were invalid due to the same level of response to all questions or missing important information. In the end, the author obtained 207 valid questionnaires that were used as data for the study. Data was entered, coded, cleaned, and analyzed through SPSS 22 software. The results are shown in Table 1 below.

Table 1: Profile of Respondents

Demographic Available		Frequency	Percent
Gender	Male	99	47.8
	Female	108	52.2
Age	Under 25	14	5.8
	25-35	46	20.1
	36-45	61	40.5
	Higher 45	86	27.5
Academic level	High school	25	13.6
	Technical school	42	17.7
	College/ University	135	55.3
	Post-University	7	4.6
Occupation	Retirement	38	19.4
	Management	41	23.2
	Office staff	54	22.1
	Housewife	21	13.6
	Self-employed	25	10.7
	Others	23	10.2

Income	Under 5.000	12	3.5
	5.000 – 10.000	90	43.1
(1.000 VND)	10.000 – 20.000	70	32.6
	Over 20.000	29	13.5

The results from the table above show the diversity of the surveyed samples. That contributes to the objectivity of the research results. Regarding gender: there are 99 men and 108 women, accounting for 47.8% and 52.2%, respectively, in 207 valid respondents. Regarding age: there are 14 interviewees under the age of 25 (accounting for 5.8%), 46 people from 25 to 35 years old (accounting for 23.2%), 61 people from 36 to 45 years old (accounting for 40.5%), 86 people (accounting for 29.5%) over 45 years old in 86 valid respondents. Regarding education level: 24 people have a high school diploma (13.6%), 42 people have an intermediate level (Technical school) (17.7%), 135 people have a college/university degree (55.3%), 7 people have a Postgraduate degree (4.6%). Occupation: the majority of survey respondents are office workers (27.1%), corresponding to 56 people, pensioners account for 18.4%, corresponding to 38 people, 42 people are managers (20.2%), 25 people are self-employed (accounting for 10.7%), 21 are housewives (13.6%), other occupations are 23 people, accounting for 10.2% of 207 valid respondents. Regarding income: There are 12 people with income below 5 million VND/month (3.5%), 90 people with income from 5 to under 10 million VND/month (43.1%), 70 people with income from 10 to 20 million VND /month (32.6%), 29 people with income over 20 million

VND/month (13.5%) out of 207 valid respondents.

4.2. Cronbach's Alpha Reliability Coefficient

Cronbach's alpha analysis was utilized in the study to determine the reliability of the scale of the components in the proposed theoretical model. In addition, this analysis method is applied to test the correlation between the observed variables and the total variable. The results in Table 2 reveal nine total variables in the model, including Destination image (HA), Natural environment (MT), The reasonableness of the price (GC), Infrastructure (CS), Accessibility (KN), Local cuisine (AT), Recreational service (DV), Local people (CN), and Intent to return to Ky Co, Quy Nhon city of domestic tourists (YD).The analysis results show that Cronbach's Alpha coefficients for all constructions range from 0.885 to 0.928 after observation (Table 2), meeting the requirements of the test (Cronbach's Alpha coefficient is greater than or equal to 0.60; adjusted total correlation value is greater than or equal to 0.3) (George & Mallery, 2003). Experimental results have demonstrated a highly reliable relationship between the observed variables and the total variables of the model.

Table 2: Cronbach's Alpha Test Results

Constructions	Code	Items	Cronbach's Alpha
Destination image	HA	5	0.885
Natural environment	MT	5	0.845
The reasonableness of the price	GC	4	0.956
Infrastructure	CS	4	0.778
Accessibility	KN	4	0.815

Local cuisine	AT	4	0.887
Recreational service	DV	4	0.756
Local people	CN	3	0.786
Intent to return to Ky Co, Quy Nhon city of domestic tourists	YD	3	0.876

Therefore, all 9 scales are suitable and used in the next step of exploratory factor analysis (EFA).

4.3. Exploratory Factor Analysis (EFA)

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

Table 3: Exploratory Factor Analysis

	Factor						
	1	2	3	4	5	6	7
GC2	0.857						
GC1	0.828						
GC3	0.778						
GC4	0.640						
AT4		0.860					
AT2		0.845					
AT1		0.837					
AT3		0.822					
CN2		0.813					
CN3		0.796					
CN1		0.782					
HA4			0.844				
HA2			0.812				
HA5			0.797				
HA1			0.736				
HA3			0.652				
MT3				0.841			

MT2				0.815			
MT1				0.733			
MT4				0.704			
KN2					0.844		
KN4					0.828		
KN1					0.746		
KN3					0.727		
DV2						0.678	
DV3						0.656	
DV4						0.633	
DV1						0.629	
CS1							0.793
CS3							0.774
CS4							0.768
CS2							0.699

The results in Table 3 show that the factor loading coefficients of these variables are all greater than 0.5, which is satisfactory. Based on the factor rotation matrix (table 4.4), the command to group average variables was used to group the satisfactory variables with factor loading > 0.5 into 7 factors. These seven factors are grouped and explicitly named as follows:

Factor 1: consists of 04 observed variables (GC1, GC2, GC3, GC4) grouped by the average order and named "Price rationality" denoted by GC;

Factor 2: includes 07 observed variables (AT1, AT2, AT3, AT4, CN1, CN2, CN3) grouped by the average command and named "Cuisine and people" denoted by AT;

Factor 3: includes 05 observed variables (HA1, HA2, HA3, HA4, HA5) grouped by the average command and named "Destination image" denoted by HA;

Factor 4: including 04 observed variables (MT1, MT2, MT3, MT4) grouped by average order and named "Natural environment" denoted as MT;

Factor 5: consists of 04 observed variables (KN1, KN2, KN3, KN4) grouped by the average command and named "Accessibility," denoted by KN.

Factor 6: consists of 04 observed variables (DV1, DV2, DV3, DV4) grouped by the average command and named "Recreational service", denoted by DV.

Factor 7: includes 04 observed variables (CS1, CS2, CS3, CS4) grouped by the average command and named "Infrastructure", denoted CS.

4.4. Regression results

The model is built based on the results of EFA analysis, with the dependent variable being Intent to return to Ky Co, Quy Nhon city 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. Thus, the model of factors affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists has the following form:

$$YD = \beta_0 + \beta_1 GC + \beta_2 AT + \beta_3 HA + \beta_4 MT + \beta_5 KN + \beta_6 DV + \beta_7 CS$$

Restate the hypotheses based on new factors built from exploratory factor analysis. Specifically:

H1: The reasonableness of the price positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

H2: Cuisine and people positively influence domestic tourists' intention to return to Ky Co, Quy Nhon city.

H3: Destination image positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

H4: The natural environment positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

H5: Accessibility positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

H6: Recreational service positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

H7: Infrastructure positively influences the intention to return to Ky Co, Quy Nhon city of domestic tourists.

The results of the initial exploratory analysis of the linear correlation between the factors showed that all 7 factors have an impact on YD. The results are presented in Table 4 below.

Table 4: Matrix of correlation coefficients between factors

		GC	AT	HA	MT	KN	DV	CS	YD
GC	Pearson Correlation	1	1	1	0	1	1	0	.502**
	Sig. (2-tailed)		1	1	0	1	0	1	0
AT	Pearson Correlation	0	1	0	0	0	0	0	-.187**
	Sig. (2-tailed)	1		1	1	1	1	1	0.008
HA	Pearson Correlation	0	0	1	0	0	0	0	.622**
	Sig. (2-tailed)	1	1		1	1	1	1	0
MT	Pearson Correlation	0	0	0	1	0	0	0	.346**
	Sig. (2-tailed)	1	1	1		1	1	1	0
KN	Pearson Correlation	0	0	0	0	1	0	0	-0.005
	Sig. (2-tailed)	1	1	1	1		1	1	0.944
DV	Pearson Correlation	0	0	0	0	0	1	0	.156*
	Sig. (2-tailed)	1	1	1	1	1		1	0.022
CS	Pearson Correlation	0	0	0	0	0	0	1	.201**
	Sig. (2-tailed)	1	1	1	1	1	1		0.003
YD	Pearson Correlation	.504**	.184**	.435**	.375**	-0.003	.156*	.200**	1

| | Sig. (2-tailed) | 0 | 0.006 | 0 | 0 | 0.987 | 0.014 | 0.004 | |

(** is statistically significant at the 1% level, respectively)

The Pearson correlation coefficient matrix results show that the dependent variable YD correlates with the independent variables in the research model (with all sig values less than 0.01). Remarkably, the variable KN has not shown a correlation with the variable YD because the Sig value > 0.05. The correlation coefficient between the dependent and independent variables is 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 positively correlate with the dependent variable and are eligible for multiple regression analysis. The results of the model estimation are presented in Table 5 below:

Table 5: Regression results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-6.180	.040		.000	1.000		
	GC	.504	.040	.504	12.623	.000	.932	1.073
	AT	.184	.040	.184	4.722	.000	.911	1.098
	HA	.435	.040	.435	10.872	.000	.999	1.001
	MT	.375	.040	.375	9.374	.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

Table 5 shows that the variable KN has no impact on YD (with Sig = 0.903 > 0.05), and the remaining factors impact the dependent variable with high statistical significance.

The normalized regression equation is rewritten as follows:

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

4.5. Model testing

Testing the fit of the model: With adjusted R^2 = 0.671, the independent variables explain 67.1% of the variation of the dependent variable, and the Durbin-Watson coefficient (D) = 1.690 reflects

the model without autocorrelation. The F-test used in the analysis of the variance table is a hypothesis test about the fit of the overall linear regression model. The idea of this test is about the linear relationship between the dependent variable and the independent variables. The analysis results in Table 4.8 show that the F-test has a value of sig = 0.000 < 0.05, so the built regression model is consistent with the collected data.

Testing for multicollinearity: In the multiple regression model, we assume that the independent variables do not have multicollinearity. This phenomenon will lead to severe consequences in regression analysis, such as the t-test being insignificant and the regression estimation results may be wrong. This phenomenon can be tested through the variance exaggeration factor VIF. When VIF exceeds 10 it is a sign of multicollinearity. The VIF values in Table 5 are all less than 3, showing that the model does not have multicollinearity.

Testing the independence of the residuals: Assumption of error independence (no correlation between residuals), we use the Durbin-Watson (d) statistic to test. According to the results of the regression table, d = 1.690 belongs to the range of 1.5 - 2.5 in the domain that accepts the hypothesis that there is no first-order series correlation with each other. Therefore, the assumption of no correlation between residuals in the multivariable regression model is not violated.

Testing determines the hypotheses in the model: The initial research model has seven hypotheses to be tested: H1, H2, H3, H4, H5, H6, and H7. All seven hypotheses suggest a positive relationship between the influencing factors and "Intent to return to Ky Co, Quy Nhon city of domestic tourists." After testing multivariable regression, based on the Sig value in the "coefficients" table, with 95% confidence, there are 06 accepted hypotheses. Hypothesis H5,

"Accessibility has a positive influence on the intention to return to Ky Co, Quy Nhon city of domestic tourists," was rejected at the 5% significance level.

5. Discussion and Managerial Implications

5.1. Discussion

Based on the normalized beta coefficient from the regression results, the degree of influence of the factors on the intention to return to Ky Co, Quy Nhon city of domestic tourists in the following order:

$$YD = 0{,}504.GC + 0{,}435.HA + 0{,}375.MT + 0{,}2.CS + 0{,}184.AT + 0{,}156.DV$$

It can be seen that among the factors affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists, the factor The reasonableness of the price has the most significant impact, with a standardized beta coefficient of 0.502. Price is defined as what visitors pay in exchange for the benefit of a product or service or as a clear indicator of service level and quality (Berry and Parasuraman, 1991). In this study, price is understood as the level of visitors' perception of reasonableness when comparing expected value and perceived value. This explains that customers will prioritize choosing destinations to visit based on the reasonable price factor. According to Bagwell and Bernheim (1996), consumers are willing to pay more for services at a destination if they define their relationship with a luxury image. In these cases, consumers are willing to pay higher prices for functionally equivalent goods concerning the sophistication of the destination (Papatheodorou, 2002). Therefore, when the service price changes, the demand for returning to that tourist destination will change. Specifically, with Ky Co and Quy Nhon city, if the reasonableness of the price increases by 1 unit, the number of returning tourists will increase by 0.504 units.

The second most decisive factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is the Destination image, with a standardized beta coefficient of 0.430. Destination image is fairly common in many studies, especially in tourism literature. This 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). The total number of impressions, beliefs, ideas, expectations, and emotions accumulated over time by an individual or group of people (Kim and Richardson, 2003).

The third most substantial factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is the natural environment, with a standardized beta coefficient of 0.365. This result reflects a positive correlation between the Natural Environment and the Intent to return to the destination of tourists. The natural environment includes all that exists in nature and is not created or caused by man. In tourism, the natural environment includes many factors, such as weather, beaches, lakes, mountains, and deserts (Beerli and Martin, 2004).

The fourth most vital factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is tourism infrastructure, with a standardized beta coefficient of 0.2. This result shows a positive correlation between Tourism Infrastructure and Intent to return to the destination of tourists. Infrastructure is a reasonably transparent tool to most people, in terms of time and space, tied to familiar structures such as the electricity grid, water, Internet, and airlines (Yates and Maane, 2001). Besides, Barroso et al. (2007) refer to infrastructure, including general infrastructure (medical services, telecommunications, etc.) and tourism infrastructure (such as housing, restaurants, hotels, tourist centers, etc.).

The fifth most decisive factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is Cuisine and People, with a standardized beta coefficient of 0.184. This result shows the positive influence between Cuisine and people and the intention of tourists to return to the destination. 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. In addition, food has become an increasingly important factor in the tourism industry, and 25% of total tourism spending is on food, which is even higher (Fedz, 1986). Therefore, many researchers have focused on the role of food in culture and tourism in the tourist destination literature. 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 relevant to tourist habits. This will help improve food service also increase customer satisfaction (Quan and Wang, 2004).

The sixth most substantial factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is Entertainment services, with a standardized beta coefficient of 0.156. The results of this study are consistent with the author's expectation about the positive correlation between the factor of Leisure services and the intention to return to the destination of tourists. Recreation refers to time spent doing what tourists enjoy when they are not working or studying, while recreation is defined as movies/music, etc., used to entertain people. Recreation includes outdoor activities, adventure activities, shopping, and nightlife (Barroso et al., 2007).

5.2. Managerial Implications

Firstly, visitors rate the price of services at Ky Co, Quy Nhon city, as quiet and acceptable. The mean value ranges from 3.57 to 4.14. This result shows that, generally, tourists are pretty satisfied

with the price during travel in Ky Co, Quy Nhon city. However, of all the Scale of Price Reasonableness criteria, the criterion "The price of the dishes is reasonable" has the lowest average rating score of 3.57. Therefore, the Management Board of Ky Co and Quy Nhon city need to have more reasonable management policies to control the ingredients better and reduce the price of traditional dishes in the food court. In addition, the management board of Ky Co and Quy Nhon city needs to regularly check the issues related to the dishes' price list in the tourist area to avoid a high price difference. The same dishes between restaurants may create dissatisfaction among visitors and lose the professionalism of Ky Co, Quy Nhon city.

Secondly, the management board of Ky Co and Quy Nhon city needs to have the policy to invest in accommodation services such as repairing and building new motels and hotels in Ky Co and Quy Nhon city. It would be able to meet the needs of visitors for all-day outdoor play on weekends, thereby contributing to improving satisfaction and intention to return here.

Thirdly, it is necessary to invest in upgrading infrastructure and improving the information system further so that tourists know Ky Co, Quy Nhon city as a place to rest and relax, to attract more tourists and develop smokeless industry development.

Fourthly, for the criteria of Local people, it can be seen that visitors highly rate the friendliness of the people of Quy Nhon city (average score of 4.32) and the willingness to introduce festivals and events. The unique value of Ky Co (4.19) and the interestingness in the lives of local people were rated at a relatively high level (4.37). This assessment partly comes from visitors' perception through the experiences of natural landscapes, food stalls, and games with bold features of the South-Central region in the campus of Ky Co, Quy Nhon city.

Finally, services such as concerts, bars, and clubs are not appreciated in Ky Co, Quy Nhon city. Therefore, in the coming time, the management board of the resort needs to invest in expanding and upgrading health care services, concerts, and clubs to improve visitor satisfaction, thereby increasing the intention of tourists to return to Ky Co, Quy Nhon city, in the future.

6. Conclusion

The study aims to determine the factors affecting the intention to return to Ky Co of domestic tourists. Thereby, the topic will propose management implications to improve the ability to attract domestic tourists to return to Ky Co. By using qualitative and quantitative research methods; the study identified and measured the influence of factors on the intention to return to Ky Co of domestic tourists.

Based on the theoretical basis and the review of previous studies, the author has built a proposed research model and developed the research hypotheses of the topic. Besides, qualitative and quantitative research techniques such as group discussion, Cronbach's Alpha reliability test, EFA exploratory factor analysis, research hypothesis testing, and multivariable regression have been used as a basis for proposing solutions and management implications to improve further the ability to attract domestic tourists back to Ky Co, Quy Nhon city in the future. This is meant for general tourism in Binh Dinh province, investors in the tourism industry, and local management agencies.

The research results show that there are 06 factors affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists, arranged according to the degree of influence as follows: The factor that has the most substantial impact on the intention to return to Ky Co, Quy Nhon city, of domestic tourists is the reasonableness of the

price, with a standardized beta coefficient of 0.504. The second most substantial factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is the Destination image, with a standardized beta coefficient of 0.435. The third most substantial factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is the natural environment, with a standardized beta coefficient of 0.375. The fourth most decisive factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is tourism infrastructure, with a standardized beta coefficient of 0.2. The fifth most substantial factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is Cuisine and people, with a standardized beta coefficient of 0.184. The sixth most vital factor affecting the intention to return to Ky Co, Quy Nhon city of domestic tourists is Entertainment services, with a standardized beta coefficient of 0.156.

Based on the results of this study, some managerial implications to further improve the ability to attract domestic tourists back to Ky Co and Quy Nhon city in the future were presented in the Managerial Implications section.

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