

Factors influencing weekend travel destination choice: A study in Ho Chi Minh city, Vietnam**To Ngoc Thinh^{a*}, Bui Phuong Linh^b, Tran Tuan Anh^c, Nguyen Thi Kim Oanh^d, Nguyen Duc Duong^e and Ngac Thi Phuong Mai^f**^a*Faculty of Hospitality and Tourism, Thuongmai University, Cau Giay District, Hanoi 100000, Vietnam*^b*Faculty of Marketing, Thuongmai University, Cau Giay District, Hanoi 100000, Vietnam*^c*Faculty of Business Administration, East Asia University of Technology, Nam Tu Liem District, Hanoi 100000, Vietnam*^d*Faculty of Marketing, Thuongmai University, Cau Giay District, Hanoi 100000, Vietnam*^e*Faculty of Business Administration, East Asia University of Technology, Nam Tu Liem District, Hanoi 100000, Vietnam*^f*Faculty of Marketing, Thuongmai University, Cau Giay District, Hanoi 100000, Vietnam***CHRONICLE****ABSTRACT***Article history:*

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Nowadays, weekend travel is gradually gaining people's attention due to societal impacts, with the desire to improve health, relax, rest, and entertain after days of exhausting work. Therefore, the development of weekend travel is a strategy of interest to managers and leaders, leading to intense competition among destinations. Although it has been long established worldwide, weekend travel in Vietnam has only recently gained popularity, primarily among young people. Therefore, researching the factors influencing the decision to choose weekend travel destinations is significant in developing strategies for this type of tourism. The research results show that the choice of weekend travel destinations by Ho Chi Minh City tourists is driven by various internal and external factors. Among them, internal motivations, income, convenience in the trip, the image of the destination, etc., are factors rated highly by tourists. There are significant differences in some internal and external factors according to age groups. Model testing and research hypotheses indicate that 66.4% of destination choices are influenced by the proposed factors in the model. Among them, the destination image has the most significant impact, followed by income, internal motivations, and distance. The remaining factors in the model have low or no impact on the satisfaction and commitment to return to weekend travel destinations for Ho Chi Minh City tourists.

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1. Introduction

Problem Statement: Today, tourism, a smokeless industry, is considered one of the leading economic sectors due to the substantial economic and social benefits it can bring. In addition to providing a substantial source of finance for many countries worldwide, tourism also creates employment, stimulates the development of accompanying services and infrastructure, promotes cultural exchange, thereby generating intangible but lasting values (Nguyen Thi Bich Thuy, 2010). Consequently, there is growing competition among destinations as tourists have an increasing number of preferred travel choices. This poses a challenge to destination managers who need to identify suitable strategies and plans to attract customers to their destinations. One form of tourism that has developed since the world implemented an industrial working regime with weekends off is weekend travel. However, this type of tourism has not received the attention it deserves, especially given the context of strong globalization of economies and increasing incomes for people. People today face various pressures, and as their incomes rise, they have a greater need for rest and relaxation after strenuous workdays. Prior research has highlighted the situation of

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destinations. For example, studies such as "Efficient Exploitation of Weekend Tourism Activities in Con Son - Kiep Bac" (Hoang Thi Binh, 2011) and "Potential and Development Orientation of Weekend Tourism in Tourist Areas (Typical Choices: Ha Tay and Bac Ninh) for Ho Chi Minh City Market" (Dinh Trung Kien, 2005) have indicated that destinations have not effectively attracted many potential customers despite the potential benefits they can offer.

2. Factors influencing weekend travel destination choice: A study in Ho Chi Minh city, Vietnam

Weekend travel activities have attracted significant attention from various researchers regarding the evaluation of tourism resources serving weekend travel development and the conditions and potential for weekend travel development in different tourist areas. Nguyen Thi Hai (2002) argued that there are three factors influencing the attractiveness of a weekend travel destination: intrinsic attractiveness (M1), tourists' preferences (M2), and distance (R). In this context, the attractive force (F) is directly proportional to the intrinsic value of the resource (M1 - an objective factor) and the potential tourist response at a specific residential point (M2). However, this force decreases as the distance (R) between the travel destination and the residential area increases. This relationship can be expressed by the following formula:

$$F = M1 \times M2/R^2$$

Dinh Trung Kien (2005) identified factors influencing the potential development of weekend tourism and the attraction of Ho Chi Minh City tourists. These factors encompass geographical landscape factors, socio-economic and cultural conditions, labor serving weekend tourism, infrastructure, and technical facilities for weekend travel. Phung Thi Hanh (2015) highlighted factors affecting the development of weekend tourism in local areas, including distance, time, types of activities, tourism resources, technical facilities, infrastructure, and human resources. Therefore, most authors have conducted research based on the characteristics of weekend travel destinations, providing assessments and solutions for the potential development of weekend tourism in various regions. However, each study focuses on specific groups of factors or only a few specific factors depending on the research context. Furthermore, in the study of destination choice behavior by residents, specifically Ho Chi Minh City residents, these studies still have limitations as they lack consideration of factors originating from tourists themselves, such as demographic characteristics, motivations/purposes, and individual values.

In this research project, the authors propose to investigate eight fundamental factors divided into two groups that influence the decision to choose a weekend travel destination for Ho Chi Minh City residents. These two groups are internal factors, including internal motivations and personal income, and external factors, which encompass distance (both geographical and time distance), trip costs, travel convenience, accommodation facilities, communication (including word-of-mouth communication, electronic word-of-mouth, and traditional communication), and destination image.

1.1. Internal Factors

Internal Motivations

The choice of a weekend travel destination is influenced by various factors, with tourists' motivations or purposes for the trip considered the most significant factor affecting their decision. Tourist motivations refer to internal factors that drive or create desires to fulfill the needs for traveling (Crompton, 1979a; M. Uysal & Jurowski, 1994; Klenosky, 2002). Tourists choose a specific weekend travel destination because they desire rest, relaxation, leisure, or recuperation after a tiring workweek. They may seek to strengthen family bonds or, in the case of business travelers, attend short-term meetings or conferences (MICE). Therefore, internal motivations (push motivations) are factors that stimulate or generate desires to fulfill the travel needs of tourists (Crompton, 1992; Crompton, 1979b; Uysal & Jurowski, 1994; Klenosky, 2002). Various studies have also emphasized the significant role of tourist motivations in destination selection. Therefore, it is reasonable to hypothesize that internal motivations significantly influence the decision to choose a weekend travel destination.

Income

According to N. Gregory Mankiw's theory of consumption choices, individuals are subject to constraints on their income when making consumption decisions. When we decide to spend on a particular product, we typically consider whether it aligns with our financial capability. Income-related constraints are paramount, as each individual has varying income levels and spending capacities. However, it is not guaranteed that individuals with higher incomes will choose weekend travel destinations proportionate to their income levels. This choice depends on individual circumstances and preferences. Frank C. Pappas (2004) suggested that lifestyle is a factor influencing tourists' product choices and market segmentation. Therefore, in this study, we propose a hypothesis that the income of Ho Chi Minh City residents influences their decision to choose a weekend travel destination.

1.2. External Factors

Distance

The choice of weekend travel destinations should primarily consider reasonable travel distances. According to author Đặng Duy Lợi, the most suitable weekend travel destinations are approximately 20 km for cyclists and around 45-60 km for car and motorbike travelers (Nguyễn Thị Hải, 2002). However, Dr. Đinh Trung Kiên suggests that weekend travel destinations should

not be more than a 3-hour journey from the traveler's place of residence or work. On the other hand, Boniface and Cooper (1987) argue that the ideal distance for weekend travel destinations from the place of residence or work is approximately 2 hours or less by air travel (Nguyễn Thị Hải, 2002). In this study, the research group examines the distance factor, which is determined by two elements: physical distance and travel time. Physical distance is measured by the physical length from the passenger's location to the pick-up point, while travel time distance is measured by the time required to travel from the passenger's location to the pick-up point. The appropriateness of this distance depends on the conditions of the travelers and the conditions of the transfer route (Nguyễn Thị Hải, 2002). Weekend travel destinations often have a radius of approximately 50-150 km from the passenger's location. With such distances, it is possible to ensure the time (1-2 days over the weekend), health, and the needs of travelers. Therefore, the research group hypothesizes that distance influences the decision of Ho Chi Minh City residents when choosing weekend travel destinations.

Cost

Cost in travel is always a top concern because individuals have varying income levels and spending capacities. Financial considerations include choosing destinations that are financially suitable, offer value for the cost of travel, and provide the most advantageous economic arrangements (Mutinda and Mayaka, 2012). In weekend travel activities, the influence of costs on travel demand becomes more evident because these activities occur more frequently than regular travel, with the highest number of trips being 4 times per month. Consequently, this leads to increased expenses related to accommodation, dining, transportation, and other associated costs. Therefore, the research group presents a hypothesis regarding the cost factor to further evaluate the detailed impact of costs on the decision-making process of Ho Chi Minh City tourists when choosing weekend travel destinations.

Convenience in the Trip

Convenience in the trip also directly influences the decision to choose a weekend travel destination. During weekends, traffic congestion often increases compared to weekdays, especially on routes leading to tourist areas or major highways. Furthermore, the variety of transportation modes (road, waterway, air travel, and railways) also significantly affects travelers' decisions. The research group proposes three hypotheses regarding the convenience factor in the trip. Another important factor in the decision-making process for weekend travel is the weather. This is a natural external factor that people have limited control over. Therefore, the research group suggests adding this hypothesis to study its influence on travelers' decisions and draw conclusions about shaping the tourist season for travel destinations.

Accommodation Facilities

Accommodation facilities are an essential component of any travel destination. These services not only provide physical accommodations but also create a sense of security, convenience, and unforgettable experiences related to cuisine and experiences. Tourism infrastructure is a tangible factor at a destination that serves the essential needs of tourists, such as accommodation systems, dining facilities, entertainment areas, and shopping (Um and Crompton, 1979; Mike and Caster, 2007). The diversity of accommodation options with various levels allows tourists to choose services that match their capabilities and preferences. The facilities and support services offered by accommodation facilities also contribute to the destination's brand. During travel, tourists have various demands for amenities and services, so when a travel destination meets their needs, it leaves a positive impression and a desire to return for further experiences. Dr. Vũ Đức Minh (2010) suggests that from a supply perspective, a destination focuses on providing amenities and services designed to meet tourists' needs.

Communication

Destinations that provide suitable travel products at reasonable prices, effectively communicate their attributes, and sell products through appropriate distribution channels will be considered by tourists (Woodside & Lysonski, 1989). Information about the destination is crucial for travelers (Mutinda & Mayaka, 2012). This information includes past experiences, advertising and marketing strategies, word-of-mouth information from friends, family, and society (Um & Crompton, 1990). Information seeking is considered a strong factor in the decision to choose a destination (Jacobsen & Munar, 2012). Research results by Laws (1995) and Mutinda and Mayaka (2012) show that positive information about a destination positively influences the decision to choose that destination. Information sources can include both internal and external information, as well as unofficial information from friends, family, and official information from brochures and travel organizations (Molina & Esteban, 2006). The power of personal influence through word-of-mouth communication has been recognized in consumer buying behavior literature (Arndt, 1967; Kim et al., 1991). Word-of-mouth (WOM) is defined as "direct communication between a receiver and a communicator regarding a brand, product, or service, and the receiver perceives the communication as non-commercial" (Johan Arndt, 1967). WOM plays a crucial role for tourism service organizations, especially when consumers cannot try a product before making a purchase decision (Jalilvand & Samiei, 2012).

With the strong development of the Internet, consumers today often seek information posted by previous customers to find convenience or necessary information before deciding to purchase products or services (Pitta & Fowler, 2005). With the prevalence of the Internet and the rise of social networks, they have played a significant role in influencing the choice of weekend travel destinations for tourists. Through allowing users to connect with their existing social networks, people can now exchange opinions and experiences about products or services with friends, family, or even strangers through various

means (Chu & Kim, 2011). Specific research indicates the necessity of the Internet and word-of-mouth information through the Internet in the travel decision-making process in the early years of the 21st century (Huang & colleagues, 2010; Litvin et al., 2008), especially for young tourists who tend to use the Internet to search for information and book services online (Morrison & colleagues, 2001). In today's technological age, communication is an indispensable factor in making decisions about choosing weekend travel destinations.

Image of the Destination

According to Gartner (1993), the image of the destination becomes a crucial component when an individual decides to travel. The choice of a destination is one of the most important decisions when planning a trip, often based on geographical location for sightseeing and travel (Kim & colleagues, 2012; Byon & Zhang, 2010). Factors such as the destination's image, cuisine, and safety level have been discussed extensively in studies over the years (Milman & Pizam, 1995; Goossens, 2000; Heung et al., 2001; Quan & Wang, 2004). In 1992, Um and Crompton (1992) added the compatibility relationship between travel experience and the priority or preference for specific destinations with unique characteristics. Therefore, the image of the destination can significantly influence the decision-making process when choosing weekend travel destinations. When selecting a destination, travelers evaluate the characteristics of the destination based on context, impressions, environment, weather, safety, and more. There are many factors influencing tourists, with safety being considered one of the most significant. Safety needs—requiring a sense of security regarding physical safety, employment, family, health, and property—are part of Maslow's hierarchy of needs. Tourists are often afraid and are influenced if a travel destination has issues related to crime or a high crime rate.

Hence, when researching the destination selection process, the destination's image is often considered as representing the attributes of the destination. It reflects the impressions, preconceptions, and emotions of tourists toward a specific destination.

2. Research Model and Hypotheses Regarding Factors Influencing Weekend Travel Destination Choices Of Tourists

2.1 Research Model

The research model for this topic is built upon the foundational work from consumer behavior studies, theories of choice by Ajzen and Fishbein (1987) and Ajzen (1991), research models on factors influencing destination choice by Um and Crompton (1979), Mathieson and Wall (1982), Woodside and Lysonski (1989), Gilbert (1991), Hill (2000), Jalilvand and colleagues (2012). Drawing upon theoretical gaps, the research team identifies the factors influencing the decision to choose a weekend travel destination, including internal factors (Intrinsic Motivation, Income) and external factors (Distance, Cost, Convenience in travel, Accommodation facilities, Communication, and Destination Image).

2.2 Research Hypotheses

Based on the aforementioned theoretical foundation, the research team proposes the following research hypotheses:

Hypothesis H1: *Intrinsic motivation has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H2: *Income has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H3: *Distance has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H4: *Cost has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H5: *Convenience in travel has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H6: *Accommodation facilities have a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H7: *Communication has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

Hypothesis H8: *Destination image has a positive impact on the weekend travel destination choices of Ho Chi Minh City residents.*

2.3 Sampling Method, Measurement Scales Used, Data Collection, and Processing

2.3.1 Sampling Method and Measurement Scales Used

The research sample is based on both random and non-random sampling methods. Random sampling is conducted using stratified sampling, specifically stratifying by the current occupation of research subjects in Ho Chi Minh City, including students, employees, self-employed individuals, and retirees. Non-random sampling is carried out using a convenience

sampling method after determining the sample through the stratified sampling method. The most important criteria in selecting a sample are to enhance the validity of the collected data (Carmines and Zeller, 1988). All selection criteria are designed to increase efficiency and representation, rather than aiming to ensure that the sample represents a specific population. The research employs a Likert scale with 5 levels. These levels are arranged in increasing order from 1 – 5, corresponding to the following opinions: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree. The analysis model consists of 8 potential measurement groups (with a total of 39 observed variables) influencing the decision to choose a weekend travel destination for Ho Chi Minh City residents, along with 1 representative scale for satisfaction and commitment to the weekend travel destination choices (Table 1).

Table 1
Encoding of Measurement Scales for Factors Influencing Weekend Travel Destination Choices

Serial No.	Factors and Dimensions	Encoding
I. Motivation for Weekend Tourism Destination Selection		DC
01	Desire to enhance cultural knowledge of different regions	DC1
02	Exploring new destinations	DC2
03	Rest, relaxation, and entertainment after a tiring workweek	DC3
04	Seeking strong and unique experiences	DC4
05	Bonding with family and friends	DC5
06	Aligning with societal trends	DC6
07	Enhancing personal health	DC7
II. Travel Distance		KC
01	You usually choose weekend tourism destinations near your home to avoid long travel	KC1
02	You typically choose weekend tourism destinations within a 2-hour drive	KC2
03	Distance is not a concern for you	KC3
III. Costs		CP
01	Travel costs significantly influence your decision to choose a weekend tourism destination	CP1
02	Food costs significantly influence your decision to choose a weekend tourism destination	CP2
03	Accommodation costs significantly influence your decision to choose a weekend tourism destination	CP3
04	Costs for recreational activities significantly influence your decision to choose a weekend tourism destination	CP4
05	Souvenir costs	CP5
06	Pre-trip expenses	CP6
IV. Travel Convenience		TT
01	Good transportation infrastructure significantly influences your decision to choose a weekend tourism destination	TT1
02	Diversity in transportation services (road, waterway, railway, air) significantly influences your decision to choose a weekend tourism destination	TT2
03	Safe traffic conditions significantly influence your decision to choose a weekend tourism destination	TT3
04	Good weather significantly influences your decision to choose a weekend tourism destination	TT4
V. Accommodation Facilities		LTR
01	Quality service significantly influences your decision to choose a weekend tourism destination	LT1
02	Quality of physical facilities of convenient accommodation establishments significantly influences your decision to choose a weekend tourism destination	LT2
03	Availability of accommodation establishments at destinations significantly influences your decision to choose a weekend tourism destination	LT3
VI. Communication		TTG
01	Word-of-mouth communication significantly influences your decision	TTG1
02	Information from official sources	TTG2
03	Information from word-of-mouth sources boosts your confidence in your choice	TTG3
04	You often compare information from multiple sources to make your choice	TTG4
05	Without consulting information sources (including official and word-of-mouth), you feel concerned about your choice	TTG5
VII. Destination Image		HA
01	Weekend tourism destinations highly rated on review sites	HA1
02	Beautiful natural landscapes	HA2
03	Destinations recognized by reputable organizations	HA3
04	Friendly local residents	HA4
05	Recreational and entertainment activities	HA5
06	High security and safety levels	HA6
07	Reasonable costs	HA7
08	Alignment with societal trends and movements	HA8
VIII. Personal Income		TN
01	High income allows you to comfortably choose your weekend tourism destination	TN1
02	You often consider your income level when choosing a suitable destination	TN2
03	You agree to allocate a significant portion of your income to weekend tourism activities	TN3
IX. Satisfaction and Commitment to Destination Selection		HL
01	You are satisfied with your previous weekend tourism destination choices	HL1
02	If possible, you will return to weekend tourism destinations	HL2
03	You will introduce the beauty of your chosen destinations to friends and family	HL3

2.3.2 Data Collection and Data Processing

2.3.2.1 Data Collection

Data were collected from two sources, including secondary data and primary data.

Secondary Data Collection Method: Gathering secondary data from research organizations, published research works, relevant departments and agencies of Ho Chi Minh City People's Committee, and the Ho Chi Minh City Department of Tourism, Vietnam. Selecting valuable documents for the research topic, excluding irrelevant information, and classifying and verifying accuracy. Primary Data Collection Method: Conducting real-time surveys of residents in Ho Chi Minh City using direct questionnaires and creating online questionnaires on Google Forms for direct responses from October to the end of December 2021. The survey questions were related to the factors influencing the weekend tourism activities of Ho Chi Minh City residents.

2.3.2.2 Data Processing

Descriptive Statistical Analysis

The research conducted descriptive statistical analyses to summarize information about the survey respondents, including their quantity, gender, age, income, occupation, travel frequency, weekend tourism activities, etc.

Reliability Analysis

One of the procedures for validating a scale is reliability analysis. This method uses Cronbach's alpha coefficient to assess the reliability and correlation among observed variables in the scale (Hair et al., 1995). The Cronbach's alpha formula, as expressed by Carmines and Zeller (1988), is as follows:

$$Alpha = \frac{k}{k-1} \left[1 - \frac{\sum \sigma^2(Vi)}{\sigma^2x} \right] \quad (1)$$

where:

a = Cronbach's alpha

K = Number of scales/items in each variable

$\sum \sigma^2(Vi)$ = Sum of variances of items within the variable

σ^2x = Variance of the total score of the variable

Cronbach's Alpha Coefficient (CA) for a measurement scale requires two basic criteria:

- The overall Cronbach's Alpha coefficient should be greater than 0.6.
- The correlation coefficient of variables - total should be greater than 0.3, meaning that items with correlation coefficients less than 0.3 should be removed.

The best reliability is typically found in the range of 0.7 to 0.8. A higher value of Cronbach's Alpha suggests redundancy, indicating that many observed variables in the scale are overlapping.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is employed to reduce a set of k observed variables into a set of F meaningful factors ($F < k$). After checking the reliability of variables using Cronbach's Alpha and eliminating irrelevant variables, the technique of Exploratory Factor Analysis (EFA) is performed to evaluate the convergence (observed variables converging to the same factor) and discriminant validity (observed variables belonging to this factor should be distinct from other factors) of the measurement scale.

Criteria in EFA

Kaiser-Meyer-Olkin (KMO) Measure: A value of $0.5 \leq KMO \leq 1$ indicates suitability for factor analysis; if $KMO \leq 0.5$, factor analysis may not be suitable for the research dataset (Hoang Trong and Nguyen Mong Ngoc, 2008).

Bartlett's Test of Sphericity: Bartlett's test is statistically significant when the significance level (sig Bartlett's test) is < 0.5 .

Eigenvalue: Factors with Eigenvalues ≥ 1 are retained in the factor analysis.

Total Variance Explained: $\geq 50\%$ indicates that the EFA model is appropriate.

Factor Loading: The higher the Factor Loading, the larger the correlation between the observed variable and the factor. Variables with Factor Loadings less than 0.5 are usually removed.

One-Way Analysis of Variance (ANOVA)

ANOVA, short for Analysis of Variance, is used to compare means from three or more independent random samples. The one-way ANOVA method allows for the comparison of means of k (fixed) random samples, selected from k populations (Nguyen Dinh Tho, 2011), with a 5% probability of making a Type I error.

Regression Analysis

After ensuring the reliability of the measurement scales, correlation analysis and regression analysis are conducted to test hypotheses. Regression analysis is used to investigate whether factors influence the choice of weekend tourism destinations.

2.4. Research Tools

The authors of the study employed a survey/questionnaire method for data collection. They designed survey questionnaires and distributed them to the residents of Ho Chi Minh City through various means, including Ho Chi Minh City resident groups, chat groups on social media platforms such as Facebook and Zalo, in order to gather information for analysis, hypothesis testing, and research modeling. After collecting survey data, the research team conducted data encoding, data entry, data cleaning, and data processing using Microsoft Excel and SPSS version 20.

3. Research Results

3.1 Descriptive Statistics of the Official Research Sample

3.1.1 Characteristics of the Research Sample

The total sample size of the official survey in the study was 311 residents. The research team excluded non-compliant surveys and cleaned the data, resulting in 270 surveys for analysis. The sample had the following key characteristics:

Gender: There were 103 male tourists (38.1%), 156 female tourists (57.8%), and 11 tourists with other gender identities (4.1%).

Age: There were 25 tourists under 18 years old (9.2%), 112 tourists aged 18 to 25 (41.5%), 71 tourists aged 26 to 30 (26.3%), and 62 tourists over 30 years old (23%).

Occupation: There were 118 students (43.7%), 62 workers and civil servants (23%), 72 self-employed individuals (26.7%), and 18 retirees (6.7%).

Average Income: There were 87 tourists with an average income below 3 million VND (32.2%), 28 tourists with an income between 3 million and 5 million VND (10.4%), 61 tourists with an income between 5 million and 10 million VND (22.6%), 68 tourists with an income between 10 million and 20 million VND (25.2%), and 26 tourists with an income above 20 million VND (9.6%).

Frequency of Weekend Tourism Activities: One tourist never participated in weekend tourism activities (0.4%), while 72 tourists rarely participated (26.7%), 158 tourists occasionally participated (58.5%), and 39 tourists regularly participated in weekend tourism activities (14.4%).

3.1.2 Level of Agreement on Influencing Factors

An analysis of the average survey variables reveals the level of agreement among survey participants regarding the factors influencing their decision to choose weekend tourism destinations. The study approached this from two concepts: (1) influencing factors, including two groups of factors: internal factors (intrinsic motivation, income) and external factors (distance, cost, convenience, accommodation facilities, communication, and destination image); (2) satisfaction with the decision to choose a weekend tourism destination.

The results of the analysis show that Ho Chi Minh City residents are more concerned about internal factors such as Tourism Motivation and Personal Income when they rate high on the evaluation scale ranging from 1 to 5 that the research team provided (the average values for both factors are 4.03). The next factor of interest that Ho Chi Minh City tourists have chosen is Convenience in the trip ($M = 4.01$); Destination Image ($M = 4.00$); Cost of the trip ($M = 3.97$); Accommodation facilities at the destination ($M = 3.95$); Communication ($M = 3.90$), and finally, Distance ($M = 3.87$). The Distance factor, according to the viewpoints presented by the research team, such as choosing nearby locations, locations within a 2-hour drive, or distance not being an issue for tourists, is the factor that the surveyed group rates the lowest in terms of agreement.

3.2 Quantitative Research Results

3.2.1 Cronbach's Alpha Reliability Test

The results of the Cronbach's Alpha reliability test for the factors influencing the decision to choose a weekend travel destination are presented as follows:

Table 2
Reliability of the Measurement Scale

Factor	Number of Observed Variables	Cronbach's Alpha	Scale Description	Total Variable Correlation	Cronbach's Alpha After Removing Variables
DC	7	.848	Desire to enhance knowledge of regional cultures	.492	.843
			Explore new places	.603	.828
			Rest, relax, and entertain after a week of work	.646	.823
			Seek strong and unique experiences	.574	.833
			Bond with family and friends	.699	.815
			Align with societal trends	.601	.832
			Enhance health	.676	.817
KC	2	.689	Weekend travel destinations near home	.525	.
			Weekend travel destinations within 2 hours' drive	.525	.
CP	6	.806	Transportation costs	.634	.760
			Food costs	.631	.760
			Accommodation service costs	.616	.764
			Costs for recreational and entertainment activities	.714	.742
			Souvenir service costs	.421	.811
			Contingency costs for the trip	.402	.810
TT	4	.822	Good transportation infrastructure	.661	.768
			Diverse transportation services (road, water, rail, air)	.635	.780
			Safe traffic conditions	.681	.759
			Good weather conditions	.602	.795
LT	3	.826	Quality of attentive service	.684	.759
			Quality of material facilities at comfortable accommodation	.718	.723
			Availability of accommodation facilities at destinations	.646	.796
TTG	5	.823	Word-of-mouth communication	.649	.778
			Information from official sources	.561	.803
			Information from word-of-mouth makes me confident in my choice	.594	.795
			I often compare information from various sources to decide	.629	.784
			If I do not consult information sources, I feel anxious	.650	.778
HA	8	.878	Weekend travel destinations highly rated on review sites	.572	.870
			Beautiful natural resource landscapes	.633	.864
			Destinations recognized by reputable organizations	.516	.876
			Friendly local people	.672	.860
			Recreational and entertainment activities	.741	.853
			High-level security and safety	.692	.857
			Reasonable costs	.676	.860
			Align with societal trends	.637	.864
TN	2	.667	High income allows me to comfortably choose my weekend travel	.506	.
			I often rely on my income level to consider a suitable destination	.506	.
HL	3	.818	I am satisfied with my previous weekend travel destination choice	.681	.740
			If possible, I will return to weekend destinations	.641	.781
			I will introduce the beauty of destinations to friends and family	.694	.726

For groups KC and TN, the initial reliability test results indicated that the reliability of both groups did not meet the requirements (Cronbach's Alpha coefficient < 0.6; the total variable correlation coefficient of variables KC3 and TN3 were both less than 0.3). Therefore, variables KC3 and TN3 were removed, and a second reliability test was conducted for both groups.

The final reliability test results showed that all observed variables had suitable total variable correlation coefficients (≥ 0.3). Cronbach's Alpha coefficients were ≥ 0.6 , indicating good measurement scale reliability, meeting the reliability requirements.

Thus, after the Cronbach's Alpha test, two variables needed to be removed before conducting the EFA: KC3 and TN3. The summarized results of the final reliability test for each variable group are presented in the following table:

Table 3
Summary of Cronbach's Alpha Reliability Test Results

No.	Factor		Initial Observed Variables	Remaining Observed Variables	Cronbach's Alpha	Excluded Variables
1	DC	Travel Distance	7	7	0.848	
2	KC	Cost	3	2	0.689	1
3	CP	Travel Convenience	6	6	0.806	
4	TT	Accommodation facilities	4	4	0.822	
5	LT	Communication	3	3	0.826	
6	TTG	Destination image	5	5	0.823	
7	HA	Income	8	8	0.878	
8	TN	Satisfaction and willingness to return	3	2	0.667	1
9	HL	Distance traveled	3	3	0.818	

3.2.2 Exploratory Factor Analysis (EFA)

The observed variables, after a preliminary evaluation, were subjected to an Exploratory Factor Analysis (EFA) to summarize the data. The research team conducted EFA for two groups of variables: independent variables and dependent variables, and presented the final results.

3.2.2.1 Exploratory Factor Analysis (EFA) for Independent Variables

The results in Table 3.5 indicate that the Kaiser-Meyer-Olkin (KMO) measure reached a level of 0.943 ($0.5 \leq \text{KMO} \leq 1$), with Bartlett's Test significance level of $0.000 < 0.05$, suggesting that the factor analysis is appropriate.

Table 4
KMO and Bartlett's Test Results for Factors Influencing the Weekend Destination Choices of Ho Chi Minh City Residents

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin (KMO) coefficient			.943
	Chi-square statistic		4302.987
Bartlett's test	df		378
	Sig.		.000

The results of the Exploratory Factor Analysis (EFA) for the variables influencing the weekend travel destination choices of Ho Chi Minh City residents are presented in Table 3.6. After 5 runs of EFA and the removal of inappropriate and non-convergent dimensions (HA3, HA5, HA8, TTG1, TTG5, TTG3, TN2, HA7), the EFA results are as follows: there are 5 factors with Eigenvalues greater than 1, indicating that these 5 factors summarize the information from the 28 observed variables most effectively. These 5 factors with Eigenvalues greater than 1 are used in further analyses. The total variance explained by these 5 factors is 62.766% ($> 50\%$), indicating that they account for 62.766% of the variability in the data of the 28 observed variables included in the EFA. The rotation matrix shows that all observed variables have factor loadings greater than 0.5 and there are no poor variables.

Table 5
Results of Exploratory Factor Analysis (EFA) for the variables influencing the weekend travel destination choices of Ho Chi Minh City residents

Scale	Factor				
	1	2	3	4	5
LT1	.728				
TT3	.705				
HA6	.702				
LT2	.684				
TT1	.656				
LT3	.633				
HA4	.631				
TT4	.624				
TT2	.618				
DC7	.608				
HA2	.587				
DC3	.580				
DC5	.547				
DC2	.543				
TTG2	.534				
CP4		.770			
CP2		.728			
CP1		.684			
KC2		.618			
KC1		.613			
CP3		.602			
DC6			.783		
DC4			.707		
HA1				.682	
TTG4				.615	
TN1				.580	
CP5					.827
CP6					.815

3.2.2.2 Exploratory Factor Analysis (EFA) for Dependent Variables

The results in Table 6 show a KMO score of 0.715, which is suitable within the range of $0.5 \leq \text{KMO} \leq 1$, and the significance level of Bartlett's Test is $0.000 < 0.05$. Therefore, the factor analysis for dependent variables is appropriate.

Table 6

KMO and Bartlett's Test Results for Dependent Variables Reflecting Satisfaction with Weekend Travel Destination Choices of Ho Chi Minh City Residents

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin (KMO) coefficient		.715
Bartlett's test	Chi-square statistic	282.499
	df	3
	Sig.	.000

The results of the Exploratory Factor Analysis (EFA) for dependent variables reflecting satisfaction with weekend travel destination choices of Ho Chi Minh City residents show that only one factor has an Eigenvalue greater than 1. Therefore, this factor best summarizes the information from the 3 observed variables included in the EFA. The total variance explained by this factor is 73.376%, which is greater than 50%, indicating that this factor explains 73.376% of the data variance from the 3 observed variables. Regarding the results of the EFA for dependent variables, only one factor was extracted, and as a result, matrix rotation could not be performed. Therefore, based on the final rotation matrix table, we redefine the factors as follows:

Table 7

Revised Hypotheses After Exploratory Factor Analysis (EFA) Adjustment

No.	Factor	Observed Variables	Type
1	DC	DC7; DC3; DC2; DC5; DC6; DC4	Independent
2	KC	KC1; KC2	Independent
3	CP	CP4; CP2; CP1; CP3; CP5; CP6	Independent
4	TT	TT3; TT4; TT1; TT2	Independent
5	LTR	LT1; LT2; LT3	Independent
6	TTG	TTG2; TTG4; TTG3	Independent
7	HA	HA6; HA4; HA2; HA7; HA1	Independent
8	TN	TN2; TN1	Independent
9	HL	HL1; HL2; HL3	Dependent

3.2.3 One-Way Analysis of Variance (ANOVA)

The One-Way Analysis of Variance (ANOVA) is used to compare the means of categorical variables with two or more categories. The research group conducted separate analyses with categorical variables such as Gender, Age, Occupation, and Personal Income to assess their influence on the choices of weekend travel destinations. Regarding Gender: Gender can bring differences in preferences, needs, travel consumer behaviors, and how males and females enjoy their holidays. This can influence the motivation to choose a destination when traveling and the actual choice of weekend travel destinations (Nguyen Hoang Dong, 2019). The research findings (Table 3.9) indicate that there is no statistically significant difference in the mean scores among different gender groups of Ho Chi Minh City travelers regarding factors affecting the decision to choose a weekend travel destination.

Table 8

Factors Influencing the Decision to Choose Weekend Travel Destinations from a Gender Perspective

Concepts	Male (N=103)	Female (N=156)	Other (N=11)	p	Post hoc
	M±SD	M±SD	M±SD		
Internal Factors					
Internal Motivation	4.06±0.72	3.98±0.75	4.50±0.49	0.067	
Income	3.98±0.80	4.03±0.85	4.45±0.52	0.194	
External Factors					
Travel Distance	3.88±0.85	3.83±0.85	4.23±0.41	0.318	
Costs	3.66±0.73	3.69±0.69	4.14±0.42	0.101	
Travel Convenience	3.98±0.74	4.01±0.77	4.40±0.53	0.195	
Accommodation Facilities	3.83±0.76	4.00±0.79	4.30±0.64	0.069	
Communication	3.83±0.72	3.92±0.76	4.27±0.69	0.156	
Destination Image	3.92±0.69	4.03±0.69	4.38±0.43	0.079	
Satisfaction and Commitment to Return					
Satisfaction and Commitment to Return	3.89±0.77	3.98±0.74	4.42±0.37	0.069	

Regarding Age: Different age groups have varying needs, cultural behaviors, and desires. Therefore, analyzing the factor of age is significant in explaining the choices of weekend travel destinations for Ho Chi Minh City travelers. The results of the analysis are presented in Table 9:

The results show statistically significant differences in the mean scores among different age groups of travelers regarding some factors influencing the decision to choose a weekend travel destination. Specifically, for internal factors, the "Internal

Motivation" factor of the group under 18 years old has a higher mean score than the group aged 18-25 ($p < 0.05$). This suggests that travelers under 18 years old are more interested in internal travel motivation compared to other age groups.

For external factors, the "Distance" and "Convenience during the trip" factors of the groups under 18 years old, 26-30 years old, and over 30 years old have higher mean scores compared to the group aged 18-25 ($p < 0.05$). The other factors did not show statistically significant differences among the age groups ($p > 0.05$). This reflects the characteristics of travelers in different age groups when making decisions about weekend travel destinations. According to Nguyen Huu Thu (2009), younger travelers tend to seek and explore new experiences. They prioritize choices that align with their personal travel motivations more than other age groups. However, as young individuals, their jobs and personal incomes may not be stable yet, and those under 18 years old are largely dependent on their parents, so cost considerations are also a top concern. The research results also indicate that there are no statistically significant differences in the mean scores among different age groups of Ho Chi Minh City travelers regarding "Satisfaction with the choice of weekend travel destination" ($p > 0.05$).

Table 9

Factors Influencing the Decision to Choose Weekend Travel Destinations from an Age Perspective

Concepts	Under 18 years old (N=25)	From 18 - 25 years old (N=112)	From 26 - 30 years old (N=71)	Over 30 years old (N=62)	p	Post hoc
	M±SD	M±SD	M±SD	M±SD		
Internal Factors						
Internal Motivation	4.42±0.59	3.86±0.78	4.02±0.72	4.17±0.65	0.001	1>2
Income	4.16±1.02	3.98±0.85	4.07±0.81	4.01±0.73	0.753	
External Factors						
Travel Distance	4.00±1.04	3.55±0.83	4.01±0.70	4.21±0.73	0.000	1,3,4>2
Costs	3.87±0.68	3.52±0.78	3.75±0.55	3.87±0.65	0.005	1,4>2
Travel Convenience	4.23±0.78	3.83±0.79	4.04±0.68	4.23±0.65	0.003	1,3,4>2
Accommodation Facilities	3.99±0.89	3.89±0.858	3.95±0.71	4.05±0.67	0.622	
Communication	4.00±0.82	3.82±0.79	3.96±0.66	3.95±0.69	0.487	
Destination Image	4.22±0.67	3.94±0.77	4.02±0.61	3.99±0.63	0.334	
Satisfaction and Commitment to Return						
Satisfaction and Commitment to Return	4.24±0.84	3.87±0.76	3.98±0.69	4.01±0.74	0.134	

Note: M: mean score; SD: standard deviation; p: significance level; post hoc: post hoc analysis; 1: under 18 years old; 2: from 18 - 25 years old; 3: from 26 - 30 years old; 4: over 30 years old

Table 10

Factors Influencing Weekend Tourism Destination Choice Decision from the Perspective of Occupation

Concepts	Students (N=118)	Workers, Civil Servants (N=62)	Self-Employed (N=72)	Retired (N=18)	p	Post hoc
	M±SD	M±SD	M±SD	M±SD		
Internal Factors						
Internal Motivation	3.96±0.77	4.09±0.71	4.02±0.68	4.29±0.78	0.293	
Income	4.05±0.87	4.14±0.75	3.88±0.81	4.08±0.79	0.320	
External Factors						
Travel Distance	3.60±0.89	4.03±0.64	3.98±0.76	4.58±0.69	0.000	4>1
Costs	3.56±0.79	3.78±0.61	3.77±0.58	3.97±0.68	0.030	4>1
Travel Convenience	3.93±0.80	4.08±0.70	4.01±0.68	4.39±0.73	0.091	
Accommodation Facilities	3.90±0.86	4.01±0.71	3.92±0.71	4.18±0.75	0.475	
Communication	3.88±0.79	3.95±0.70	3.86±0.68	4.07±0.76	0.666	
Destination Image	3.99±0.74	4.08±0.66	3.92±0.65	4.07±0.64	0.604	
Satisfaction and Commitment to Return						
Satisfaction and Commitment to Return	3.97±0.79	3.94±0.74	3.89±0.66	4.24±0.86	0.380	

Explanation:

M: Mean (average); SD: Standard Deviation; p: Significance level; Post hoc: Post hoc analysis; 1: Students; 2: Workers, civil servants; 3: Self-employed; 4: Retired.

Regarding Occupation: The research results (Table 10) show that there is no statistically significant difference in the mean scores between different occupational groups in the internal factors related to the choice of weekend tourism destination ($p > 0.05$). The external factors such as "Travel Convenience," "Accommodation Facilities," "Communication," or "Destination Image" also do not exhibit a statistically significant difference in mean scores between different occupational groups of tourists ($p > 0.05$). However, there are statistically significant differences in mean scores between groups in some external factors. Specifically, in the "Distance" and "Cost" factors, the group of retired tourists has higher mean scores than the group of students ($p < 0.05$). According to Associate Professor Dr. Giang Thanh Long, just two years after the 2019-2021 population census, the elderly population increased by nearly 1.2 million people, accounting for 56%. However, Vietnam's retirement system is single-layered with limited coverage; only about 60% of the elderly receive full benefits from this system, while the

rest do not have retirement or subsidies, and most still work or depend on their children. Therefore, weekend tourism for retired tourists is still relatively new, and their decisions depend on the cost of trips as well as travel distance due to health reasons. The research results on satisfaction and commitment to return to the destination also show no statistically significant difference in mean scores between different occupational groups of tourists ($p>0.05$).

Regarding Personal Income: The research results (Table 12) reveal that the factors within the group of internal factors do not exhibit statistically significant differences in mean scores between groups of tourists with different income levels ($p>0.05$). Among the external factors, only the “Distance” factor shows statistically significant differences in mean scores between different income groups of tourists. Specifically, the group of tourists with incomes ranging from 10 to 20 million VND and over 20 million VND has higher mean scores than the group of tourists with incomes under 3 million, from 3 to 5 million, and from 5 to 10 million VND. The remaining factors do not show statistically significant differences in mean scores between different income groups of tourists in influencing the decision to choose the weekend tourism destination. The results also indicate that the average evaluation of Ho Chi Minh City tourists for satisfaction and commitment to return to the destinations is relatively high, and there is no statistically significant difference between different target groups ($p>0.05$).

Table 11
Factors Influencing Weekend Tourism Destination Choice Decision from the Perspective of Income

Concepts	Less than 3 million VND (N=87)	From 3 – 5 million VND (N=28)	From 5 – 10 million VND (N=61)	From 10 – 20 million VND (N=68)	Over 20 million VND (N=26)	p	Post hoc
	M±SD	M±SD	M±SD	M±SD	M±SD		
Internal Factors							
Internal Motivation	3.98±0.76	3.89±0.70	3.93±0.72	4.12±0.73	4.32±0.69	0.111	
Income	4.07±0.89	3.91±0.75	3.92±0.80	4.04±0.81	4.21±0.74	0.521	
External Factors							
Travel Distance	3.60±0.92	3.71±0.91	3.99±0.72	4.07±0.72	4.08±0.79	0.002	4,5>1
Costs	3.55±0.83	3.61±0.60	3.85±0.59	3.76±0.61	3.73±0.73	0.105	
Travel Convenience	3.89±0.84	4.12±0.64	4.01±0.68	4.05±0.75	4.22±0.70	0.290	
Accommodation Facilities	3.90±0.89	3.88±0.80	3.97±0.72	3.95±0.71	4.12±0.67	0.751	
Communication	3.85±0.79	3.90±0.75	3.94±0.74	3.95±0.71	3.85±0.69	0.891	
Destination Image	3.99±0.72	4.01±0.69	3.99±0.63	3.99±0.72	4.03±0.68	0.999	
Satisfaction and Commitment to Return							
Satisfaction and Commitment to Return	3.98±0.79	3.94±0.57	3.92±0.70	3.92±0.79	4.14±0.79	0.741	

Footnotes:

M: Mean (average); SD: Standard Deviation; p: Significance level; Post hoc: Post hoc analysis; 1: Less than 3 million VND; 2: From 3 - 5 million VND; 3: From 5 - 10 million VND; 4: From 10 - 20 million VND; 5: Over 20 million VND.

3.2.4 Multivariate Regression

3.2.4.1 Model Testing and Regression Equation

To assess whether the theoretical model is suitable for the collected data, the research team utilized correlation analysis and regression analysis between the factors and the destination choice of Ho Chi Minh City tourists.

The research model consists of 9 components: (1) Internal Motivation, (2) Distance, (3) Cost, (4) Travel Convenience, (5) Accommodation Facilities, (6) Communication, (7) Destination Image, (8) Income, and (9) Satisfaction and Commitment to Return. Among them, 8 variables (from 1 to 8) are independent variables and are assumed to be the influencing factors on the decision to choose the weekend tourism destination for Ho Chi Minh City tourists.

The assumptions are as follows: (H0) the coefficients of the 8 components in the influencing factors are equal to 0, meaning that the factors do not affect the decision to choose the weekend tourism destination for Ho Chi Minh City tourists; (H1) the 8 factors have an impact on the decision to choose the weekend tourism destination for Ho Chi Minh City tourists.

Table 12
Results of Correlation Analysis between Independent and Dependent Variables

	F9	F1	F2	F3	F4	F5	F6	F7	F8
F9	1								
F1	.672**	1							
F2	.573**	.583**	1						
F3	.556**	.573**	.644**	1					
F4	.671**	.694**	.575**	.567**	1				
F5	.626**	.672**	.511**	.580**	.727**	1			
F6	.632**	.649**	.549**	.598**	.650**	.637**	1		
F7	.735**	.723**	.535**	.548**	.741**	.710**	.690**	1	
F8	.658**	.554**	.420**	.415**	.596**	.558**	.601**	.713**	1

Note **: $p<0.01$

Footnote: **: $p<0.01$ F1: Internal Motivation; F2: Distance; F3: Cost; F4: Travel Convenience; F5: Accommodation Facilities; F6: Communication; F7: Destination Image; F8: Income; F9: Satisfaction and Commitment to Return.

The correlation results (Table 12) indicate a relatively strong positive correlation between both internal and external factors with the satisfaction and commitment to return of Ho Chi Minh City tourists ($r=0.556-0.735$; $p<0.01$).

This indicates that the internal factors (internal motivation and income) and external factors including distance, cost, travel convenience, accommodation facilities, communication, and destination image have relatively strong relationships with the satisfaction and commitment to return of Ho Chi Minh City tourists. These results provide the necessary conditions to proceed with further regression analysis. To affirm the relationships and the degree of influence of these factors on the destination choice of Ho Chi Minh City tourists, based on the results of the correlation analysis, the authors continued to conduct a multiple regression analysis, incorporating 10 independent variables into the regression analysis. The results (Table 13) are as follows:

Table 13

Summary Table of Regression Results between Independent Variables and Dependent Variable

Independent Variable	Dependent Variable	R ²	Adjusted R ²	F	Beta (β)	t	p
Internal Motivation (F1)	Satisfied level and can end quay back	.644	.633	58.989***	.143	2.353	.019
Distance (F2)					.126	2.395	.017
Cost (F3)					.067	1.232	.219
Travel Convenience (F4)					.096	1.492	.137
Accommodation Facilities (F5)					.028	.463	.644
Communication (F6)					.047	.810	.419
Destination Image (F7)					.248	3.481	.001
Income (F8)					.220	4.048	.000

The regression results of the model show that the R-squared value (R Square) is 0.644, indicating that the model is appropriate to explain approximately 66.4% of the variation in the destination choice of Ho Chi Minh City tourists. In other words, about 66.4% of the impact of the components being studied on the satisfaction and commitment to return to the destination of Ho Chi Minh City tourists can be explained by the model. The adjusted R-squared value (Adjusted R Square) provides a more accurate reflection of the model's fit to the overall data. The adjusted R-squared value is 0.633 (or 63.3%), meaning that there exists a linear regression model between Satisfaction and commitment to return of Ho Chi Minh City tourists and the influencing factors.

The results of the analysis of variance (ANOVA) (Table 14) show that the F-statistic has a significance level of Sig. = 0.000 (less than 0.05), indicating that the regression model is a good fit for the collected data, and all the variables included are statistically significant at the 5% significance level. The F-statistic value of 58.989 is used to test the null hypothesis H₀, and in this case, we observe that the linear relationship is highly significant with $p < 0.05$. We reject the null hypothesis H₀ that the coefficients of the 8 components in the influencing factors are equal to 0. Therefore, the independent variables in the model are indeed related to the dependent variable.

Table 14

Results of Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.433	8	12.179	58.989	.000 ^b
	Residual	53.887	261	.206		
	Total	151.321	269			

The analysis of regression coefficients in the model reveals that several components are statistically significant with $p < 0.05$, including: internal motivation (F1); distance (F2); destination image (F7); and income (F8). Therefore, we can conclude that only some components of the influencing factors are significant in the model and have a positive impact on the satisfaction and commitment to return to the weekend tourism destination for Ho Chi Minh City tourists. The standardized regression coefficients of the independent variables in the model are as follows: destination image (F7) 0.248; income (F8) 0.220; internal motivation (F1) 0.143; distance (F2) 0.126.

Based on the regression analysis results, we have the standardized regression equation as follows:

$$HL = 0.248 * F7 + 0.220 * F8 + 0.143 * F1 + 0.126 * F2 + 0.367$$

The model explains 66.4% of the variation in the Destination Choice variable due to the independent variables in the model, while the remaining 36.7% of the variation is explained by other variables outside the model. The model shows that all independent variables positively influence the level of Satisfaction and commitment to return to the tourism destination of Ho Chi

Minh City tourists with 95% confidence. According to the regression equation, if we keep the other independent variables constant, an increase of 1 unit in the Destination Image (F7) rating results in an average increase of 0.248 units in Satisfaction and commitment to return to the weekend tourism destination. Similarly, a 1-unit increase in the Income (F8) rating leads to an average increase of 0.220 units, a 1-unit increase in the Internal Motivation (F1) rating results in an average increase of 0.143 units, and a 1-unit increase in the Distance (F2) rating results in an average increase of 0.126 units.

The standardized coefficients (Beta) provide insight into the importance of each independent variable with respect to the dependent variable. The Beta values (Table 3.14) indicate the extent of influence between the 8 independent variables and the dependent variable. Specifically, the standardized regression coefficients show that Destination Image influences 24.8% of Satisfaction and commitment to return to the tourism destination; Income influences 22.0%; Internal Motivation influences 14.3%; and Distance influences 12.6%. The remaining variables in the model have low or no influence on Satisfaction and commitment to return to the weekend tourism destination.

3.2.4.2 Testing Violations of the Assumption of Residual Normality Distribution

To test the assumption of normality in the residuals, we rely on two plots: Histogram and Normal P-P Plot.

The Histogram plot results show that Mean = 1.06E-15 (approximately equal to 0), Std = 0.985, indicating that the distribution is approximately normal. Therefore, the assumption of normality in the residuals is not violated.

The Normal P-P Plot results show that the points closely follow the diagonal line, indicating that the residuals closely adhere to a normal distribution. Thus, the assumption of normality in the residuals is not violated.

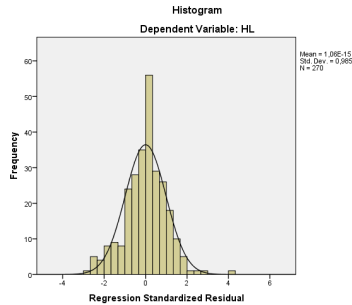


Fig. 1. Testing the Assumption of Residual Distribution - Histogram

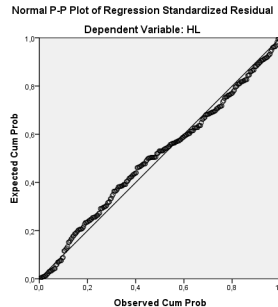


Fig. 2. Checking the assumption of normal distribution of residuals – P-P Plot

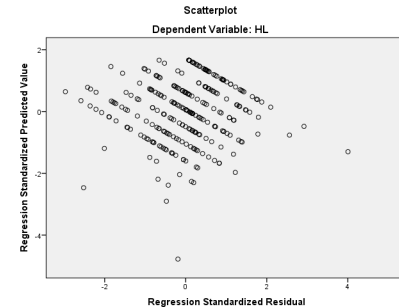


Fig. 3. Checking for violations of linear relationship between the dependent variable and the independent variable.

3.2.4.3 Checking for violations of the linear relationship between the dependent and independent variables

The test results indicate that the percentile points are randomly scattered and concentrated around the y-axis at 0, confirming that the assumption of a linear relationship between the dependent variable and the independent variables is not violated.

4. Conclusion

Based on the theoretical issues regarding the factors influencing weekend travel destination choices of tourists, a total of 39 measurement scales within 8 groups of influencing factors have been identified for the formal research. The results, after assessing the reliability of the measurement scales using Cronbach's Alpha and conducting Exploratory Factor Analysis (EFA), indicate that 31 measurement scales within 8 factor groups have been established. This serves as the basis for the research team to refine the research model. The adjusted results are further analyzed using One-way ANOVA to compare the mean values of categorical variables such as Gender, Age, Occupation, and Personal Income, testing their impact on viewpoints regarding weekend travel destination choices. Regarding destination image: Research on “Destination Image” has been one of the most popular topics in the field of tourism science for a long time, dating back to the early 1970s. Destination image is defined as a set of beliefs, ideas, and impressions that a person holds about a place or destination (JL Crompton, 1979). Some characteristics of destination image that the research team has chosen to include in the analytical models are: (1) Weekend travel destinations highly rated on review platforms, (2) Beautiful natural scenery and resources, (3) Destinations recognized by reputable organizations, (4) Friendly local residents, (5) Entertainment and recreational activities, (6) High levels of security and safety, (7) Reasonable costs, and (8) Alignment with social trends and influences. It is found that Destination Image has a 24.8% impact on Satisfaction and Commitment to returning to weekend travel destinations. It can be concluded that destination image has become the foremost concern of Ho Chi Minh City tourists, providing a foundation for destination managers, including weekend travel destinations, to develop strategies for enhancing and promoting their image to tourists.

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