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Original Article

Factors Influencing the Intention to Choose Agritourism among Domestic Tourists in Vietnam

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Abstract: *To examine the factors influencing the intention to choose agritourism among domestic tourists in Vietnam, the research team used a quantitative research method using information gathered from a survey of 404 individuals, of which 282 people who had previously visited or intended to visit agritourism were included in the analysis. The data was cleaned and processed using SMARTPLS software. The research results showed that with a confidence level of 95%, "Information source (NTT)" had the strongest impact on the intention to choose agritourism among domestic tourists in Vietnam, with an impact level of 0.375. The next factor was "Perception of agritourism capability (NTKN)", with an impact level of 0.299, and finally, the factor "Travel motivation (DCDL)" had an impact level of 0.227. According to the analysis outcomes, the investigation's team suggested some exchanges and discussion topics to encourage the intention and decision to choose agritourism among domestic tourists and tourists in general in Vietnam, considering the potential of this type of tourism.*

Keywords: *Tourism, Agritourism, Choice Intention, Domestic Tourists, Vietnam.*

I. RAISING THE ISSUES

In recent years, the trend of combining farming with tourism has become a popular choice for those who want to experience rural life and learn about sustainable agriculture. Instead of just sightseeing and vacationing in conventional resorts, tourists are increasingly seeking practical experiences close to nature and contributing to the agricultural production process. (acihome.vn, 2023)

Agritourism not only offers a tranquil and pristine vacation environment but also allows tourists to experience a peaceful life as real farmers, engaging in activities such as farming, harvesting, and processing traditional dishes from the crops they cultivate. (Thao Tran, 2020)

As an agricultural country with favorable climatic conditions, Vietnam has an advantage in developing organic farm tourism business models. Additionally, the rich customs, traditions, and diverse culinary culture contribute to the uniqueness of agritourism in Vietnam. In this research article, the research team will examine the factors and the amplitude of impact of these factors atop the choice of agritourism by domestic tourists in Vietnam. Based on that, the investigators team will provide a few conversations and interactions to further promote the development of this promising form of tourism in Vietnam.

II. THEORETICAL BASIS

A) Definition and Types of Agritourism

a. Definition

Agricultural tourism, or one definition of agricultural tourism, is a type of travel combined with agriculture. More precisely, it is a commercial venture that attracts tourists by combining farming manufacturing or processing with travel, offering economical, instructive, and cultural benefits to visitors, farmers, and the community (vimegarden. vn, 2023).

Agritourism or ***farm tourism*** is tourism in agricultural areas that are cultivated using advanced technologies. It involves experiential activities on farms, including agricultural cultivation, enjoying farm products, and accommodation (such as fruit farm tourism in the Mekong Delta, tea garden tourism in Thai Nguyen, a day as a farmer in Hoi An, agritourism in Lam Dong, coffee farm tourism in Dak Lak, etc.) (Ministry of Culture, Sports and Tourism, 2021).

Combining farms and tourism offers unique and meaningful experiences for tourists. They have the opportunity to participate in agricultural activities such as planting crops, caring for animals, harvesting products, and attending agriculture-related courses. This helps them better understand the food production process and appreciate the hard work and love that farmers put into the land and the environment. Additionally, combining farms and tourism creates opportunities for tourists to participate in local cultural activities, such as learning to cook traditional dishes and participating in festivals

and local events. This helps tourists better understand the local community's culture, traditions, and lifestyle (acihome. vn, 2023).

b. Types of Agritourism Models

According to acihome.vn (2023), there are several types of agritourism models that attract many people's attention:

1. Farm Resort Model

The farm resort model uniquely combines luxury amenities and countryside experiences. Through this model, tourists can enjoy not only the relaxation and convenience of a luxury resort but also the opportunity to engage in exciting farm activities and experience rural life.

A farm resort model often provides diverse types of tourist accommodations, ranging from luxury hotels to resort apartments, garden houses, or traditionally designed apartments. The accommodation space is usually built and arranged to maximize contact with nature, providing a peaceful and close connection to the rural environment.

This model also offers interactive farm activities for tourists, such as planting crops, caring for animals, harvesting fruits and vegetables, and participating in the agricultural processing process. Tourists can attend cooking classes, learn how to make bread or process local specialities. Additionally, they can engage in activities such as walking through fruit orchards, visiting livestock farms, or flying kites in the fields.

To meet customers' food needs, some farm resorts also have restaurants or bars that specialize in serving dishes and beverages made from local agricultural products. Tourists can enjoy fresh and organic food while experiencing the flavors and value of local agricultural products.

The farm resort model also provides suitable facilities and entertainment activities in the farm environment. This may include activities such as cycling to explore the countryside, strolling through flower gardens and orchards, participating in farm games like seed throwing or fishing, or joining traditional agricultural skills training sessions such as planting crops, caring for animals, farming, and harvesting.

To provide a memorable and closer experience with the local culture, this model can also organize cultural activities such as participating in traditional festivals, learning local songs and dances, visiting traditional craft villages, and attending local art exhibitions and performances.

In addition, farm resorts often focus on building a sustainable environment and a close connection with nature. Activities such as recycling, using renewable energy, waste management, and optimizing resource usage play an important role. Tourists enjoy premium amenities, participate in environmental protection, and contribute to the sustainable development of the resort and the local community.

The combined resort and farm model provides a unique experience for tourists, satisfying both their leisure and entertainment needs while fostering a close connection with nature and contributing to the sustainable development of local agriculture and the environment. It is an attractive choice for those who want to explore and enjoy rural life in a luxurious resort setting.

2. The agricultural cooperative and tourism model

The agricultural cooperative and tourism model combines agricultural production and tourism activities to create a unique and sustainable tourism experience for farmers and tourists. Organizing tourism activities and farm visits allows tourists to directly engage in the agricultural production process and learn about rural culture.

In this model, agricultural cooperatives are organizations or groups of farmers who collaborate to create, process, and market agricultural items. They work together and share resources, knowledge, and techniques to enhance productivity and product quality, thereby creating high-quality and sustainable agricultural products.

At the same time, agricultural cooperatives open their doors to welcome tourists and organize tourism activities related to agriculture and agricultural products. Tourists can visit farms, participate in planting and harvesting processes, or engage in agricultural processing activities such as making cakes, distilling liquor, or processing speciality products. They also have the opportunity to participate in daily agricultural activities such as animal care, soil cultivation, and irrigation.

3. Farmstay tourism model

The Farmstay tourism model is a form of agritourism in which tourists have the opportunity to stay and engage in agricultural activities at a local farm. Instead of staying at conventional hotels, tourists can choose to stay in farmhouses or rural-style designed apartments.

The Farmstay tourism model provides tourists with a close experience of rural life and offers opportunities to learn about and participate in agricultural activities. Tourists can plant crops, care for animals, harvest agricultural products, engage in soil cultivation and irrigation, and even experience daily agricultural tasks such as sheep herding or baking traditional bread.

In addition to agricultural activities, tourists can also participate in cultural activities and experience local life. They can visit villages, take part in local festivals, learn to cook local dishes and engage in conversations with local people to obtain a deeper comprehension of the community's customs and way of life.

The Farmstay tourism model also provides opportunities for tourists to relax and enjoy the natural surroundings. Farms are often surrounded by fields, flower gardens, or orchards, creating a peaceful and tranquil environment. Tourists can engage in activities such as walking through the fields, sightseeing, or participating in outdoor activities like fishing or horseback riding.

The Farmstay tourism model offers tourists a unique and close experience with nature and rural life. Tourists can enjoy the agricultural experience and amenities and services suitable for relaxation and leisure. Farmhouses and resort apartments are typically equipped with basic facilities such as comfortable beds, private bathrooms, living spaces, and small kitchens. This allows tourists to cook their own meals and enjoy dishes made from local agricultural products.

Additionally, some Farmstay accommodations also provide additional entertainment activities and amenities. This may include swimming pools, playgrounds for children, BBQ areas, cooking schools, spas, and steam rooms. Tourists can enjoy these activities during their leisure time after participating in agricultural activities.

The Farmstay tourism model often provides a sustainable and nature-friendly environment. Farms typically adhere to organic farming methods, employ environmental protection measures, and optimize resource utilization. This not only offers tourists a unique travel experience but also an opportunity to contribute to environmental protection and the sustainable development of local agriculture.

The Farmstay tourism model has become a popular choice for those who want to experience rural life and learn about local agriculture. It provides exciting and unique experiences and contributes to the local farming community's economic and social development.

B) Behavioral Theory on Choosing the Type of Tourism

a. The Theory of Reasoned Action (TRA)

The TRA theory proposed by Ajzen and Fishbein (1975) suggests a rational behavior model that both forecasts and explains the intentions of behavior when a product is accepted. According to this theory, "intention" is an accurate indicator of how a behavior will turn out, and intention is influenced by attitudes and subjective standards.

(1) Attitude: An emotional state that reflects a person's actions through their speech, motions expressions on their faces, perceptions of their image, and relevant product features.

(2) Subjective norms: Relevant people's attitudes toward using a product impact their behavioral intentions, and appropriate people's actions and desires impact item users' motivation.

b. Theory of Planned Behavior (TPB)

The TPB theory by Ajzen (1991) states that individuals engage in a particular action if they think it will result in beneficial consequences. A set of connections among mental state, subjective standards, perceived control of behavior, and behavioral goals are included in the TPB theory. This theory adds a third factor to the TRA model: perceived behavioral control.

(3) Perceived behavioral control: A person's assessment of how simple or complex a behavior is to carry out (pertaining to the accessibility of the tools, information, and chances for their application).

1. Model of Tourist Consumer Behavior

The model of tourist consumer behavior by Engel, Kollat, and Blackwell (1968) consists of 8 stages: (1) Must be met needs, (2) Prioritizing travel needs, (3) Degree of time, money, and effort involved in the decision-making process, (4) Information search, (5) Assessing and choosing, (6) Decision-making, (7) Purchase and consumption action, and (8) Attitude after consumption.

2. Model of Tourist Consumer Behavior

The model of tourist consumer behavior proposed by Mathieson & Wall (1982) consists of 5 stages: (1) Needs/desires for a trip, (2) Information gathering and Evaluation, (3) Decision-making for the trip, (4) Itinerary preparation, and (5) Evaluation of satisfaction and post-trip experience.

III. RESEARCH OVERVIEW, MODEL, AND RESEARCH HYPOTHESES

A) Research Overview

The impact of society and the psychological aspects of travelers are the primary elements influencing consumer behavior in the tourism industry, according to Moutinho (1993). According to Dimanche & Havitz (1995), four things affect people's decisions to travel,: (i) Individual interests, (ii) Honesty and commitment of tourists, (iii) Family choices, and (iv) The desire for novelty. Cheng et al. (2018) introduced two categories of factors—internal and external—that affect the decision to select eco-friendly travel. Regarding cognition, attitude and self-motivation (internal factors) indirectly impact green tourism behavior through behavioral intention. Elements like green tourism services at tourist destinations, green tourism programs of travel companies, and green tourism assistance at lodging facilities (external factors) directly influence tourists' green tourism choice behavior (Hunecke et al., 2001).

A study by Tri P.Q & Thu, TT (2021) on the factors influencing the decision to choose rural tourism destinations based on the community in the North Central region of Vietnam, using a survey dataset of 281 tourists in Quang Binh and Nghe An provinces in August 2019. The estimated results showed that the decision to choose a destination depends on six groups of factors, including (1) Motivation for interaction and relaxation, (2) Motivation for exploration, (3) Price of rural tourism, (4) Information sources of rural tourism, (5) Unique products of rural tourism, and (6) Environmental management of rural tourism.

In the study, Tuyet, TT et al. (2023) examined seven factors influencing the decision to choose ecological tourism destinations in the Red River Delta and the Northeast Coast of Vietnam. The constructed regression equation is: DecisionEC = 0.042*Destination image + 0.073*Customer approach activities + 0.039*Reference group - 0.066*Ecotourism barriers + 0.040*Attitude towards the destination + 0.753*Ecotourism knowledge + 0.040*Motivation.

Hai, P.H. (2019) conducted a study on the factors influencing the choice of ecotourism destinations in Ben Tre province. The research aimed to examine the connections among tourists' choice of destination conduct, mindset, subjective standards, perceived behavioral regulation, and intention. Using the structural equation modeling (SEM) method with a survey sample of 169 domestic tourists selecting ecotourism destinations in Ben Tre province, the study found that all three factors, behavioral regulation perception, attitude, and subjective standards, all in a positively influenced the intention to choose the destination. Additionally, the study also demonstrated that perceived mastery over behavior and intention positively influenced the destination choice behavior of tourists. The study proposed solutions to attract tourists to ecotourism destinations in Ben Tre province, as well as limitations and future research directions.

Nhung, NTT et al. (2015) analyzed the factors influencing the quality of ecotourism service (QETS). The influencing criteria were measured and validated via the method of exploratory factor analysis and Cronbach's Alpha dependability coefficient. Data was collected in 2014 with a sample size of 252 tourists who had experiences at Ba Vi National Park. Ordinal regression evaluation revealed the following results, except for the transportation factor, six groups of factors influenced QETS, including ecological landscape, empathy, responsiveness, communication assurance, management capability, and safety. Among them, "ecological landscape" was the strongest influencing factor, which included differentiation from other tourist areas in the region, diverse landscapes, and the preservation of natural features. The study also showed no difference in the level of fulfillment with QETS at Ba Vi National Park, between male and female visitors.

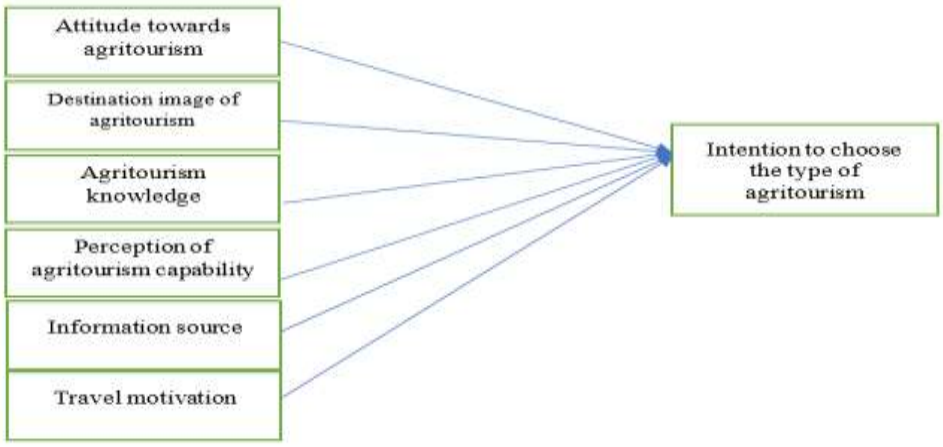
Thanh, N.D, Vinh, N.T.T (2021) argued in their research that One of the fundamental and significant problems with tourist visitor behavior is selecting a destination behavior. Travelers are now interested in learning more about green tourism in the past few years. The article identifies the factors influencing green tourism destination choice behavior to propose appropriate solutions to promote green consumption in tourism to meet sustainable development requirements. Using a random sampling method, the study collected 315 survey samples from domestic tourists who had visited and experienced green tourism destinations, hotels, and resorts in Vietnam. The results from the quantitative study using structural equation modeling (SEM) indicated that climate change consciousness, demand for green tourism services, attitude toward environmental preservation, and intention to engage in green tourism all had a substantial impact on the green tourism destination choice behavior of tourists in Vietnam.

Tung, H.T. & Minh, P.V.N. (2023) examined the factors determining the choice of ecotourism destinations by residents of Hanoi city. The research team used a quantitative research method based on information gathered from a survey of 320 individuals, of which 263 had either previously visited or intended to visit ecotourism destinations in the future. After cleaning,

the data was examined using SMARTPLS software. The study's results indicated that among the six factors considered, "Travel motivation" (TM) had the strongest impact on the decision to choose ecotourism destinations by residents of Hanoi city, with an impact level of 0.355. The next influential factor was "Ecotourism knowledge" (EK), with an impact level of 0.280, and finally, the "Reference group" factor had an impact level of 0.218. Based on the analysis results, the research team presented some discussion points to promote the decision-making process of choosing ecotourism destinations for the general population and the residents of Hanoi city in particular.

B) Research Model, Hypotheses, and Measurement Scales

Figure 1: Presented Research Framework



Source: *The research team's proposal*

a. Research hypotheses

Hypothesis H1: Attitude towards agritourism (TDNT) has a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

Hypothesis H2: Image of agritourism destinations (HANT) has a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

Hypothesis H3: Agritourism knowledge (KTNT) has a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

Hypothesis H4: Perception of agritourism capability (NTKN) has a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

Hypothesis H5: Information sources (NTT) have a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

Hypothesis H6: Travel motivations (DCDL) have a positive correlation with the intention to choose agritourism among domestic tourists in Vietnam.

b. Measurement scales:

The measurement scales for the variables in the research model were adapted and adjusted from the studies of Tung, H.T. & Minh, P.V.N. (2023), Nhung, NTT et al., (2015), Tuyet, TT & Manh, NV (2023), Tri, P.Q & Thu, TT (2021).

The variable "***Attitude towards agritourism (TDNT)"*** consists of four measurement items:

- ATT1: Agritourism is interesting.
- ATT2: Agritourism brings many benefits.
- ATT3: Agritourism provides comfort and enjoyment.
- ATT4: I am attracted to agritourism.

The variable ***"Image of agritourism destinations (HANT)"*** consists of four measurement items:

- HANT1: Agritourism has attractive destinations.
- HANT2: Agritourism offers a clean and natural environment.
- HANT3: Agritourism has environmentally-friendly accommodations.
- HANT4: Agritourism provides various nature-related activities.

The variable ***"Agritourism knowledge (KTNT)"*** consists of four measurement items:

- KTNT1: I know that agritourism is environmentally friendly.

- KTNT2: I know that agritourism contributes to sustainable tourism development.
- KTNT3: I understand that agritourism enhances physical and mental well-being for individuals.
- KTNT4: I am aware that agritourism supports green agriculture development.

The variable ***"Perception of agritourism capability (NTKN)"*** consists of four measurement items:
- NTKN1: Participating in agritourism is easy for me.
- NTKN2: I believe that I have enough financial resources to experience agritourism.
- NTKN33: I have enough time to participate in agritourism.
- NTKN44: I have the necessary skills and abilities to engage in agritourism.

The ***"Information sources (NTT)"*** variable is included in the model with 4 measurement scales, which are:
- NTT1. Information from friends and family is very important for me to choose agritourism.
- NTT2. Information from social media and websites is very important for me to choose agritourism.
- NTT3. Information from tourism organizations and travel businesses is very important for me to choose agritourism.
- NTT4. Feedback from the tourist community is very important for me to choose agritourism.

The ***"Travel motivations (DCDL)"*** variable is included in the model with 5 measurement scales, which are:
- DCDL1. Agritourism is an escape from daily life and work.
- DCDL2. Agritourism to learn about rural areas' lifestyles, customs, and traditions.
- DCDL3. Agritourism to raise awareness of environmental protection and ecosystems.
- DCDL4. Agritourism to acquire skills and life experiences.
- DCDL5. Agritourism because of a love for landscapes and a desire to experience agricultural activities.

The dependent variable, ***"Intention to choose agritourism (YDDLNT)",*** is measured using 4 scales:
- YDDLNT1. Choosing agritourism is an idea I am considering.
- YDDLNT2. I will make arrangements to experience agritourism in the near future.
- YDDLNT3. I will dedicate time and resources to participate in agritourism.
- YDDLNT4. I will participate in agritourism when I have arranged my work.

IV. RESEARCH METHODOLOGY

A) Data Collection Method

To study the *"Factors influencing domestic Vietnamese tourists' intention to choose agritourism"*, two research methods were employed by the investigation team: desk study (reviewing published materials in the media) and a sociological survey (collecting response forms from domestic Vietnamese tourists). SMARTPLS and Excel will be used for gathering and analyzing the data.

Through desk research, the research group examined materials on agritourism destinations, types of agritourism, and articles related to factors influencing the intention to choose various types of tourism, including agritourism, published in the media. Based on this, the research team constructed a survey questionnaire to conduct a sociological survey on the factors influencing domestic Vietnamese tourists' intention to choose agritourism.

In terms of the sociological survey method, the research team conducted preliminary surveys and discussions with domestic Vietnamese tourists who were interested in and had visited agritourism destinations. The discussions utilized a preliminary measurement scale with factors influencing the intention to choose agritourism among domestic Vietnamese tourists. Participants were free to express their opinions on various aspects related to agritourism destinations. The preliminary study sample size was 10 individuals. The preliminary study results were used to refine the research framework along with the questionnaire. The investigation team used the Google Form link to send and gather the completed survey forms once they were received. (https://docs.google.com/forms/d/e/1FAIpQLSeduqivtUA1cufv7k_6Ypk61ZIggStQTynTx53gIXLliu7xSg/viewform) targeting domestic Vietnamese tourists.

The research team uses convenient sampling and the snowball approach for gathering data, which ensures a sufficient sample size. A total of 404 survey questionnaires were gathered, of which 282 came from people who planned to travel for agritourism but had already visited.

B) Data Processing Method

The quantitative research method was used to process the data collected from the survey of domestic Vietnamese tourists regarding the factors influencing their intention to choose agritourism. The SMARTPLS software was utilized to evaluate the significance of such variables and test hypotheses.

Step 1: Measurement model evaluation

The assessment of the evaluation model examines the values of observed variable quality (outer loadings), the reliability of measurement scales (Cronbach's Alpha), convergence, and discriminant validity.

Step 2: Structural model evaluation

After ensuring the measurement model meets the requirements, the structural model is evaluated by assessing causal relationships, path coefficients, the overall determination coefficient R-squared, and effect size f-squared.

In addition, the research team used a 5-point Likert scale when constructing the survey questionnaire, with the following options: 1. Strongly disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly agree. To assess the impact of each factor, the team determined each factor's range and mean values and identified the average score falling within the response threshold.

Distance value = (Maximum - Minimum) / n = (5-1)/5 = 0.8

Evaluation thresholds based on the mean value:
+ 1.00 - 1.80: Strongly disagree
+ 1.81 - 2.60: Disagree
+ 2.61 - 3.40: Neutral
+ 3.41 - 4.20: Agree
+ 4.21 - 5.00: Strongly agree

V. RESEARCH RESULTS

A) Description of Survey Participants

The survey participants were domestic Vietnamese tourists. A total of 404 questionnaires were collected, consisting of 70 males (17.3%), 333 females (82.4%), and 1 individual who did not specify (0.3%).

In terms of age, 352 participants were below 22 years old (87.1%); 19 participants were between 22 and below 30 years old (4.7%); 12 participants were between 30 and below 40 years old (3%); and 21 participants were between 40 and below 50 years old (5.2%).

When asked whether they had previously experienced agritourism, only 117 respondents answered affirmatively (29%), while 287 respondents had not (71%). Among the 287 individuals who had not experienced agritourism, 165 stated that they intended to do so in the near future (57.5%), and 122 had no plans for agritourism (42.5%).

B) Testing results

a. Assessing a measurement model's noticed variables' quality

1. Evaluating the quality of the observed variable

Through outer loadings, the standard of the variables observed is evaluated. Table 1 displays the level of variables found for factors affecting domestic Vietnamese tourists' intention of selecting agritourism.

Table 1: Outer loadings of factors influencing the intention to choose agritourism among domestic Vietnamese tourists.

	DCDL	HANT	KTNT	NTKN	NTT	TDNT	YDDLNT
DCDL1	0.818						
DCDL2	0.907						
DCDL3	0.906						
DCDL4	0.920						
DCDL5	0.870						
HANT1		0.862					
HANT2		0.898					
HANT3		0.899					
HANT4		0.887					
KTNT1			0.894				
KTNT2			0.908				
KTNT3			0.896				
KTNT4			0.903				
NTKN1				0.899			
NTKN2				0.914			
NTKN3				0.893			
NTKN4				0.843			

NTT1					0.903		
NTT2					0.905		
NTT3					0.922		
NTT4					0.930		
TDNT2						0.850	
TDNT3						0.867	
TDNT4						0.840	
YDDLNT1							0.917
YDDLNT2							0.951
YDDLNT3							0.937
YDDLNT4							0.914
TDNT1						0.889	

Source: *Research team results*

According to Hair et al. (2016), Table 1's results demonstrate that all of the correlation coefficients' external loadings for the variables influencing domestic Vietnamese tourists' intentions to choose agritourism are greater than 0.7, indicating the significance of the variables that were studied.

2. Reliability testing of the measurement scale

The factors' measurement scale's dependability influencing the intention to choose agritourism among domestic Vietnamese tourists in PLS-SEM is evaluated using two main indices: Cronbach's Alpha and Composite Reliability (CR).

Table 2: Cronbach's Alpha and Composite Reliability of the factors influencing the intention to choose agritourism among domestic Vietnamese tourists.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DCDL	0.930	0.930	0.947	0.783
HANT	0.909	0.912	0.936	0.786
KTNT	0.922	0.923	0.945	0.810
NTKN	0.910	0.910	0.937	0.788
NTT	0.935	0.935	0.954	0.837
TDNT	0.884	0.886	0.920	0.743
YDDLNT	0.948	0.948	0.962	0.864

Source: *Research team results*

The results of the validity test, which were analyzed using the factors' Cronbach's Alpha coefficient, are shown in Table 2: Travel motivation (DCDL) achieved 0.930; Images of agritourism destinations (HANT) achieved 0.909; agritourism knowledge (KTNT) achieved 0.922; Perception of Agritourism Capability (NTKN) achieved 0.910; Information source (NTT) achieved 0.935; Attitude towards agritourism (TDNT) achieved 0.884; Intention to choose agritourism (YDDLNT) achieved 0.948. Therefore, all the measurement scales satisfy the condition of > 0.7 (DeVellis, 2012) and do not violate any variable exclusion rules, indicating that There were no factors that were left out, and their reliability is appropriate.

The Composite Reliability (CR) of all observed variables exceeds 0.7 (Bagozzi & Yi, 1988). Thus, the measurement scales are reliable, analytically significant, and can be used in the subsequent factor analysis. After analyzing the validity test using Cronbach's Alpha coefficient, Table 2 shows the factors; the results are as follows: Travel motivation (DCDL) achieved 0.930; Images of agritourism destinations (HANT) achieved 0.909; agritourism knowledge (KTNT) achieved 0.922; Perception of Agritourism Capability (NTKN) achieved 0.910; Information source (NTT) achieved 0.935; Attitude towards agritourism (TDNT) achieved 0.884; Intention to choose agritourism (YDDLNT) achieved 0.948. Therefore, all the measurement scales satisfy the condition of > 0.7 (DeVellis, 2012) and do not violate any variable exclusion rules, indicating that no variables were excluded and they are acceptable in terms of reliability.

The Composite Reliability (CR) of all observed variables exceeds 0.7 (Bagozzi & Yi, 1988). Thus, the measurement scales are reliable, analytically significant, and can be used in the subsequent factor analysis.

3. Convergence

According to the analysis results in Table 2, the Average Variance Extracted (AVE) of the factors is as follows: Travel motivation (DCDL) achieved 0.783; Images of agritourism destinations (HANT) achieved 0.786; agritourism

knowledge (KTNT) achieved 0.810; Perception of Agritourism Capability (NTKN) achieved 0.788; Information source (NTT) achieved 0.837; Attitude towards agritourism (TDNT) achieved 0.743; Intention to choose agritourism (YDDLNT) achieved 0.864. Thus, the AVE of all variables is greater than 0.5 (Hock & Ringle, 2010), indicating that the model satisfies the convergence conditions.

4. Discriminant Validity

The results in Table 3 regarding the Fornell-Larcker criterion of the research model for the factors influencing the intention to choose agritourism among domestic Vietnamese tourists show that the factors: Travel motivation (DCDL), Images of agritourism destinations (HANT), agritourism knowledge (KTNT), Perception of Agritourism Capability (NTKN), Information source (NTT), Attitude towards agritourism (TDNT), Intention to choose agritourism (YDDLNT) all ensure discriminant validity because all the square root values of AVE on the diagonal are higher than the values outside the diagonal. Thus, taking into account both the cross-loading and Fornell-Larcker criteria, the requirement for discriminant validity is satisfied.

Table 3: The research model's Fornell-Larcker criteria for the variables affecting the desire to choose agritourism among domestic Vietnamese tourists.

	DCDL	HANT	KTNT	NTKN	NTT	TDNT	YDDLNT
DCDL	0.885						
HANT	0.783	0.887					
KTNT	0.818	0.865	0.900				
NTKN	0.708	0.675	0.675	0.888			
NTT	0.782	0.741	0.751	0.753	0.915		
TDNT	0.801	0.833	0.839	0.711	0.746	0.862	
YDDLNT	0.754	0.696	0.693	0.762	0.800	0.696	0.930

Source: *Research team results*

5. f2 Value

The f2 value shows the extent of a construct's (factor's) influence when it has been eliminated from the model. According to Cohen (1988), the exogenous variable's f2 values correspond to medium, big, and small effect sizes, respectively, of 0.02, 0.15, and 0.35. An effect is deemed nonexistent if its size is less than 0.02.

Table 4: Summary table of f2 values

	DCDL	HANT	KTNT	NTKNP	NTT	TDNT	YDDLNT
DCDL							0.045
HANT							0.005
KTNT							0.001
NTKN							0.119
NTT							0.144
TDNT							0.000
YDDLNT							

Source: *Research team results*

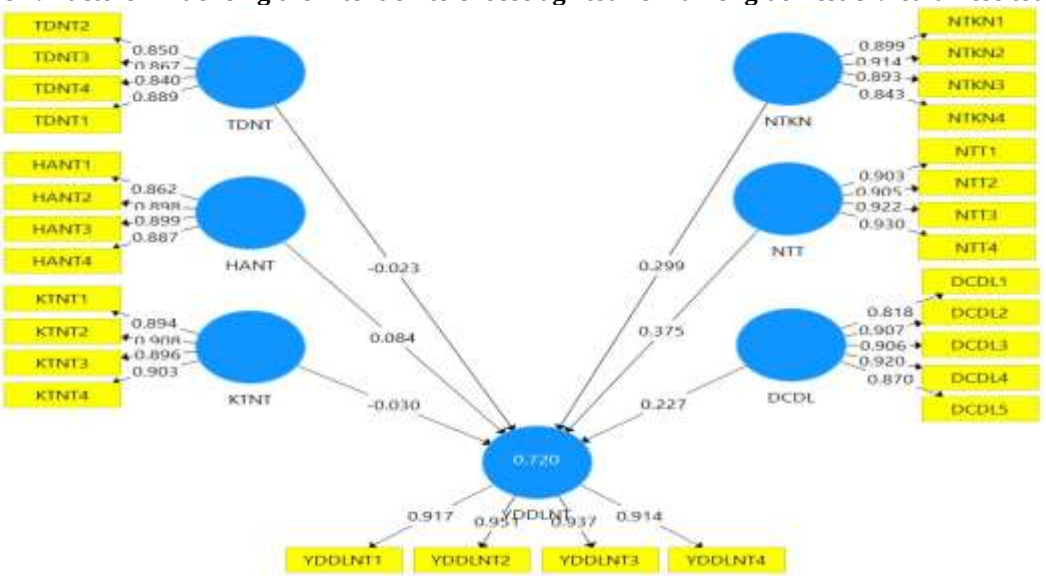
In this model, in Table 4, we observe the links between DCDL (0.045), NTKN (0.119), and NTT (0.144) that "have" an influence on the intention to choose agritourism among domestic Vietnamese tourists, with $0.15 > f2 > 0.02$ considered to have a small effect. The factors HANT (0.005), KTNT (0.001), and TDNT (0.000) with $f2 < 0.02$ are considered to have no impact on the intention to choose agritourism among domestic Vietnamese tourists.

b. Evaluation of impact levels using the structural model

1. Assessment of the relationships' effects

The relationships and impact levels of the factors on the intention to choose agritourism among domestic Vietnamese tourists in SMARTPLS are shown in Figure 2.

Figure 2: Factors influencing the intention to choose agritourism among domestic Vietnamese tourists.



Source: *Testing results using SMARTPLS by the research team*

Figure 2 displays the outcomes of the Bootstrap analysis used to assess impact relationships. Accordingly, the factors "Travel motivation (DCDL)", "Perception of Agritourism Capability (NTKN)", and "Information source (NTT)" have P Values < 0.05, indicating that these factors are statistically significant and have a positive relationship with the intention to choose agritourism among domestic Vietnamese tourists. The factors "Images of agritourism destinations (HANT)", "agritourism knowledge (KTNT)", and "Attitude towards agritourism (TDNT)" have P Values > 0.05, indicating that these factors are not statistically significant and do not have a significant positive relationship with the intention to choose agritourism among domestic Vietnamese tourists.

Table 6: Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
DCDL => YDDLNT	0.227	0.231	0.083	2.733	0.006
HANT => YDDLNT	0.084	0.089	0.065	1.299	0.195
KTNT => YDDLNT	-0.030	-0.028	0.094	0.317	0.752
NTKN => YDDLNT	0.299	0.313	0.097	3.093	0.002
NTT => YDDLNT	0.375	0.346	0.150	2.502	0.013
TDNT => YDDLNT	-0.023	-0.016	0.067	0.337	0.737

Source: *Testing results using SMARTPLS by the research team*

The testing results in Table 6 show that at a 95% confidence level, the "Information source (*NTT*)" has the greatest influence on the goal of choosing agritourism among domestic Vietnamese tourists, with an impact level of 0.375. Next is the factor "Perception of Agritourism Capability (NTKN)" with an impact level of 0.299, and finally, the factor "Travel motivation (DCDL)" has an impact level of 0.227.

2. Evaluation of the overall coefficient of determination R2 (R square).

The results of the PLS Algorithm analysis for the R2 value reflect the explanatory power of the independent variables for the dependent variable. The R2 value measures the coefficient of determination, which is an indicator to assess the adequacy of the model in explaining the data (model's explanatory capability). According to Hair et al. (2010), R2 values of 0.75, 0.50, or 0.25 are suggested.

Table 7: Coefficient of determination of the independent variables for the dependent variable (R Square).

	R Square	R Square Adjusted
YDDLNT	0.720	0.714

Source: *Research team results*

The results from Table 7 show that R2 equals 0.720, and the adjusted R2 equals 0.714, which is considered appropriate in this research case. This indicates that the independent variables in the model explain 71.4% of the "Intention to choose agritourism among domestic Vietnamese tourists".

3. Evaluation of the Standardized Root Mean Square Residual (SRMR) index.

Standardized Root Mean Square Residual (SRMR) index: This index indicates the suitability of the research model. Hu and Bentler (1999) state that the SRMR index should be less than 0.08 or 0.1. Furthermore, Henseler et al. (2015) stated that the PLS-SEM model's SRMR indices are a benevolence of fit index that can be used to prevent parameter deviations.

Table 8: Reliability index of Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.053	0.053

Source: *Research team results*

The SRMR in Table 8 of the study's model is 0.053, which is less than 0.08, according to the results of the study. As a result, it is thought that this model is suitable for data analysis.

VI. SOME EXCHANGES AND DISCUSSIONS

Among the 6 considered factors, at a significance level of 5% (95% confidence level), 3 factors are found to have a significant impact on *"The intention to choose agritourism among domestic Vietnamese tourists."*. Among them, the "Information source (NTT)" has the biggest influence on the decision to select agritourism among domestic Vietnamese tourists, with a coefficient of 0.375. This means that when the information source increases by 1 unit, it will positively influence the intention to choose agritourism among domestic Vietnamese tourists by 0.375 units. Next is the factor "Perception of Agritourism Capability (NTKN)" with a coefficient of 0.299, indicating that an increase in Perception of Agritourism Capability by 1 unit will positively influence the intention to choose agritourism among domestic Vietnamese tourists by 0.299 units. Lastly, the factor "Travel motivation (DCDL)" has a coefficient of 0.227, indicating that an increase in travel motivation by 1 unit will positively influence the intention to choose agritourism among domestic Vietnamese tourists by 0.227 units.

Based on the survey results and the analysis of the influence of factors in the model on the intention to choose agritourism among domestic Vietnamese tourists, the research team proposes the following suggestions:

Information source (NTT) has a strong positive influence on domestic travelers' intentions to select agritourism Vietnamese tourists. Therefore, agritourism destinations should enhance their communication and marketing efforts, particularly through social media platforms. Tourism organizations should invest in building websites and increasing the exchange of information about this type of tourism while diversifying communication channels. It is crucial to conduct in-depth research on tourists' perceptions, beliefs, and preferences regarding their overall travel needs, specifically agritourism. Those who have experienced agritourism can serve as important marketing channels to spread awareness about this type of tourism, as the survey results indicate that tourists seek various sources of information to make decisions about choosing this form of tourism.

Table 9: The average score of the "Information source (IS)" variable

Content of Measurement Scale	Code	Average score	Threshold of Perception
Information from friends and family is crucial for me to choose agritourism as a form of travel.	NTT1	3.954	Agree
Information from social media and websites is essential for me to choose agritourism as a form of travel.	NTT2	3.986	Agree
Information from tourism organizations and travel businesses is crucial for me to choose agritourism as a form of travel.	NTT3	3.929	Agree
Feedback from the tourist community is essential for me to choose agritourism as a form of travel.	NTT4	4.05	Agree

Source: *Survey Statistics*

***Perception of agritourism capability (NTKN)*:** This is the second most influential factor in determining the intention to choose agritourism among domestic Vietnamese tourists. The survey respondents agree with the perception that participating in agritourism is easy in terms of cost, time, and health considerations. These factors contribute to tourists' ability to have experiences related to agritourism. These advantages make agritourism a favorable choice compared to other forms of tourism. Agritourism businesses should provide transparent information about the costs of experiences and offer a variety of activities,

ranging from single-day experiences to longer-term options. Additionally, there should be a diverse range of activities suitable for different age groups, allowing everyone to participate and enjoy the experiences, whether it's simply relaxation, being close to nature, or savouring local agricultural products within the tourism area.

Table 10: The average score of the variable "Perception of Agritourism Capability (NTKN)."

Content of Measurement Scale	Code	Average score	Threshold of Perception
Participating in an agritourism trip is easy for me.	NTKN1	3.702	Agree
I believe that I have sufficient financial means to experience agritourism.	NTKN2	3.631	Agree
I have enough time to participate in agritourism.	NTKN3	3.745	Agree
I have enough health to participate in activities of agritourism.	NTKN4	4.071	Agree

Source: *Calculation from survey results*

Travel motivation ***(DCDL)***. Many tourists are increasingly inclined to choose nature-based and environmentally friendly forms of tourism to escape the pressures of daily life and seek new and unique experiences. Particularly, they are interested in learning about rural areas' lifestyles, customs, and traditions. Agritourism destinations should deeply understand the needs and motivations of tourists to determine what drives them to choose agritourism. For example, suppose their motivation is to relieve stress and tension. In that case, agritourism destinations can meet this need by offering unique experiences in a pleasant environment, entertaining recreational services, scenic tours, and engaging in agricultural activities. On the other hand, if their motivation is to explore the local culture of rural communities, agritourism destinations should focus on promoting and simulating the rural way of life through traditional activities, allowing tourists to experience and immerse themselves in the local culture. By catering to these motivations, agritourism destinations can attract tourists and encourage them to choose this type of tourism.

Table 11: The average score of the variable "Travel motivation (DCDL)."

Content of Measurement Scale	Code	Average score	Threshold of Perception
Agritourism offers an escape from everyday life and work.	DCDL1	3.876	Agree
Agritourism allows for exploring the rural lifestyle, customs, and traditions.	DCDL2	4.085	Agree
Agritourism serves to enhance awareness of environmental protection and ecosystems.	DCDL3	4.191	Agree
Agritourism is an opportunity to accumulate skills and life experiences.	DCDL4	4.128	Agree
Agritourism is pursued due to a love for landscapes and a desire to experience agricultural activities.	DCDL5	4.135	Agree

Source: *Survey Statistics*

The factors *"Images of tourism destinations (HANT)"*, *"agritourism knowledge (KTNT)"*, and *"Tourism motivation (TDNT)"* are not sufficient to demonstrate the relationship between influencing factors and the intention to choose agritourism among domestic tourists in Vietnam.

Regarding the factor of "***Image of agritourism Destinations (HANT),***" although there may not be sufficient statistical significance to directly impact the intention of domestic tourists in Vietnam to choose agritourism, the image of destinations plays an important role in attracting tourists. The more reinforced and appealing the image of the destinations, the easier it is to attract a diverse range of tourists. Therefore, agritourism destinations should leverage their existing advantages and continue to enhance and improve their image to create a positive initial impression on visitors.

"Agritourism knowledge (KTNT)", It can be seen that in addition to service quality as well as upgrading infrastructure, quality and destination image, farm tourism destinations also need to create websites, communication plans, and promote agritourism knowledge. The importance of agritourism to the environment, to the sustainable development of green agriculture. In addition, tips and knowledge you need to know when traveling to the farm are also topics visitors may be interested in. As people's knowledge about farm tourism increases, tourists' intention to decide to choose this type of agritourism will increase.

Attitude towards agritourism ***(TDNT).*** To fully develop the types of agritourism of tourists, tourism establishments in agritourism destinations should implement direct or indirect measures to enhance tourists' knowledge and positive attitudes towards agritourism. Diversifying tourism products within the agritourism framework allows visitors to both explore and engage in the rural way of life, connect with nature, and experience a change of atmosphere, providing an escape from their busy daily lives and work. These measures aim to create a sense of closeness to the countryside, foster a connection with nature, and provide visitors with a transformative and immersive experience.

VII. CONCLUSION

The research study identifies the factors influencing the intention to choose agritourism among domestic tourists in Vietnam. Through survey results and data analysis using a blend of quantitative and qualitative study techniques, the research team determines the factors that impact the intention to choose agritourism among domestic tourists in Vietnam. The article also contributes to the discussion and provides insights to attract tourists to agritourism, a promising tourism sector for both domestic and international visitors. It aims to guide the tourism industry towards a type of tourism that allows visitors to connect with nature, be environmentally friendly, and learn about local customs, culture, and rural life. The research study serves as a foundation for related articles on the factors influencing the choice of agritourism among domestic tourists and tourists in general.

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