Determinants Influencing the Loyalty of Agritourism Destinations to Tourists

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ABSTRACT: In fact, Hanoi city has quite a large agricultural area and has great potential for tourism development. This also comes from the actual needs of the urban population, which wants to experience agricultural tourism. Because of this need, in many suburban districts, a series of ecological agricultural farm models have been born to serve the people's entertainment, recreation, and resort needs with a variety of activities. This study aims to analyze the factors affecting the loyalty of agritourism destinations to tourists. Data was collected from reports on agritourism destinations business situations and 868 questionnaires sent to visitors. The result points out seven factors, which are: motivation, traction, experience quality, satisfaction, the perception of being a traditional person, the perception of being a modern person, and tourist loyalty to the characteristics of agritourism. From this finding, some suggestions are made to attract tourists to agritourism destinations in the next few years.

KEYWORDS: agritourism destination, tourist destination loyalty, factors, tourist, business administration
JEL codes: C52, L81, L83, M31

1. INTRODUCTION

Vietnam is one of the countries that is heavily affected and seriously threatened by environmental problems. Green growth is an important component of sustainable development that has been identified by the Party, State, and Government of Vietnam as an important factor in development policy and economic restructuring. Vietnam continues to affirm its international commitment to the implementation of the 2030 Sustainable Development Goals and the Paris Agreement on climate change. Facing new contexts in development and international integration, the government issued Decision 1658/QD-TTg on October 1, 2021, approving the National Strategy on Green Growth for the 2021–2030 period with a vision to 2050.

The COVID-19 pandemic and rapid climate change have negatively affected many areas, including tourism. The consumption behavior of tourists during and after the COVID-19 pandemic has also changed; they are more concerned about safety, health, and environmental friendliness. Therefore, most countries in the world pay great attention to the goal of green growth, and developing agro-tourism is one of the ways to achieve that goal.

According to the literature on tourism, motivation is a collection of desires and needs that serve to influence, guide, and motivate one's behavior and travel-related activities (Uysal & Hagan, 1993; Yoon & Uysal, 2005). Numerous research that has looked into tourist motivations have found that they may be classed (Crompton, 1979), are heterogeneous (Pearce, 1993; Uysal & Hagan, 1993), and allow for segmenting visitors (Kozak, 2002; Swanson & Horridge, 2006). The push-pull theory-based classification that is most frequently employed in the literature on destination selection motives splits tourist motivations into two categories: intrinsic (push) and extrinsic (push) (Dann, 1977; Uysal & Hagan, 1993).

The relationship between motivation and tourism destination loyalty has been examined and shown in several research (Sirakaya et al., 1996; Uysal & Hagan, 1993). Numerous studies on tourist locations have been conducted in the nation, including those on marine tourism (Sun et al., 2013), tourism in the spiritual calendar (Than, 2019), and tourism mixed with resort (Phan & Dao, 2017). However, agri-tourism is one of the new fields that needs attention and development according to the global trend, but no research has mentioned it yet. Besides, the use of push-pull theory to assess tourist destination loyalty is still a research gap that needs to be considered. Moreover, over time, the structure of tourists changes and the characteristics of the destination change, so the factors affecting the loyalty of tourists to agritourism destinations in Hanoi will also change.

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In Plan No. 73/KH-UBND dated March 4, 2022 of the City People's Committee on Economic Development, agricultural tourism associated with rural development in Hanoi city, period 2022–2025, the city sets a target that by 2025, each district and town in the area has potential and strengths in developing agricultural tourism, deploying at least 1 to 3 community tourism products and services and a tourist attraction calendar. In fact, Hanoi city has quite a large agricultural area and has great potential for tourism development. This also comes from the actual needs of the urban population, which wants to experience agricultural tourism. Because of this need, in many suburban districts, a series of ecological agricultural farm models have been born to serve the people's entertainment, recreation, and resort needs with a variety of activities. Therefore, research to determine the specific resource value of agro-tourism destinations and the factors affecting their loyalty among tourists is necessary.

2. LITERATURE REVIEW, RESEARCH MODEL AND HYPOTHESIS
2.1. Literature Review
In order to better understand and forecast tourists' decisions, tourism researchers have long emphasized the significance of researching travelers' motivations for traveling as well as their opinions and motivations toward popular tourist locations. both the buying behavior and intentions of travelers. The theoretical model of push-pull factors of Dann (1977) is the most recognized theoretical model to explain the motivation of tourists to travel. It is the motivation model that explains most of the consumption behavior. In tourism, it is therefore an important variable for empirical studies of behavior in the field of tourism. Motivation is what drives all expected customer behavior and goals. Understanding customers' travel motivations helps tourism businesses segment the market, thereby allowing them to allocate tourism resources more efficiently (Fodness, 1994).

The idea of tourist motivation was first presented by Dann (1977). The difference between "push" and "pull" variables has been made clear by research. In contrast to push factors, which refer to the traveler as the topic and discuss elements that explain why people travel (such as escape, nostalgia), pull factors are those that draw visitors to a particular resort (such as sunshine, sea, etc.). Their worth is seen to lie in the tourist object. This theory suggests that people travel because they are 'pushed' by internal forces and "pulled" by external forces. In other words, these forces describe how individuals are motivated by motivational variables to make travel decisions and how they are attracted to the destination region (Weaver, 1991).

The push and pull domains of a two-tiered paradigm, as noted by Dann (1981), should be used to analyze tourists' motivations. In this concept, the push domain focuses on the 'why' question (psychosocial propensity to travel), and the pull domain focuses on 'where to go' concerns (choosing the destination). This method of motivating people uses a pull destination in response to a push dynamic and is based on interactions. Motivating relates to the actual traveler goals. The attractions that draw visitors to a place after they have already made a decision to travel there are referred to as traction. Push factors are personal to the individual and deal with tourist motivations, whilst pull factors are related to the characteristics of a tourist location. Pull factors are supposed to explain why people choose certain destinations, whilst push factors are thought to encourage people to travel. The elements influencing the destination loyalty of Chinese domestic tourists in the marine sector have been studied by Sun et al. (2013) in their research. Travelers to the Chinese island of Hainan provided the information. According to research findings, familiarity, destination image, perceived value, and visitor happiness all have an impact on Chinese domestic travelers' loyalty to their chosen destinations.

Um and Crompton (1990) investigated how factors such as awareness, commitment, and final destination choice played a part in the process of choosing a location. The terms internal elements, external variables, and cognitive components are all mentioned in the paradigm. Social connections and marketing communication efforts with potential customers are considered as a combination of external elements. The psycho-social aspects of tourists serve as a springboard for internal elements, which also include each person's personality traits, reasons for encouraging travel or other tourism-related activities, and tourist beliefs and attitudes. Cognitive components are the result of the impact of internal and external factors on perception as well as the perception or recall of each tourist's destination. Based on that research result, Um and Crompton (1990) built a five-stage destination selection decision-making model in which the marketing element was again added and exploited. First, visitors will form beliefs about the destination or their perception of it through the information they can access about it; second, when choosing a destination, travelers must take sociopsychological considerations into account; third, how perception of the destination affects cognitive development; and fourth, the formation of beliefs about the destination is also through the information they can access about it.

Previous studies on factors affecting destination loyalty often focused on three main directions: (i) tourist characteristics, including diversity exploration and risk reduction; (ii) characteristics of the destination's brand, such as reputation and substitutes; and (iii) social factors, such as group influence and recommendations (Tasci, 2017).

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Besides studies around the world, in Vietnam, the topic of loyalty to agricultural tourism destinations has also been studied by many researchers, such as Tran (2018), Truong et al. (2019), Truong (2021), Vo (2021), and Nguyen and Truong (2021). The results of the above studies confirm that the factors affecting loyalty to tourist destinations include affection; tourism service quality; service prices; tourist facilities; travel resources; the infrastructure; propulsion; traction dynamics; satisfaction; destination brand; destination image; and faith.

2.2. Research Hypothesis

H1: Motivation has a positive effect on tourist loyalty to the characteristics of agritourism.

H2: Traction has a positive effect on tourist loyalty due to the characteristics of agritourism.

H3: Experience quality has a positive influence on tourist loyalty to the characteristics of agritourism.
H4: Satisfaction has a positive effect on tourists' loyalty to the characteristics of agritourism.

H5a: The perception of being a traditional person has a positive influence on the motivation of tourists to participate in agricultural tourism.

H5b: The perception of being a modern person has a negative effect on tourists' motivation to participate in agricultural tourism.

H6a: Self-perception as a traditional person has a positive influence on tourist loyalty to the characteristics of agritourism.

H6b: The perception of being a modern person has a negative effect on tourist loyalty to the characteristics of agritourism.

H7a: The perception of being a traditional person has a positive influence on tourist loyalty to an agritourism destination.

H7b: The perception of being a modern person has a negative effect on tourist loyalty to an agritourism destination.

H7c: Tourist loyalty to the characteristics of agritourism positively affects the loyalty of tourists to agritourism destinations.
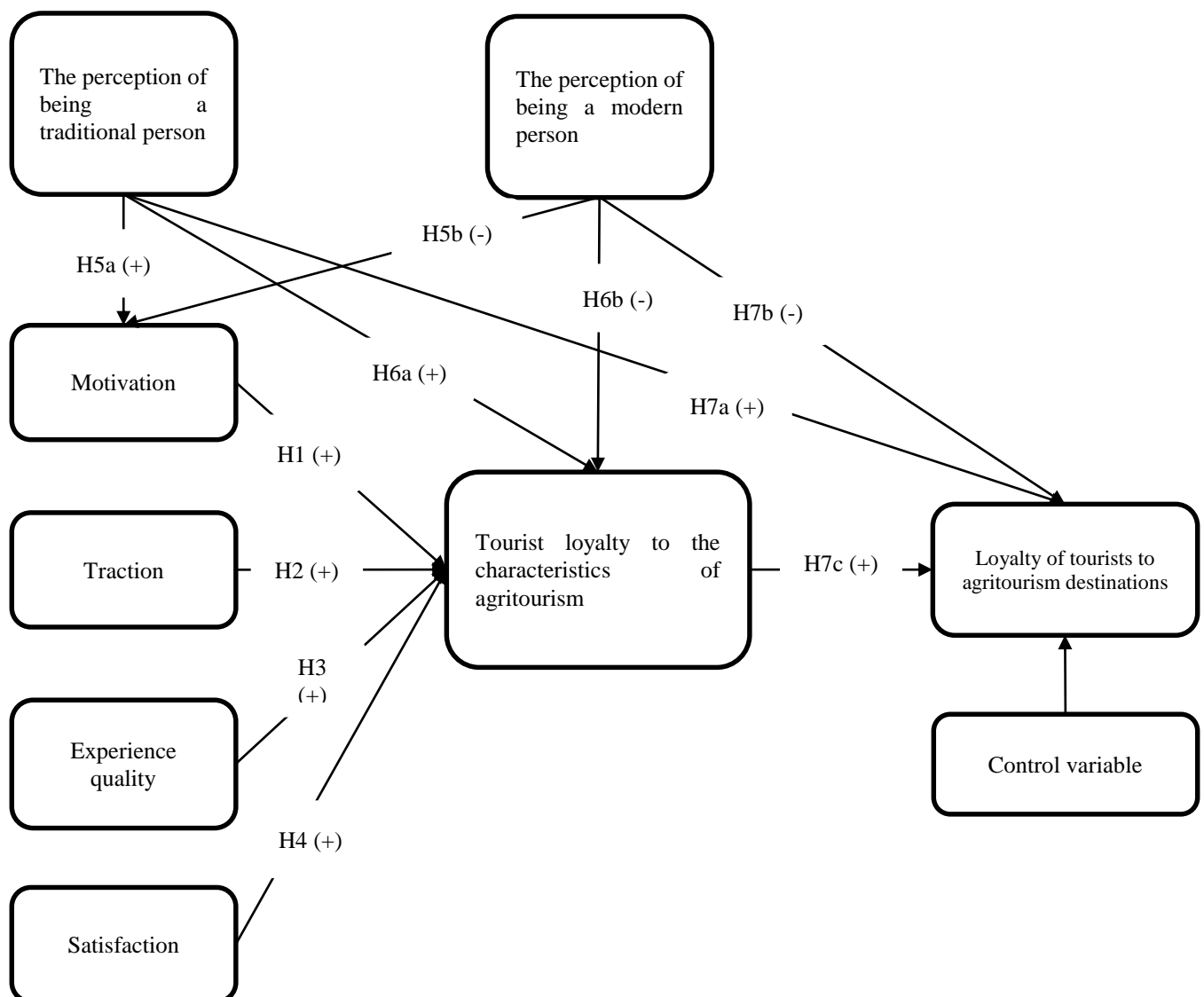
2.3. RESEARCH MODELS

Figure 1: Research models

3. RESEARCH METHODS

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3.1. Research Processing

In this study, we combined qualitative and quantitative research. First, we did in-depth interviews with five experts who have expertise in research as well as experience working in construction enterprises. Next, quantitative research was conducted on SPSS 26 software and Amos software, including assessing the reliability of the official scale through Cronbach's alpha coefficient, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

When the CFA results have satisfied all the conditions, the author continues to deploy the linear structural equation model (SEM) to determine the influencing factors and the influence level of each factor.

3.2. Choose an official model

This study uses a random sampling method. The list of tourists participating in the survey was randomly taken from the overall population of the Hanoi area.

3.3. Collecting official data

The total number of votes issued and sent through both direct and indirect survey methods was 1,000, with 915 votes received, corresponding to a response rate of 91.5%. However, 29 of these votes were invalid, so the final result was 886 valid votes.

4. RESEARCH RESULTS

4.1. Result of Scale Analysis

Reliability analysis of the scale: Based on the standard Cronbach's alpha reliability coefficient, which must be in the range (0.7–0.95) and the correlation coefficient with the total variable, which is greater than 0.3, the author only keeps 35 out of 36 observed variables.

Next, exploratory factor analysis (see table 1).

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	19103.570
	df	595
	Sig.	.000

The results of the second KMO test (table 1) show that the value of KMO is 0.888 > 0.5 and the sig of Bartlett's test is 0.000 < 0.05. In addition, the total variance extracted is 65.310% > 50%, and the eigenvalues of the factors are all greater than 1, showing that 35 observed variables create 8 factors, which are eligible to perform the next analysis (Hair et al. 2010).

Next, confirmatory factor analysis

Table 2 shows the indicators to measure the fit of the model. According to Hair et al. (2010), there are a number of important indicators that must be reported, and these indicators often provide sufficient information to evaluate the model, including the when squared index ($\chi2$), degrees of freedom (df), CFI, GFI, TLI, and RMSEA (Hair et al., 2010). According to Hair et al. (2010), the index when squared and degrees of freedom are collectively evaluated by the index when squared/degrees of freedom (Chi-square/df), this index is less than 3 as good. Where the sample is larger than 200, it is recommended that the index be less than 5. The minimum required CFI, GFI, and TLI indices are 0.9. RMSEA is recommended to be less than 0.5; however, if it is greater than 0.5 but still less than 0.8, it is still acceptable (Hair et al., 2010).

Table 2: Indicators of model fit

Chi-square/df	2.251
Chi-square	1197.77
Df	532
CFI	0.965
GFI	0.924
TLI	0.96
RMSEA	0.038

Table 2 shows that the Chi-square/df index equals 2.251, less than 3, and the CFI, GFI, and TLI indices are all greater than 0.9, equal to 0.965, 0.924, and 0.960, respectively. RMSEA index equal to 0.038 is less than 0.05. Therefore, it can be concluded that the model is suitable for confirmatory factor analysis (Hair et al., 2010).

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The research results also show that most of the CR values are greater than 0.7; only the Standardized Regression Weights value of the observed variable Sa4 is less than 0.7 but still greater than 0.5 (equal to 0.554). According to Hair et al. (2014), a standardized regression weight value greater than 0.7 is ideal, and a value greater than 0.5 is acceptable. AVE values are all greater than 0.5; the MSV values are all less than the corresponding AVE; and the square root of AVE values is all greater than the inter-construct correlation values (see table below). Therefore, it can be concluded that the scales' reliability, discriminant validity, and convergence are guaranteed (Hair et al., 2014) and can be included in testing the research hypothesis.
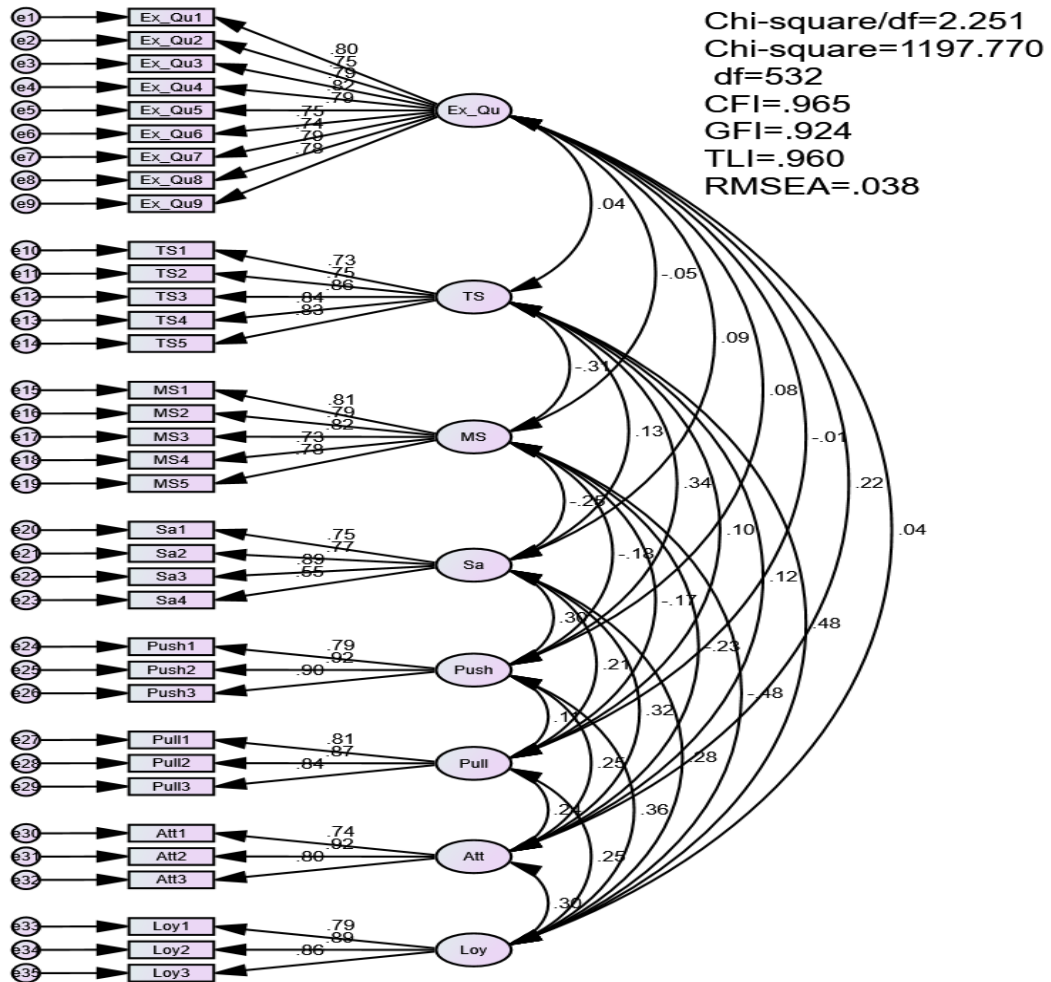

Figure 2: Confirmatory factor analysis for factors in the model (CFA)

4.2. Check the fit of the model

The author checks the model's goodness of fit (see Table 3).

Table 3: Indicators of model fit

Chi-square/df	2.184
Chi-square	1,493.592
df	684
CFI	0.959
GFI	0.919
TLI	0.953
RMSEA	0.037

Table 3 shows that the indicators of the model's fit are satisfactory and statistically significant Hair et al. (2014). Specifically, the index when squared/degrees of freedom (Chi-square/df) = 2.184 < 3; the CFI, GFI, and TLI indexes are all greater than 0.9, equal to 0.959, 0919, and 0.953, respectively; the RMSEA index is 0.037 < 0.05.
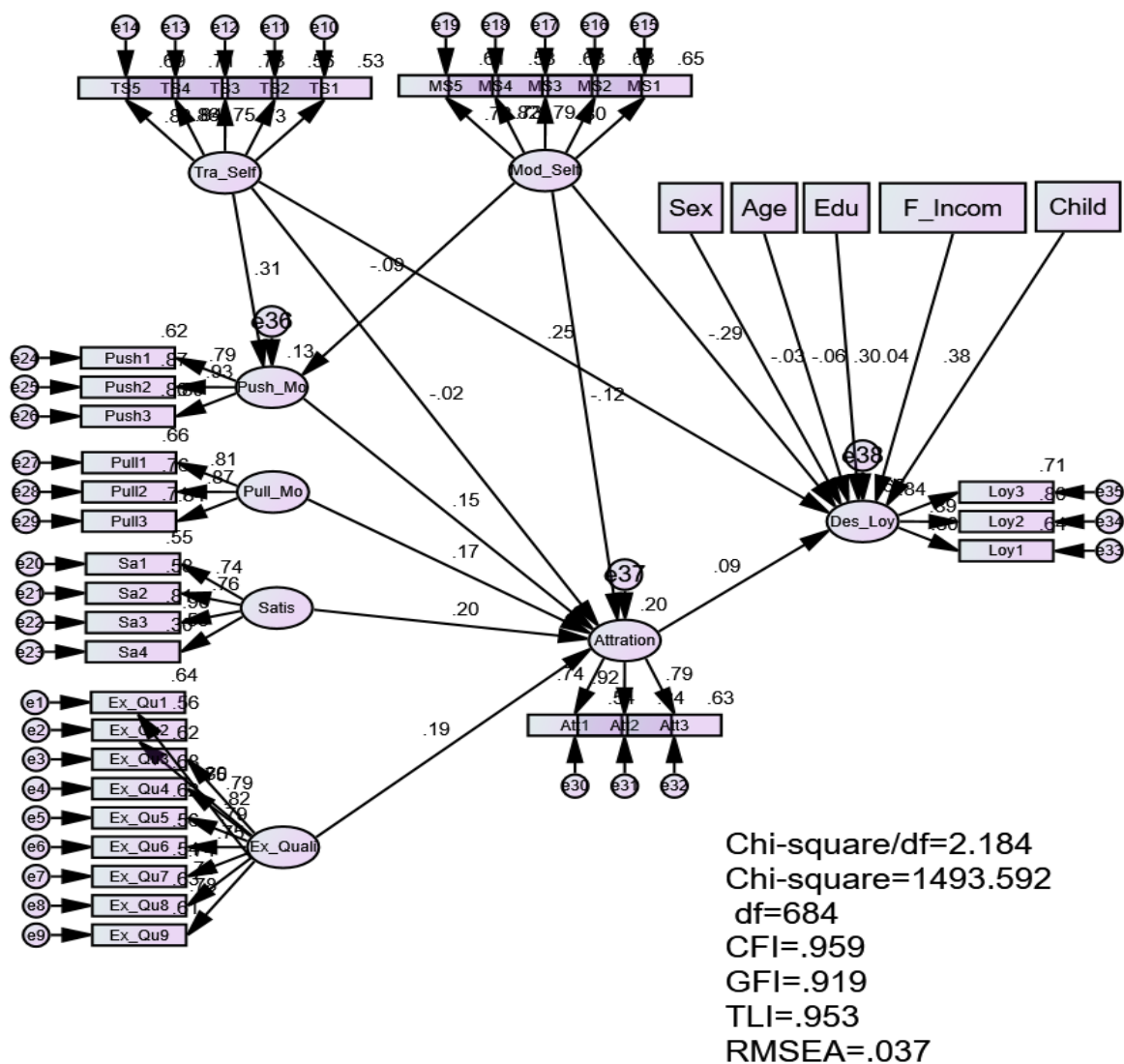
4.3. Test the Research Hypotheses

The results of testing the research hypotheses are presented in Table 4 and Figure 3.

Table 4: Results of testing the research hypotheses

Hypothesis	Content			Estimate	t-value	P	Conclusion
H5a	Push_Mo	<---	Tra_Self	0.315	8.067	***	Accepted
H5b	Push_Mo	<---	Mod_Self	-0.094	-2.51	0.012	Accepted
H1	Attration	<---	Push_Mo	0.151	4.064	***	Accepted
H2	Attration	<---	Pull_Mo	0.168	4.584	***	Accepted
H3	Attration	<---	Ex_Quali	0.193	5.528	***	Accepted
H4	Attration	<---	Satis	0.205	5.362	***	Accepted
H6a	Attration	<---	Tra_Self	-0.019	-0.501	0.616	Rejected
H6b	Attration	<---	Mod_Self	-0.123	-3.203	0.001	Accepted
H7a	Des_Loy	<---	Tra_Self	0.253	8.901	***	Accepted
H7b	Des_Loy	<---	Mod_Self	-0.293	-10.118	***	Accepted
H7c	Des_Loy	<---	Attration	0.093	3.593	***	Accepted
	Des_Loy	<---	Sex	-0.033	-1.426	0.154	
	Des_Loy	<---	Age	-0.062	-2.537	0.011	
	Des_Loy	<---	Edu	0.305	10.551	***	
	Des_Loy	<---	F_Incom	0.044	1.619	0.105	
	Des_Loy	<---	Child	0.381	14.239	***	

Chi-square/df=2.184
Chi-square=1493.592
df=684
CFI=.959
GFI=.919
TLI=.953
RMSEA=.037

Figure 3: Test the research hypotheses.

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Table 4 shows:

Firstly, the perception of being a traditional person and the feeling of being a modern person influence the motivation of individuals to choose the form of agritourism. In cases where the perception of oneself as a traditional person is a positive and stronger factor (Push_Mo < Tra_Self = 0.315; t-value = 8.067), the perception of oneself as a modern person is the influencing factor negative and weaker dynamics (Push_Mo < Mod_Self = -0.094; t-value = -2.510). Therefore, hypotheses H5a and H5b are supported (Hair et al., 2010).

Secondly, as expected, factors such as push motivation, pull motivation, quality of experience, satisfaction, and self-perception as modern all have an impact on loyalty to the point trait of agricultural tourism. Specifically, satisfaction is the factor that positively and strongly influences loyalty to the characteristics of an agricultural tourism destination (Attraction <--- Satis = 0.205; t-value = 5.362)

Next is the positive influence of the experience quality factor (Attration <--- Ex_Quali = 0.193; t-value = 5.528). The third is the positive influence of the driving force factor (Attration <--- Pull_Mo = 0.168; t-value = 4.584). Fourth is the positive influence of the motivating factor (Attration <--- Push_Mo = 0.151; t-value = 4.064). Finally, and negatively affecting loyalty to the characteristics of agritourism, is the factor of self-perception as a modern person (Attration <--- Mod_Self = -0.123; t-value = -3.203). Loyalty to the characteristics of an agritourism destination was not affected by perceived traditionalism (Attration <--- Tra_Self -0.019; t-value = -0.501). Therefore, hypotheses H1, H2, H3, H4, and H6b are supported, but hypotheses H6a were rejected (Hair et al., 2010).

Thirdly, the strongest and most negative influence on loyalty towards agritourism destination Hanoi is the factor of self-perception as a modern person (Des_Loy <--- Mod_Self = -0.293; t- value = -10.118). The second and positive influence on loyalty towards agritourism destination Hanoi is perceived as a traditional person (Des_Loy <--- Tra_Self = 0.253; t-value = 8.901). Finally, there is a positive influence of the loyalty factor on the characteristics of agritourism (Des_Loy <--- Attration = 0.093; t-value = 3.593). Therefore, hypotheses H7a, H7b, and H7c are accepted (Hair et al., 2010).

Finally, the influence of demographic factors on loyalty to the agricultural tourism destination of Hanoi. The test results show that the gender factor and family income have no statistically significant influence on the dependent variable, with Des_Loy <--- Sex = -0.033; t-value = -1.426; and Des_Loy <--- F_Incom = 0.044; t-value = 1.619. Among the remaining demographic characteristics, the influence of having children between the ages of 5-14 is the most positive and strong (Des_Loy <--- Child= 0.381; t-value = 14.239). then there is a positive influence of the educational factor (Des_Loy <--- Edu = 0.305; t-value = 10.551). The other factor is age, which has a negative effect on loyalty to an agritourism destination (Des_Loy <--- Age = -0.062; t-value = -2.537) (Hair et al., 2010).

5. DISCUSSION AND IMPLICATIONS

Although there have been initial successes, compared to the entertainment and relaxation needs of people in Hanoi in particular and tourists in general, the number of tourist agricultural farms is still small, fragmented, and spontaneous. The lack of experience in management, environmental protection, tourism operations, and specialized human resources is making the development process of agricultural tourism models slow.

Agricultural farms face many difficulties in terms of capital and legal corridors, but the biggest barrier is human resources in tourism development. From a farmer to a tour guide, it takes a long time. Not only that, in order for ecological agricultural farms to become attractive, it is necessary to have reasonable spatial planning and not let construction works disrupt rural planning and negatively affect the landscape of the area's eco-agricultural tourism.

In order to develop a model of agro-ecological tourism, Hanoi city should maintain support for fostering tourism knowledge among local people and agro-tourism managers. This is a necessary condition to promote the model of ecological agricultural farms associated with tourism.

The Hanoi Department of Tourism is also promoting the work of supporting tour operators to bring visitors to the eco-tourism villages in the suburbs. In 2022, the Hanoi Department of Tourism will continue to strengthen training on tourism product development for point models in districts and towns in the form of hands-on work with farmers and officials, linking training with visiting, and learning the model points to overcome the weaknesses in human resources and current service activities.

The development of agriculture associated with tourism at any level is also an important prerequisite for building a green countryside. For the peri-urban areas, the development of agriculture, in addition to improving the living standards and quality of life for people in rural areas, also has the important task of ensuring the ratio of trees and air conditioning in rural areas. The inner city is rapidly urbanizing. In addition, agri-tourism has both reduced pressure on city tourist attractions and increased job

opportunities for people in remote and isolated areas, and at the same time positively impacted many criteria for building new rural areas, such as income, restructuring of labor, facilities, environment, and rural landscape.

In order to draw tourists, agricultural tourism enterprises in rural areas should make investments, update tourist attractions, and create new tourism goods.

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