RESEARCH ON MOTIVE FACTORS AFFECTING THE BEHAVIOR OF CHOOSING THE TYPE OF COMMUNITY TOURISM OF VIETNAMESE GEN Z

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ABSTRACT

To study the motivational factors affecting the behavior of choosing community tourism of Vietnamese Gen Z, the research team surveys 333 young people, of which 231 have participated in community tourism, using SMARTPLS software to process collected survey data. Research results show that among the 4 factors considered with 95% confidence, 2 motivational factors influence the behavior of choosing the type of community tourism of Gen Z Vietnamese. Among them, "Motivation to spend time with family"(GD) has the strongest influence on the behavior of choosing the type of community tourism of Gen Z Vietnamese with an influence of 0.551; Next is the factor "Exploration experience motivation" (KP) with an influence level of 0.208; The two factors "Motivation to learn" and "Motivation to travel for nature" are not statistically significant enough to show the relationship to the behavior of choosing the type of community tourism of Vietnamese gen Z. Based on the analysis results, the research team has some discussions to stimulate community tourism based on the travel motivation of young tourists in particular and tourists in general.

KEYWORDS: Tourism, community tourism, travel motivation, Choose type of tourism, gen Z, Vietnam.

1. INTRODUCTION

Currently, community tourism is considered the type of tourism that brings the most sustainable economic development benefits to residents. Community tourism not only helps people protect ecological resources but also preserves and promotes unique local cultural features. Vietnam has a lot of potential in natural landscapes, historical values, and indigenous cultures of ethnic groups,

customs and lifestyles, and rich culinary cultures of different regions, which are the basis for developing a type of community tourism strongly. (Doan Manh Cuong, 2019)

This study aims to study the motivational factors affecting the behavior of choosing community tourism of Gen Z young people (born 1997-2012) who have chosen community tourism. Using the desk research method, the research team examined the concept of community tourism, types of community tourism, overview of research on community tourism, and tourism motivations. Next, the group conducted a sociological survey by designing a survey on Google Forms and distributing the questionnaires directly to young Generation Z Vietnamese people in a convenient, random method. The number of questionnaires collected was 333 young people, of which 231 have ever gone on community trips (70%), 81 have never gone but intend to go (24%) and 21 have never gone and do not intend to go (6%). The research team considered the motives for community tourism with 4 factors including the motives "Learn", "Spend time with family", "Travel for nature", and "Experience - Explore". The survey data was processed and tested using the SMARTPLS software tool, thereby assessing the influence of each motivational factor (independent variable) on Vietnamese Gen Z's behavior in choosing this type of community tourism (dependent variable). From the analysis results, the research team proposed some discussions to stimulate community tourism with young tourists in particular and tourists in general.

2. THEORETICAL BASIS, MODEL, AND RESEARCH HYPOTHESIS
2.1. Community-based tourism
Community-based tourism concept
Community-based tourism (CBT): is one type of alternative tourism that includes community participation as the main element in tourism in order to achieve the goal of sustainable tourism development. (Telfer and Sharpley, 2008)

Community-based tourism (CBT) is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the local community's participation. (APEC, 2009)

According to Clause 15, Article 3 of the 2017 Law on Tourism: *Community tourism is a type of tourism developed based on the cultural values of the community, managed, organized, exploited, and benefited by the community.*

According to the Vietnam National Tourism Administration (2019), community tourism is the activity of a community participating in tourism.

Community tourism is tourism based on the community (such as culture, beliefs, beautiful scenery, specialties, people...) to attract tourists and earn profits. This type of tourism relies on the existing but attractive characteristics of the local community to "invite" tourists to come and keep them coming back in the future. Normally, community tourism products are created and directly managed, exploited, and served by local people who understand and are most accurate about all the information used to serve tourists. (hotel job.vn, 2021)

Community tourism is the activity of a community participating in tourism, or in other words, this is a type of tourism in which the local community participates in the supply chain and management of tourism. This type is developed based on community culture, managed, organized, exploited, and benefited by the community. (Anh, N. T. V., & Hoang, P. M., 2023)

Types of community tourism
According to Hoteljob.vn (2021) the following 6 forms are considered the most popular and prominent:

+ *Eco–tourism.* As a form of community tourism that takes place in areas with favorable conditions, tourists come and learn about the beauty of indigenous cultural identity and local social life in conditions that care about environmental problems there.

+ *Cultural tourism.* It is a form of community tourism that relies on the local culture, history, and archeology to create unique and attractive tourism products.

+ *Agricultural tourism.* It is a form of community tourism that allows participants to experience local agricultural areas, such as animal farms, agroforestry farms, fruit gardens, and vegetable villages... just visited, and has just tried being a local farmer.

+ *Indigenous tourism.* It is a form of community tourism in which indigenous people and ethnic minorities directly participate in tourism activities to attract and serve visitors.

+ *Village tourism.* It is a form of community tourism in which local rural villages create economic benefits for themselves through tourism exploitation, attracting tourists to share about activities in village life, and providing food - accommodation - and entertainment services for guests in need.

+ *Arts and crafts.* It is a form of community tourism that thrives in localities with a long history, combining sightseeing with experiential activities of making beautiful art products or handicrafts.

2.2. Tourism motivation
Tourism motivation is the reason for traveling to satisfy the needs and desires of tourists and is the subjective factor that encourages people to take action to turn travel needs into practical actions. Furthermore, tourism motivation indicates the psychological reasons that encourage people to travel, where to travel, and what type of travel to do. (Mai, T.T, et al, 2013)

Tourism motivation is used to refer to the set of attributes that play a role in causing a person to participate in a travel activity (Li M, Zhang H, Xiao H, Chen Y, 2015). As well as explaining tourist behavior because it constitutes the driving force and pull behind each type of behavior (Crompton JL, 1979). Tourism motivation is directly related to the reason a person decides to undertake a travel activity (Chen CF, Chen FS, 2010).

In this study, we will consider four types of community tourism motivations: "Learning", "Spending time with family", "Nature", "Experience - discovery" according to the approach of Jutamas Phengkonaa &Paithoon Monpanthongb (2022) and Anh, N. T. V., & Hoang, P. M. (2023).

Learning motivation. Participating in community tourism, tourists can learn about cultural elements, experiences, and daily problems of indigenous people. The scales designed in the study include:
  - Learn local culture, traditions, and lifestyle (HH1)
  - Exchange experiences with indigenous people (HH2)
  - Learn how to cook local dishes (HH3)
  - Learn how to make indigenous products (HH4)

According to Anh, N. T. V., & Hoang, P. M. (2023), the majority of young people who intend to participate in community tourism agree with participating in tourism to learn, with the average number fluctuating slightly from 3.81 to 4.00; *"Motivation to learn local culture, traditions and lifestyle"* is the highest with an average score of 4.00. Research by Hanh, T.V & et al (2022) on student satisfaction with community tourism activities in Hoa Vang district, Da Nang measured students' motivation factors in participating in this activity, with 3 extrinsic motives and 1 endogenous motive which is "I have the desire to participate in study and experience travel". The study obtained average results with the motivation to satisfy the need to learn at 4.1525 on a 5-point Likert scale, the highest of the 4 measured motivations.

Motivation to spend time with family. Traveling with family is probably everyone's greatest childhood memory. When traveling with family, it's not only about spending time together but also about breaking the monotony of the schedule and having time to visit friends and relatives. The scales to measure motivation for community tourism with family are designed as:
  - Spend time with family (GD1)
  - Nostalgia for childhood memories (GD2)
  - Visit friends and family (GD3)

In British research, N. T. V., & Hoang, P. M. (2023) showed that the majority of Gen Z who intend to participate in community tourism agrees with participating in tourism to spend time with family. Among them, the motivation "*Spend time with family*" most agreed with an average score of 4.10. Meanwhile, the motivation "Visit friends and family" is the lowest with a score of 3.81.

Motivation to travel to nature
Regardless of tourism diversity in general, tourist motivation can be examined in three basic theoretical frameworks. The three basic frameworks, Maslow's (1954) meeting the basic biological and physiological needs, Iso-Ahola's (1982) as the basic leisure behavior of individuals as a search and escape model, and Crompton's (1979) tension between individuals' equilibrium and expectations consists of the imbalance theory that reflects the desire for inhibition. On the other hand, Luo and Deng (2008) refer to four different incentives or reasons motivating tourists interested in nature. These are motives for experiencing the environment, incentives to relax and relax in pleasant surroundings, reasons for maintaining special interests and skills (diving, fishing,

etc.), and reasons for being healthy and fit. Most of the studies on nature-based tourism motivation deal with different dimensions and contents that vary according to the activity performed in nature. (Taki Can Metin, 2019)

Ecotourism and community-based tourism can go hand-in-hand. At its best, community-based tourism is sustainable, providing environmentally friendly experiences and attractions. This is particularly important as nowadays so many places worldwide are struggling with the negative impacts of mass tourism.

This is why we think supporting environmentally sustainable projects is so important – and this can certainly apply to CBT. For example, the economic opportunity that comes with CBT can encourage local people away from other, less environmentally friendly ways to make money such as logging or poaching.

In addition, the environmental footprint of community-based tourism is usually smaller than traditional mass-tourism approaches. For example, visiting small artisans who hand-make traditional crafts locally uses far fewer resources than it takes to mass-produce goods and transport them overseas.

Therefore, community-based tourism is good for the planet. As a result, supporting environmentally friendly CBT projects can ensure that the environment, as well as other attractions, remain for generations to come.(pronititravel.com, 2024)

Aspects of motivation to travel for nature were mentioned by the research team and included in the research scale, including:
   - To observe the beauty of natural landscapes (TN1)
   - Experience the local weather and atmosphere (TN2)
   - Experience indigenous activities related to nature (camping, climbing...) (TN3)

Motivation to experience exploration
CBT can go beyond leisure tourism and provide learning experiences for visitors, for example, communuity-based environmental conservation and waste management, and tap into opportunities from the rise of corporate social responsibility (CSR) and Thailand's Bio-Circular-Green (BCG) Economy Model of the government. (Pattamon Rungchavalnont, 2022)

For many people, travel is not just about traveling in an air-conditioned bus, ticking off landmarks from a list before moving on to the next one. Instead, many people want to get to know a place and come to deeply understand it. In this way, tourism can deeply enrich your life and broaden your horizons.

Undoubtedly, community-based tourism allows you to do this. It allows visitors to meet local people and learn from them – something which may not be possible with a traditional packaged tour. CBT allows you to experience a country with your heart, not just with your mind.

From visiting traditional artisans to sharing dinner with local people, there are many incredible opportunities for visitors to have authentic, genuine experiences and come to learn more about different cultures. There's also a very good chance that you will come away with not only new memories and knowledge but also new friends.(pronititravel.com, 2024)

Aspects of motivation to travel to experience and explore were mentioned by the research team and included in the research scale, including:
- Go to gain a lot of experience and new experiences (KP1)
- To relax and unwind (KP2)
- Find new sources of inspiration (KP3)
- To escape the boring and busy lifestyle (KP4)
- Create your value by participating in local life (KP5)

2.3. Behavior of choosing community tourism type
Defining Customer Behavior, also called consumer behavior, customer behavior denotes the study of customers, particularly those in a target market, including the processes they use to choose, consume, and discard products and services. (pollfish.com, 2021)

At a macro level, destination selection is the process of choosing a destination from competing alternatives.(Woodside & Lysonki, 1989).

Um & Crompton (1990) believe that tourism destination selection is the stage of choosing a destination from a set of destinations that suits the needs of tourists.
Scales of behavior in choosing community tourism:
- The behavior of choosing the type of community tourism is correct (HV1)
- The behavior of choosing the type of community tourism is reasonable (HV2)
- I will continue to choose community tourism in the future (HV3)

2.4. Propose a model and research hypothesis
Figure 1. Expected research model
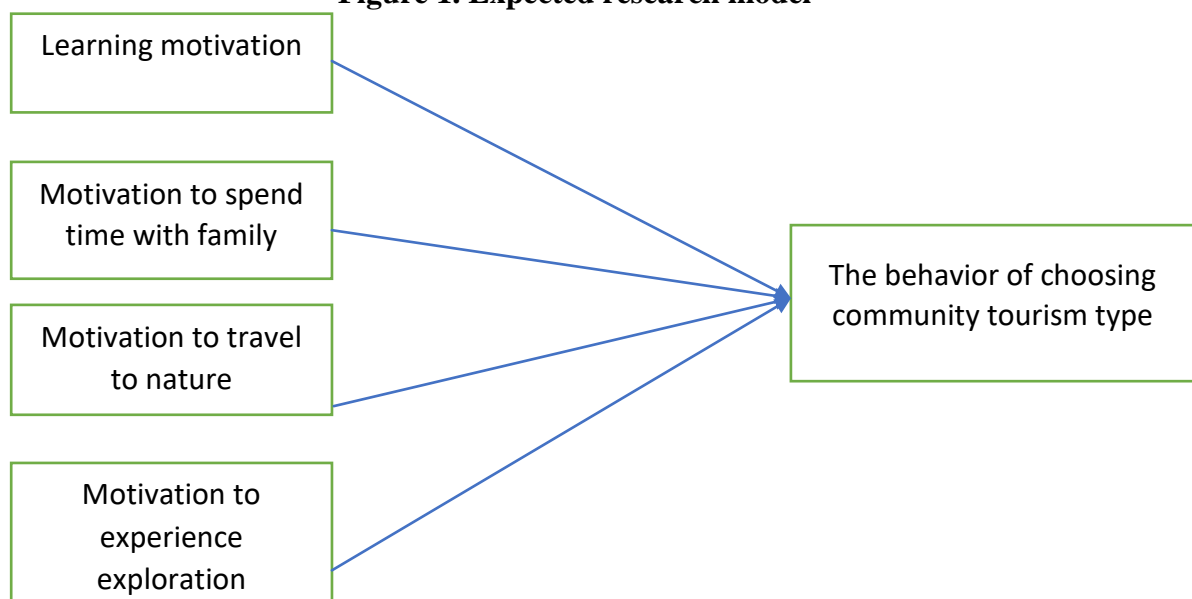
Source: Compiled and proposed by the research team

Research hypothesis

H1. Motivation to learn has a positively correlated impact on the behavior of choosing a type of community tourism among Vietnamese Gen Z.

H2. The motivation to spend time with family has a positively correlated impact on the behavior of choosing a type of community tourism among Vietnamese Gen Z.

H3. The motivation to travel for nature has a positively correlated impact on the behavior of choosing a type of community tourism among Vietnamese Gen Z.

H4. The motivation to experience and explore has a positively correlated impact on the behavior of choosing a type of community tourism among Vietnamese Gen Z.

3. RESEARCH METHODOLOGY

Based on theory and an overview of research on factors affecting the behavior of choosing a type of community tourism among Vietnamese Generation Z youth, the factors included in the research model include 4 independent variables: 4 types of travel motives include "Learn", "Spend time with family", "Nature", "Experience - Explore" have an impact on the dependent variable is "Behavior of choosing community tourism type of Vietnamese generation Z youth"

The survey was built with a 5-point Likert scale, with:

1. Completely dissatisfied/ completely disagree

2. Dissatisfied/Disagree

3. Normal/Neutral

4. Satisfied/Agree

5. Completely satisfied/ completely agree

The quantitative research method was conducted to collect the opinions of customers who are young Generation Z people who have traveled in the community.

After developing the survey questionnaire, the research team conducted a random pilot survey of 8 young tourists who had traveled in the community. The preliminary survey results showed that opinions agreed with the factors included in the model.

Due to limited time and resources for the survey, the author used a convenience sampling method. Sample size was determined according to the rules of Comrey and Lee (1992), and also referred to the rules of Hoang Trong & Chu Nguyen Mong Ngoc (2005). With 15 parameters (observed variables) needing to conduct factor analysis, the minimum number of samples needed is 18 x 5 = 90 observed samples; The surveyed subjects were young Generation Z Vietnamese people who had traveled in the community. From the perspective of collecting as many observation samples as possible to ensure the stability of the impact, based on the ability to collect samples, the research team decided that the number of ballots to be distributed is n = 350. Questionnaires are delivered to survey subjects in the form of online sending combined with distributing ballots directly to survey subjects. The number of votes collected was 333, of which 231 were valid and were from young people who had gone on community trips (guaranteed to be greater than 90 votes) to be included in the analysis.

3.2. Data processing method

A quantitative research method was conducted to process research data collected from a survey of Vietnamese Generation Z young people who have gone on community tours. The structural regression equation has a general form:

$$HV = a*HH + b*GD + c*TN + d*KP$$

SMARTPLS software is used to test hypotheses and evaluate the impact of factors.

Step 1: Evaluating Measurement Model

Evaluating measurement model based on examining values of reliability, quality of observed variable, convergence, and discriminant

- Testing the quality of observed variables (Outer Loadings)

Outer Loadings of observed variables are indicators showing the degree of association between observed variables and latent variables (proxy variables). Outer loadings in SMART PLS are the square root of the absolute value of R2 linear regression from the latent variables to the sub-observed variables.

Hair et al. (2016) suggest that the outer loadings should be greater than or equal to 0.708 observed variables that are quality. To make it easier to remember, the researchers rounded off the threshold to 0.7 instead of the number 0.708.

- Evaluating Reliability

Evaluating the reliability through SMARTPLS by two main indicators, Cronbach's Alpha and Composite Reliability (CR). Composite Reliability (CR) is preferred by many researchers over Cronbach's Alpha because Cronbach's Alpha underestimates the reliability compared with CR. Chin (1998) claims that in exploratory research CR must be over 0.6. For confirmed studies, the 0.7 threshold is the appropriate level of CR (Henseler & Sarstedt, 2013). Other researchers agree that 0.7 is the appropriate threshold for the vast majority of cases such as Hair et al. (2010), and Bagozzi & Yi (1988).

Thus, the reliability through SMARTPLS is shown by Cronbach's Alpha ≥ 0.7 (DeVellis, 2012); and Composite Reliability CR ≥ 0.7 (Bagozzi& Yi, 1988).

- Testing Convergence

Evaluating Convergence on SMARTPLS is based on Ave (Average Variance Extracted). Hock & Ringle (2010) claim that a scale reaches a convergence value if AVE reaches 0.5 or higher. This level of 0.5 (50%) means that the average latent variable will explain at least 50% of the variation of each sub-observed variable. Thus, convergence is evaluated by Average Variance Extracted AVE ≥ 0.5 (Hock & Ringle, 2010).

- Testing Discriminant Validity

Discriminant value is used to consider whether a research variable is different from other research variables in the model. To evaluate the discriminant validity, Sarstedt & et al (2014) said that considering two criteria including cross-loadings and the measurement of Fornell and Larcker (1981).

Cross-loading coefficients are often the first approach to evaluating the discriminant validity of indicators (observed variables) (Hair, Hult, et al., 2017). The load factor of the observed variable (indicator) linked in the factor (latent variable) should be greater than any of its cross-load factors (its correlation) in the other factors.

Fornell and Larcker (1981) recommend that discriminant is ensured when the square root of AVE for each latent variable is higher than all correlations between latent variables. In addition, Henseler & et al (2015) used simulation studies to demonstrate that discriminant validity is better evaluated by the HTMT index that they developed.

With the HTMT index, Garson (2016) said that the discriminant validity between two latent variables is guaranteed when the HTMT index is less than 1. Henseler & et al (2015) propose that if this value is below 0.9, the discriminant validity will be guaranteed. Meanwhile, Clark & Watson (1995) and Kline (2015) used a stricter standard threshold of 0.85. SMARTPLS preferred a threshold of 0.85 in the evaluation.

- Testing Multicollinearity

In this study, the author uses a scale related to multicollinearity as a variance magnification factor (VIF).Very high levels of multicollinearity are indicated by VIF values >= 5; the model does not have multicollinearity when VIF indicators < 5 (Hair et al., 2016).

Step 2: Evaluating Structural Model

After evaluating the satisfactory measurement model, evaluate the structural model through the impact relationship, path coefficient, R squared, and f squared.

- Evaluating impactful relationships

To evaluate impact relationships, use the results of Bootstrap analysis. Based mainly on two columns (1) Original Sample (normalized impact factor) and (2) P Values (sig value compared to 0.05 significance level).

- Original Sample: Standardized impact factor of the original data. SMARTPLS have no unstandardized impact factor.
- Sample Mean: The average standardized impact factor of all samples from Bootstrap.
- Standard Deviation: Standard deviation of the standardized impact factor (according to the original sample).
- T Statistics: Test value t (test student the meaning of the impact).
- P Values: The significance level of the T Statistics. This significance level is considered with comparative thresholds such as 0.05, 0.1, or 0.01 (usually used as 0.05).

Evaluating the level of interpretation of the independent variable for the dependent variable by R2 coefficient (R square). To evaluate the R2 coefficient, we will use the results of the PLS Algorithm analysis. The R2 value evaluates the predictive accuracy of the model and shows the level of interpretation of the independent variable for the dependent variable. R square is between 0 and 1, the closer to 1 indicates the more independent variables that account for the dependent variable (Hair, Hult, et al, 2017).

In addition, to evaluate the influence of each factor, the team determined the distance value and average value of each factor and determined which response threshold the average score falls within.

Distance value = (Maximum - Minimum) / n = (5-1)/5 = 0.8
Evaluation thresholds are based on the average score value:
+ 1.00 - 1.80: Very dissatisfied/ strongly disagree
+ 1.81 - 2.60: Not satisfied/ disagree
+ 2.61 - 3.40: Normal/ Neutral
+ 3.41 - 4.20: Satisfied/Agree
+ 4.21 - 5.00: Very satisfied/ strongly agree

4. RESEARCH RESULTS

4.1. Subjects surveyed

The number of questionnaires collected was 333 young people of Generation Z in Vietnam, with 261 girls (78%), 63 boys (19%), and 9 people who did not want to be specific (3%). Because the survey process followed the random convenience method, the number of young female people who were interested and willing to answer the questionnaire was greater, so there was a gender gap among survey participants.

Figure 2. Gender of survey participants
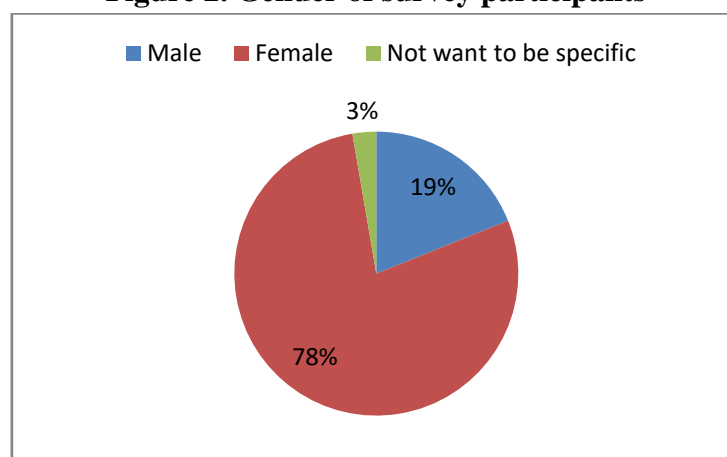
Source: Survey results

Regarding the age of the survey participants, the research team targeted during the ballot distribution process was born in 1997 - 2002, however, due to the ballot distribution process, it only focused on the group of high school students, so those participating in the survey were mainly born

in 2003-2007, 288 of them (86%), 42 of them were born in 1997-2002 (13%) and 3 of them were born in 2008-2012 (1%).
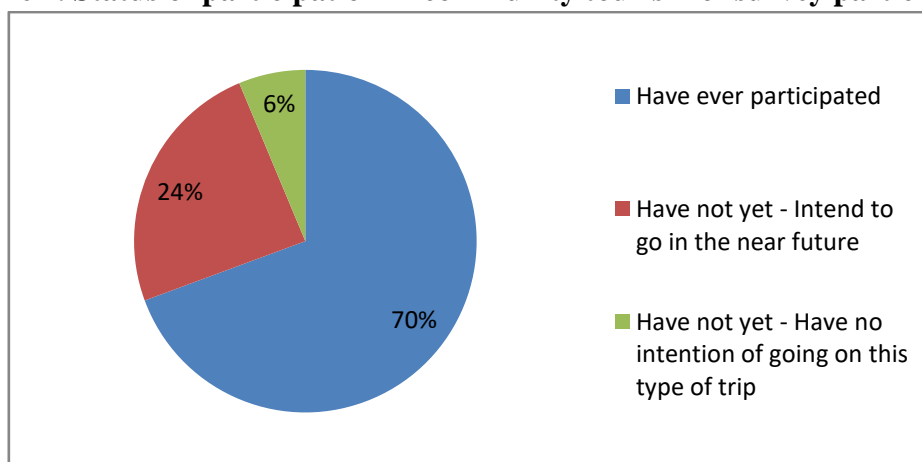
Figure 3. Age of survey participants
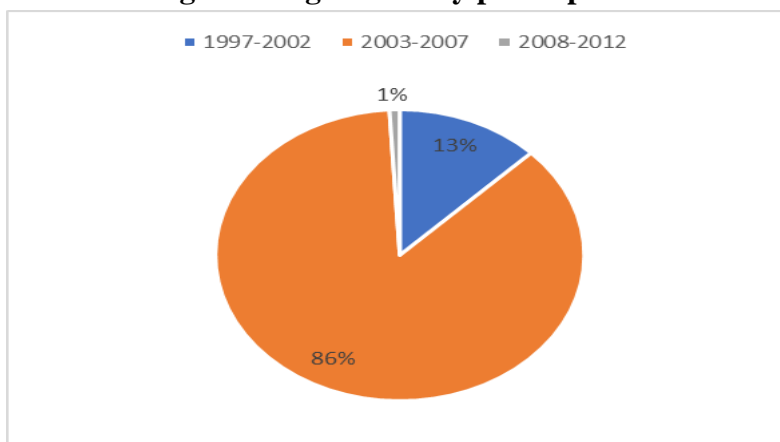
Source: Survey results

Of the 333 young people participating in the survey, 231 have ever gone on community-based tourism (70%), 81 have never gone but intend to go (24%), and 21 have never gone and do not intend to go (6%).

Figure 4. Status of participation in community tourism of survey participants

Source: Survey results

4.2. Testing results
4.2.1. Results of assessing the quality of observed variables in the measurement model
4.2.1.1. Check the quality of observed variables

The quality of observed variables is assessed through the outer loadings. The quality of observed variables affecting the behavior of choosing the type of community tourism of Gen Z Vietnamese is shown in Table 1.

Table 1. Outer loadings of factors affecting the choice of community tourism type of Vietnamese Gen Z

	GD	HH	HV	KP	TN
GD1	0.778				
GD2	0.823				
GD3	0.847				
HH2		0.871			
HH3		0.866			
HH4		0.760			
HV1			0.919		
HV2			0.905		
HV3			0.853		
KP1				0.836	
KP2				0.814	
KP3				0.853	
KP4				0.782	
KP5				0.739	
TN1					0.845
TN2					0.889
TN3					0.837
HH1		0.835			

Source: Testing results of the research team

Results from Table 1 show that the outer loadings of all total variable correlation coefficients of the variables affecting the behavior of choosing the type of community tourism of Gen Z Vietnamese (all > 0.7) (Hair & et al, 2016) shows that the observed variables are meaningful.

4.2.1.2. Test the reliability of the scale

Evaluate the scale reliability of factors affecting the behavior of choosing a type of community tourism of Vietnamese Gen Z on PLS-SEM through two main indicators: Cronbach's Alpha and Composite Reliability (CR).

Table 2. Reliability coefficient (Cronbach's Alpha) and composite reliability (Composite Reliability) of factors affecting the behavior of choosing community tourism type of Vietnamese Gen Z

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
GD	0.754	0.775	0.857	0.667
HH	0.853	0.858	0.901	0.696
HV	0.872	0.874	0.921	0.796
KP	0.865	0.867	0.902	0.650
TN	0.821	0.834	0.893	0.735

Source: Testing results of the research team

According to Table 2, after analyzing and testing the reliability using Cronbach's Alpha coefficient of the factor, the results are: Motivation "Learning" (HH) reached 0.853, and "Spending time with family" (GD) reached 0.754. , "Nature" (TN) reached 0.821, "Experience – Discovery" (KP) reached 0.865; and "Behavior of choosing the type of community tourism of Vietnamese gen Z " (HV) reached 0.872. Thus, all scales satisfy the condition > 0.7 (DeVellis, 2012) and do not violate any rules for eliminating variables, so no variables are eliminated and are acceptable in terms of reliability.

The Composite Reliability (CR) of all observed variables is also > 0.7 (Bagozzi & Yi, 1988) (Table 2). Therefore, the scale is reliable, has analytical significance, and is used in subsequent factor analysis.

4.2.1.3. Convergence

According to the data analysis results in Table 2, the average variance extracted index AVE (Average Variance Extracted) of the factor: Motivation "Learning" (HH) reached 0.696; "Spending time with family" (GD) reached 0.667, "Nature" (TN) reached 0.735, "Experience – Discovery" (KP) reached 0.650; "Behavior of choosing the type of community tourism of Vietnamese gen Z " (HV) reached 0.796. Thus, the average variance extracted index AVE (Average Variance Extracted) of all variables is > 0.5 (Hock & Ringle, 2010), which shows that the model satisfies the convergence conditions.

4.2.1.4. Discriminant Validity

The results in Table 3 of the Fornell-Larcker criteria of the model research the motivational factors affecting the behavior of choosing the type of community tourism of Gen Z Vietnamese: Motivation "Learning" (HH); "Spend time with family" (GD), "Nature" (TN), "Experience – Explore" (KP); "The behavior of choosing the type of community tourism of Gen Z Viet" (HV) ensures discrimination because all AVE square root values on the diagonal are higher than their off-diagonal values. Therefore, in terms of discriminant validity, the two criteria including the cross-loading coefficient and Fornell and Larcker's criteria have satisfied the conditions.

Table 3. Fornell-Larcker criteria of the model to study factors affecting the behavior of choosing the type of community tourism of Vietnamese Gen Z

	GD	HH	HV	KP	TN
GD	0.817				
HH	0.669	0.834			
HV	0.770	0.616	0.892		
KP	0.691	0.750	0.670	0.806	
TN	0.420	0.391	0.432	0.443	0.857

Source: Testing results of the research team

4.2.1.5. f^2 function value

The function value f^2 represents the influence of the structure (factor) when removed from the model. The f^2 values correspond to 0.02, 0.15, and 0.35, corresponding to small, medium, and large

influence values (Cohen, 1988) of the exogenous variable. If effect size < 0.02, it is considered to have no influence.

Table 5. f²value summary table

|	GD	HH	HV	KP	TN
GD			**0.385**		
HH			**0.004**		
HV					
KP			0.043		
TN			**0.016**		

Source: Testing results of the research team

In this model, in Table 5 we see the factor "Spending time with family" (GD)($f^2 = 0.385 > 0.35$)has a great influence on the "Behavior of choosing the type of community tourism of Vietnamese Gen Z"; "Experience – Discovery" (KP) (0.043) has a small influence on "Behavior of choosing the type of community tourism of Gen Z Vietnamese" (HV) (**$0.02 < f^2 = 0.043 < 0.15$**). Motivation "Learn" (HH) (0.004); "Nature" (TN) (0.016) has **f^2**< 0.02 and is considered to not affect HV.

4.2.2. Results of assessing the level of influence using the structural model
4.2.2.1. Evaluate influence relationships
The relationship and level of influence of motivational factors affecting the behavior of choosing the type of community tourism of the Vietnamese gen Z on SMARTPLS is shown in Figure 5.

Figure 5. Motivational factors affecting the behavior of choosing the type of community tourism of Vietnamese Gen Z
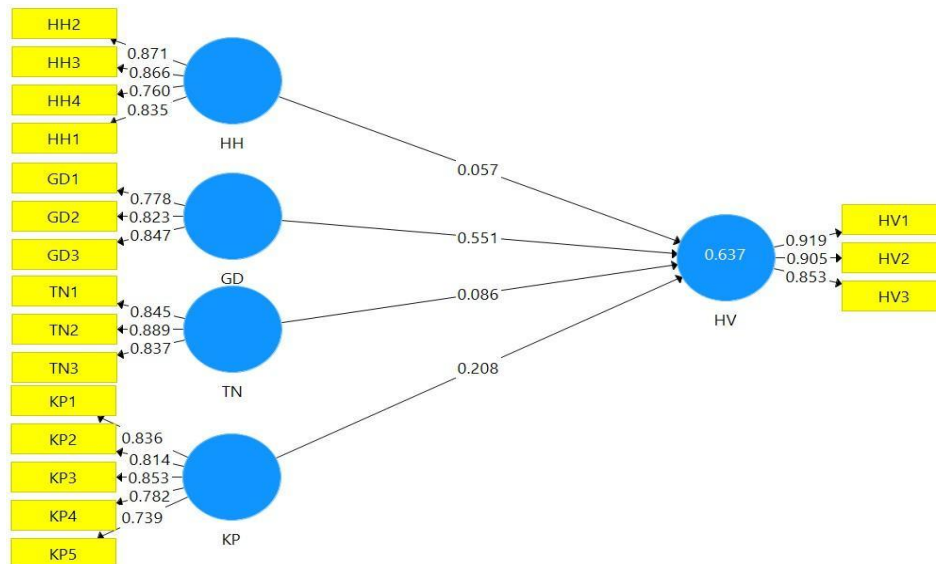
Source: Testing results using SMARTPLS by the research team

The results of the Bootstrap analysis to evaluate the influence relationships are shown in Table 6. Accordingly, the two factors *"Spending time with family" (GD)* and *"Experience - Exploring" (KP)* have P Values < 0.05, which reflects that these factors are statistically significant enough to

show a relationship that has a positive influence on the behavior of choosing the type of community tourism of Vietnamese gene Z (Hypotheses H2, H4 are accepted). The factors *"Motivation to learn" (HH), and "Travel for nature" (TN)* have P Values > 0.1, which reflects that these factors are not statistically significant enough to express the relationship. Related to the behavior of choosing the type of community tourism of Vietnamese gen Z *(Hypotheses H1 and H3 are not accepted).*

Table 6. Structural model path coefficients (Path Coefficient)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
GD -> HV	0.551	0.552	0.078	7.047	**0.000**
HH -> HV	0.057	0.060	0.068	0.834	**0.404**
KP -> HV	0.208	0.212	0.079	2.642	**0.008**
TN -> HV	0.086	0.083	0.054	1.599	**0.110**

Source: Testing results using SMARTPLS by the research team

The test results in Table 6 show that with 95% confidence, *"Spending time with family" (GD)* has the strongest influence on motivation to choose the type of community tourism of Vietnamese gen Z with influence level 0.551; Next is the factor *"Experience - Discovery" (KP)* with an influence level of 0.208. The factor *"Nature" (TN)* and factor *"Learning"* (HH) are not statistically significant enough to conclude about their influence on the dependent variable Behavior of choosing the type of community-based tourism of Vietnamese gen Z" (HV)"

From the test results, the regression equation is presented as follows:

HV=0.551*GD+0.208KP

4.2.2.2. Evaluate the overall coefficient of determination R^2(R square)

The results of the PLS Algorithm analysis give the R^2 value, reflecting the level of explanation of the independent variable for the dependent variable. The R^2 index measures the overall coefficient of determination (R-square value), which is an index to measure the degree of model fit of the data (the model's explanatory ability). According to Hair & et al (2010) suggested an R-square value of 0.75, 0.50, or 0.25.

**Table 7. Explanation coefficient of the independent variable for
the dependent variable (R Square)**

	R Square	R Square Adjusted
HV	0.637	0.630

Source: Testing results of the research team

The results from Table 7 show that R2 equal to 0.637 and adjusted R2 equal to 0.630 are appropriate in this research case, thus the independent variables in the model explained 63.7% of "Behavior of choosing the type of community tourism of Vietnamese Gen Z".

4.2.2.3. Evaluate reliability index (SRMR)

Standardized Root Mean Square Residual Index (SRMR): This index indicates the suitability of the research model. According to Hu & Bentler (1999), normally a suitable model will have an SRMR value of less than 0.08.

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

|	Saturated Model	Estimated Model
SRMR	0.074	0.074

Source: Testing results of the research team

The SRMR research results in Table 8 of the research model are 0.074, smaller than 0.08. Therefore, this model is suitable for data analysis.

5. Some solutions to promote the behavior of choosing community tourism among Vietnamese Generation Z youth

Among the 4 factors considered, there are 2 factors at the 5% significance level (95% confidence level) showing that they influence the behavior of choosing the type of community tourism of Vietnamese Gen Z; *"Spending time with family" (GD)* has the strongest influence on the behavior of choosing the type of community tourism of Vietnamese generation Z with an influence of 0.551, meaning when the motivation to spend time with family increases by 1 unit, the behavior of choosing the type of community tourism of Vietnamese gen Z increased by 0.551 units; Next is the factor *"Experience - Exploration" (KP)* with an influence of 0.208, meaning that when the motivation to experience - explore increases by 1 unit, the behavior of choosing this type of community tourism among Vietnamese gen Z increases by 0.208 unit.

Figure 6. The average value of the scale variable "Behavior of choosing the type of community tourism of Vietnamese gen Z" (HV)
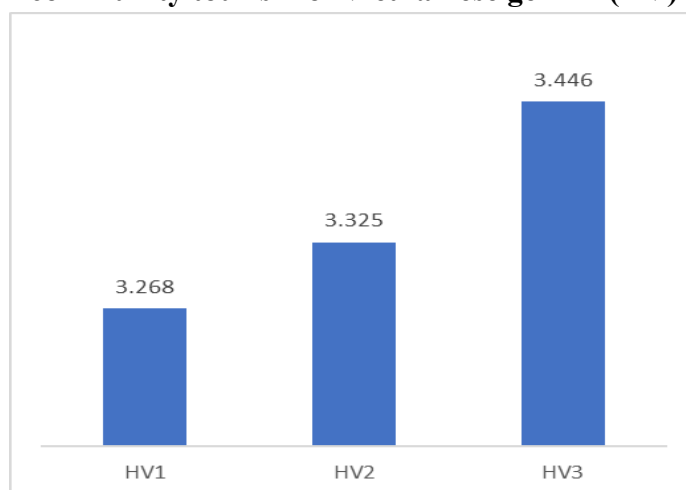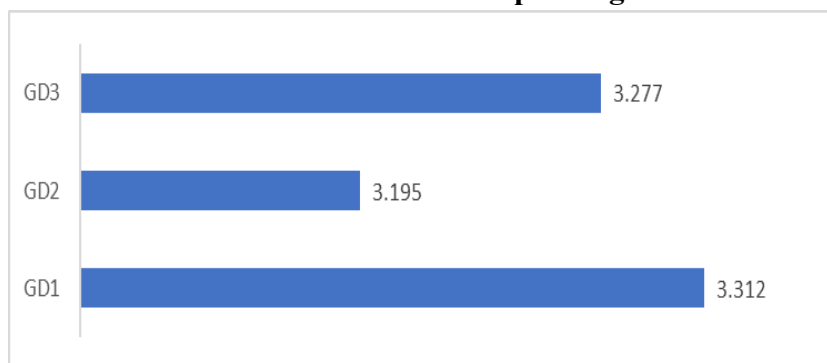

Source: Compiled and calculated from survey results

Survey results have shown that "The behavior of choosing the type of lake community tourism is correct (HV1)" reached 3,268; "The behavior of choosing the type of community tourism is

reasonable (HV2)" reached 3,325, respondents rated it at the "Normal" threshold with both HV1 and HV2 scales. Only the scale "I will continue to choose this type of community tourism in the future (HV3)" reached 3,446 respondents at the "Agree" threshold. This shows that although young people do not appreciate this type of tourism, they have expectations for the development of community tourism, so they will continue to support and choose this type of tourism in the future. Therefore, to attract tourists, especially Gen Z Vietnamese, to participate in community tourism experiences, it is necessary to focus on promoting and influencing tourists' travel motivation, emphasizing the motivation of "Spending time for family" and "Experience – Explore".

Figure 7. Mean value of the variable scale "Spending time with family"(GD)

Source: Compiled and calculated from survey results

The scales of the variable "Spending time with family" (GD) all have an average score at the "Normal" threshold, in which: Spending time with family (GD1) has an average score of 3.321; Nostalgia for childhood memories (GD2) is 3,195; Visiting friends and family (GD3) was 3,277. To make community tourism more attractive to family members, community tourism destinations need to promote bonding activities for families: teamwork games and cooking competitions... created for family members to spend time together. It is necessary to have sharing sessions and collect opinions from families when traveling together in the community, creating short clips about the activities of families when participating in community tourism and participating in community tourism. Participating in contests and games with prizes as a gift, but also as a way to help spread the value of community tourism, influencing the motivation to spend time with family when traveling. When promoting local community tourism areas, emphasis should be placed on these activities and show the meaning of community tours with the participation of family members.

Figure 8. Average value of the scale variable "Experience - Explore"(KP)
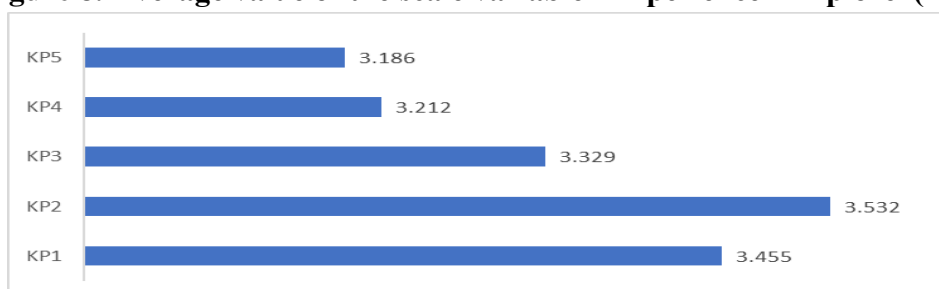
Source: Compiled and calculated from survey results

The scales of the variable "Experience - Discovery" (KP) all have an average score at the "Normal" threshold, in which: Going to gain a lot of experience and new experiences (KP1) achieved an average score of 3,455; For relaxation and relaxation (KP2) is 3,532; Finding new sources of inspiration (KP3) is 3,329; To escape the boring and busy lifestyle (KP4) 3,212; Creating personal value by participating in local life (KP5) is 3,186. To attract young people to choose community tourism, promotional campaigns for local tourist areas need to emphasize the element of experiential discovery. For example, recording videos of previous guests' experiences, taking photos of nature, and animals... and focusing deeply on the healing and stress-relieving elements of being immersed in nature through each media publication. Besides, it is possible to promote cultural exchange activities and experience local traditional activities/festivals. Along with that, enhancing services such as helping to relax and reduce stress such as cloud hunting, hill climbing...Through practical experiences together, tourists and local people will have more connections. Visitors will feel closer and understand more about local life and culture. People will also feel proud and comfortable sharing about aspects of village life and occupations.

The two variables of learning motivation and natural motivation are not statistically significant enough to conclude a positive correlation with the behavior of choosing the type of community tourism of Vietnamese Gen Z. However, the descriptive statistics results show that the scales of the variable "Nature" (TN) all have an average score at the "Satisfaction" threshold, in which: To observe the beauty of natural landscapes (TN1) achieved an average score of 3,805; Local weather and atmosphere experience (TN2) is 3,545; Experiencing indigenous activities related to nature (camping, climbing...) (TN3) is 3,519. It is therefore important to encourage responsible behavior, such as respecting wildlife and minimizing environmental impact. Besides, invest in high-quality images and videos to enhance the beauty and highlight the atmosphere and beauty of natural landscapes. Improve the quality of the tourist area, take care of the landscape, nature, and trees, limit dust and smoke, and activities that cause environmental pollution to ensure the tourist area is in its most natural state, and increase activities that help visitors immerse themselves in nature such as bird watching, fishing, boating...Similarly, the scales of the "Learning" variable (HH) all have an average score at the "Normal" threshold, in which: Learning local culture, traditions, and lifestyle (HH1) reached 3.03; Exchange of experiences with indigenous people (HH2) is 3,039; Learn how to cook local dishes (HH3) 3,299; Learning how to make indigenous products (HH4) is 3,294. Therefore, it is necessary to raise awareness among tourists about the role of community tourism to help raise people's awareness of the issues of protecting cultural heritage, the environment, and preserving ecosystems. This type of tourism also helps the community improve their professional qualifications and raise awareness against inappropriate imported trends. Community tourism is the best solution to preserve and develop national cultural identity and nature. This form of tourism operates based on local culture, using on-site services. From there, it contributes to promoting the development of traditional occupations and strengthening its role in preserving cultural identity.

To increase the effectiveness of community travel motivation to "Learn", tourist destinations need to widely promote local natural beauty. Promote activities that focus on the natural environment rather than visiting man-made places; For example, stargazing or hiking. There are many such ideal natural tourist destinations in Vietnam.

CONCLUSION

The study points out the motivational factors that influence the behavior of choosing a type of community tourism among young Generation Z Vietnamese people. Through the research overview, the research team included four motivational factors in the research model: "Learning" Motivation (HH); "Spending time with family" (GD), "Nature" (TN), "Experience – Discovery" (KP) affects the dependent variable "Behavior of choosing the type of community tourism of Vietnamese gen Z" (HV). Using sociological survey methods and quantitative analysis methods with the support of SMARTPLS software, research results show that the motive "Spending time with family" (GD) has the strongest influence on The behavior of choosing the type of community tourism of the Vietnamese gene Z has an influence of 0.551, the factor "Experience - Discovery" (KP) has an influence of 0.208, the remaining two motivational factors "Learning" (HH) and "Nature" (TN) are not statistically significant enough to conclude. At the same time, the article also contributes and offers some exchanges and discussions to attract tourists to choose community tourism - a potential type of tourism, when experiencing this type of tourism. Visitors can have time to spend with family, be close to nature, be environmentally friendly, and learn about local cultural identities.

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