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## THE FACTORS INFLUENCING THE INTENTION TO TRAVEL FOR FOOD TOURISM IN HAI PHONG OF STUDENTS AT THE UNIVERSITIES IN HANOI, VIETNAM

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### ABSTRACT

This study aims to investigate the factors influencing the intention of students from Hanoi universities to travel for food tourism in Hai Phong. A survey was conducted using SMARTPLS software to analyze data collected from 252 university students in Hanoi. The results showed that two out of the three factors considered had significant impacts, while one factor was not statistically significant enough to conclude. Specifically, the factor "Perceived Behavioral Control" (PBC) had the strongest influence on student's intention to travel for food tourism in Hai Phong with an impact level of 0.720. This was followed by the factor "Subjective Norms" (CCQ) with an impact level of 0.213. The factor "Students' Attitude towards Food Tourism in Hai Phong" was not statistically significant enough to conclude the impact relationship. Based on the analysis results, the research team discussed some recommendations to attract students to travel for food tourism in Hai Phong, thereby promoting tourism and the culinary culture of Hai Phong City.

**KEYWORDS:** Students, travel intention, influencing factors, food tourism.

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### 1. INTRODUCTION

Hai Phong, a city located in the Red River Delta, boasts a unique culinary culture influenced by its coastal location. The abundance and variety of seafood from the surrounding waters, combined with local specialties, have contributed significantly to the city's growth in the field of culinary tourism. Hai Phong's cuisine is evidence of the rich culinary traditions of Northern Vietnam, particularly the Red River Delta region. The city's cuisine heavily relies on the abundant seafood resources of the Hai Phong Sea and the Gulf of Tonkin, complemented by various local specialties.

From 2020 to 2021, Hai Phong emerged as a captivating culinary destination for tourists, offering a unique "food-tour" experience. The city even released a "food-tour" map featuring popular dishes and locations, making it easier for visitors and locals to explore the city's culinary delights. Culinary tourism in Hai Phong has become a trend among young people, and the mere mention of a "food tour" instantly evokes the image of Hai Phong.

This study aims to identify the factors influencing the intention of Hanoi University students to travel for food tourism in Hai Phong. Using a desk research approach, the research team examined relevant concepts and theories related to motivation, attitude, and travel intention. A survey study was subsequently conducted. A questionnaire with a 5-point Likert scale was designed using Google Forms and distributed directly to university students in Hanoi through a convenience sampling method. A total of 252 responses were collected, with 161 from female students and 91 from male students.

The factors investigated in this study include "Perceived Behavioral Control," "Subjective Norms" and "Students' Attitude towards Food Tourism in Hai Phong." The survey data was analyzed using the SMART PLS software tool to assess the impact of each factor on students' intention to travel for food tourism in Hai Phong. Based on the analysis results, the research team presented some recommendations to attract students to engage in culinary tourism in Hai Phong, thereby promoting tourism and the city's unique culinary culture.

## **2. THEORETICAL FRAMEWORK AND RESEARCH HYPOTHESIS.**

### **2.1 Tourism and Culinary Tourism**

Tourism is defined as any activity related to a person's travel outside of their usual place of residence for a period not exceeding 01 year continuously, for the purpose of sightseeing, vacationing, entertaining, learning, exploring tourism resources, or combining with other legitimate purposes (Vietnam Tourism Law, 2017). Tourists are those for whom travel is the primary or secondary goal, except for cases of going to school or working to earn income at the destination. Accordingly, tourists include: domestic tourists, international tourists coming to Vietnam, and tourists going abroad (Vietnam Tourism Law, 2017). A tourist trip can be organized by individuals or groups of people such as communities, groups of friends, colleagues, agencies, or organizations.

Culinary tourism (Culinary tourism or Food tourism) is a popular type of tourism that focuses on experiencing and enjoying specialties associated with the culture and identity of each destination. Through the enjoyment of food, tourists can explore and feel clearly the authentic cultural identity of the local people.

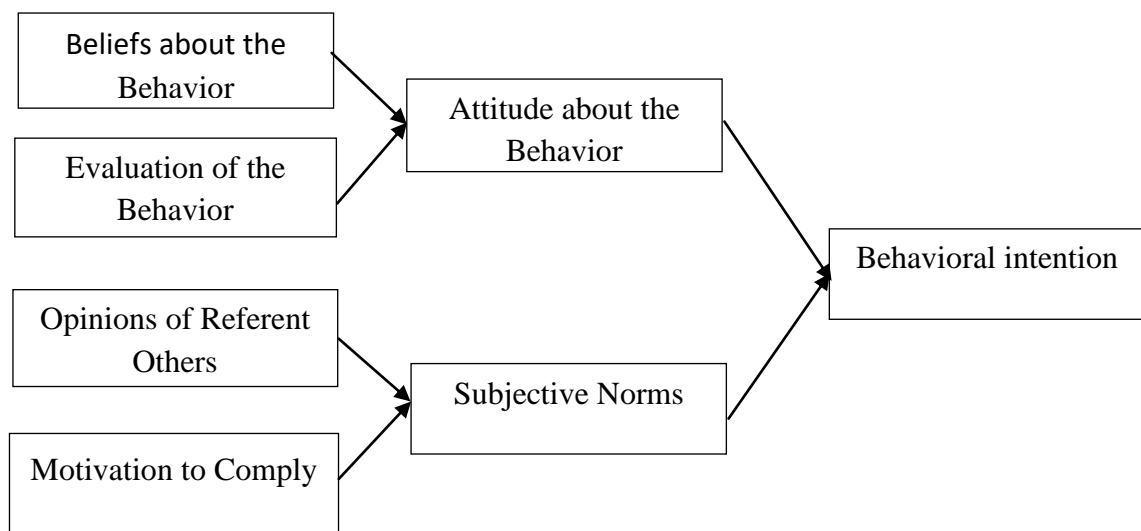
Culinary culture holds a very important position. In Vietnam, culinary tourism is also a name that is often mentioned and interested in. Vietnamese cuisine in the eyes of international friends has a unique and special style (Phuong Thao, 2021).

## 2.2. Theoretical frameworks

### 2.2.1. Theory of Reasoned Action (TRA) Model

The Theory of Reasoned Action (TRA) model was developed by Fishbein and Ajzen in 1975. According to the model, behavioral intention leads to behavior, and intention is determined by the individual's attitude towards the behavior, along with the influence of subjective norms surrounding the performance of those behaviors (Fishbein and Ajzen, 1975).

**Figure 1: The Theory of Reasoned Action (TRA) model**



*Source: Fishbein & Ajzen (1975)*

(1) *Consumer Attitude About The Behavior*: Each individual's attitude is measured by the individual consumer's belief and evaluation of the outcome of that behavior. When consumers have confidence in the product, they tend to promote the intention to use the business's product.

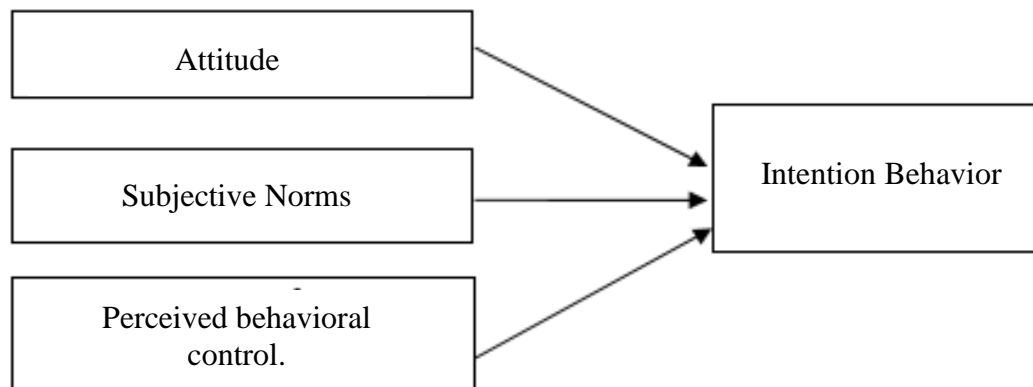
(2) *Subjective Norms*: Consumers are influenced by the attitudes of those around them, such as friends and relatives, related to product use, and the consumer's motivation to act according to the wishes of those involved.

### 2.2.2. Theory of Planned Behavior (TPB) Model

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) from the original TRA theory, adding the factor of perceived behavioral control along with the two factors of attitude and subjective norm that will affect the consumer's behavioral intention.

The Theory of Planned Behavior (TPB) is a model that explains human behavior based on the intention to perform a specific action. The TPB model suggests that a person's intention to perform a behavior is influenced by three main factors: Attitude, Subjective Norms, and Perceived behavior control. These factors interact with each other and together predict a person's intention to perform the behavior, and this intention in turn directly affects the actual behavior. The TPB model helps to better understand the mechanism by which psychological and social factors influence human behavior.

**Figure 2: The Theory of Planned Behavior (TPB) model**



*Source: Ajzen, 1991*

Attitude towards a behavior can be understood as a person's feelings towards a product or service, and their evaluation of that behavior, which can be positive or negative, but is based on their perception of the expected outcome.

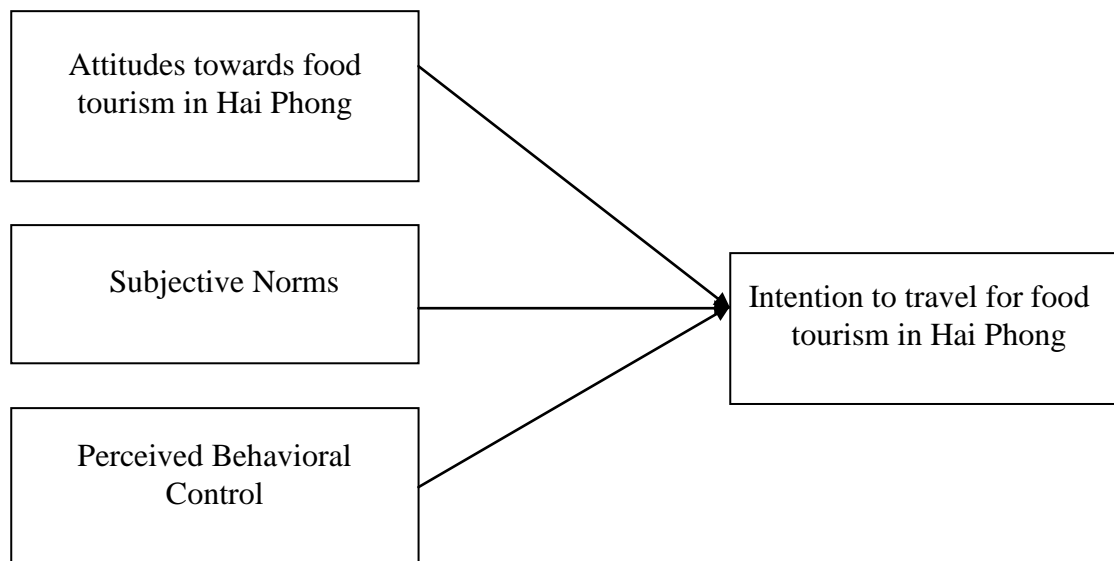
Subjective norm refers to an individual's perception of social pressure to perform a behavior. This is correlated with the ability to feel pressure from others and the perception of the level of criticism or approval from society.

Perceived behavioral control includes self-control and self-awareness. Self-control refers to the individual's belief about external factors that can influence their behavior. Self-awareness is the individual's assessment of their ability to perform that behavior.

### **2.3. Research framework and hypothesis**

Adapted from existing research and frameworks, specifically the Theory of Planned Behavior (TPB), the researchers proposed a research framework as illustrated in Figure 3.

**Figure 3: Proposed research framework**



*Source: Synthesized and proposed by the researchers*

### **Research hypothesis:**

Hypothesis H1: There is a positive relationship between “Attitudes towards food-tourism in Hai Phong” and the intention of taking food-tourism in Hai Phong of Hanoi university students.

Hypothesis H2: There is a positive relationship between “Subjective Norms” and the intention of taking food tourism in Hai Phong of Hanoi University students.

Hypothesis H3: There is a positive relationship between “Perceived Behavioral Control” and the intention of taking food tourism in Hai Phong of Hanoi University students.

## **3. METHODOLOGY**

### **3.1. Data collection method**

Based on the theory and overview of research on factors affecting behavioral intention, the factors (independent variables) included in the model are: "Perceived Behavioral Control," "Subjective Norms" and "Students' Attitude towards Food Tourism in Hai Phong". The survey was constructed using a 5-point Likert scale with the following indicators:

1. *Strongly disagree*
2. *Disagree*
3. *Neutral*
4. *Agree*
5. *Strongly agree*

After the survey was developed, the research team conducted a pilot survey with 12 students studying at universities in Hanoi. The preliminary survey results showed that the respondents agreed with the factors included in the model.

Due to time and resource constraints for the survey, the authors used a convenience sampling method. The sample size was determined according to the rule of Comrey and Lee (1992) and also referred to the rule of Hoang Trong & Chu Nguyen Mong Ngoc (2005). With 23 parameters (observed variables) to be analyzed by factor analysis, the minimum sample size required is  $23 \times 5 = 115$  observations; the subjects surveyed were students studying at universities in Hanoi. From the perspective of collecting as many observations as possible to ensure the stability of the impact, based on the sample collection capacity, the research team decided the number of questionnaires to be distributed was  $n = 300$ . The questionnaires were sent to the respondents online via the link: <https://forms.gle/Zdoa2JZ2jmtNKL1i6>. The number of questionnaires collected was 252, which was used by the research team as the database for analysis.

### **3.2. Data analysis method**

A quantitative research method was conducted to process the research data collected from the survey of students studying at universities in Hanoi. The structural regression equation has a general form:

$$YD = a*HV + b*CCQ + c*TD$$

SMART PLS was utilized to confirm hypotheses H1, H2, and H3 and evaluate the impacts each factor may have.

#### **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). Basically, outer loadings in SMARTPLS are the square root of the absolute value of R<sup>2</sup> 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  $\geq 0.7$  (DeVellis, 2012); and Composite Reliability CR  $\geq 0.7$  (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  $\geq 0.5$  (Hock & Ringle, 2010).

### **- Testing Discriminant Validity**

Discriminant value is used to consider whether a research variable is really 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  $\geq 5$ ; 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 impact of each factor, the researchers determined the range, mean, and median of each factor.

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / n = (5-1)/5 = 0.8$$

Thresholds to assess the mean score 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

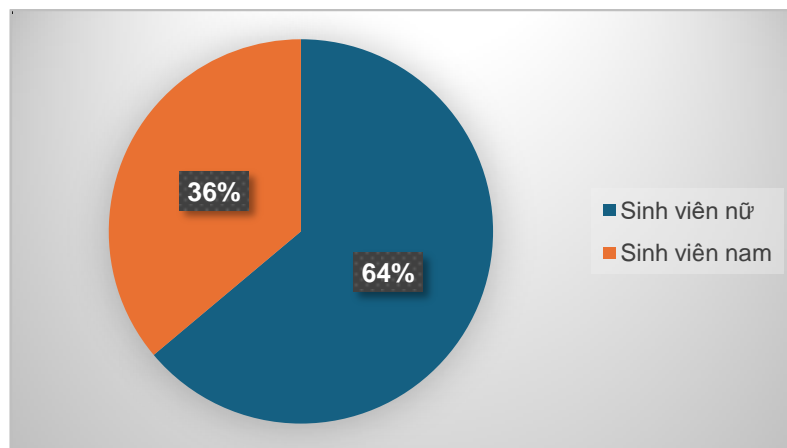


## 4. RESEARCH RESULTS

### 4.1. Participant demographics

A total of 252 questionnaires were collected from students studying at universities in Hanoi, with 151 female students (64%) and 91 male students (36%). Due to the convenience sampling method, the number of female students who were interested and willing to answer the questionnaire was higher, resulting in a gender difference in the survey participants.

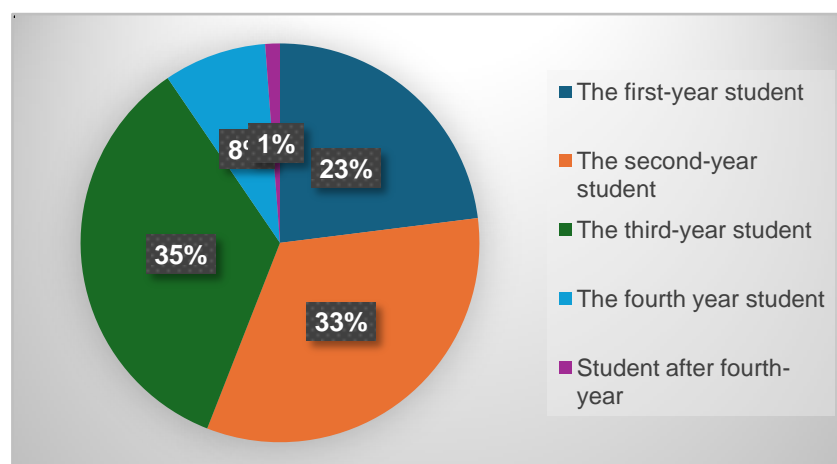
**Figure 4: Gender of the survey participants**



*Source: Survey results*

In terms of the students' year of study, the research team focused on students studying at universities in Hanoi. Of the 252 students who responded to the survey, 58 were first-year students (23%), 83 were second-year students (32.9%), 87 were third-year students (34.5%), 21 were fourth-year students (8.3%), and 3 were fifth-year students (1.2%).

**Figure 5: Students' year of study**



*Source: Survey results*

**4.2. Results**

**4.2.1. Assessment of the quality of observed variables in the measurement model**

**4.2.1.1. Testing the quality of observed variables**

The quality of observed variables is assessed through the outer loadings coefficient. The quality of the observed variables affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong is shown in Table 1.

**Table1. Outer loadings of factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong**

	CQ	YD	HV	TĐ
CQ1	0.849			
CQ2	0.845			
CQ3	0.916			
CQ4	0.912			
CQ5	0.784			
YD1		0.905		
YD2		0.837		
YD3		0.879		
YD4		0.886		
YD5		0.889		
HV1			0.878	
HV2			0.884	
HV3			0.878	
HV4			0.901	
HV5			0.877	
HV6			0.897	
HV7			0.758	
HV8			0.790	
TĐ1				0.882
TĐ2				0.895
TĐ3				0.863
TĐ4				0.826
TĐ5				0.892

*Source: Results of the research team's test*

The results from Table 1 show that the outer loadings of all the total correlation coefficients of the variables affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong (all > 0.7) (Hair et al., 2016) indicate that the observed variables are significant.

#### 4.2.1.2. Testing the reliability of the measurement scale

The reliability of the measurement scale of the factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong was assessed using PLS-SEM through two main indicators: Cronbach's Alpha and Composite Reliability (CR).

**Table 2. Cronbach's Alpha and Composite Reliability of factors**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CQ	0.913	0.919	0.935	0.744
YD	0.927	0.927	0.945	0.774
HV	0.949	0.949	0.957	0.738
TD	0.921	0.923	0.941	0.760

*Source: Results of the research team's test*

The results of the reliability test using Cronbach's Alpha coefficient for the factors are shown in Table 2. The factor "Subjective Norm" (CQ) scored 0.913, "Perceived Behavioral Control" (HV) scored 0.949, "Students' Attitude towards Culinary Tourism in Hai Phong" (TD) scored 0.921, and "Intention to Travel for Culinary Tourism in Hai Phong" (YD) scored 0.927. Thus, all the measurement scales satisfy the condition of  $> 0.7$  (DeVellis, 2012) and do not violate any of the rules for eliminating variables. Therefore, no variables were eliminated and they are all acceptable in terms of reliability.

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

#### 4.2.1.3. Convergence

According to the results of the data analysis in Table 2, the Average Variance Extracted (AVE) of the factor "Subjective Norm" (CQ) is 0.744, "Perceived Behavioral Control" (HV) is 0.738, "Students' Attitude towards Culinary Tourism in Hai Phong" (TD) is 0.760, and "Intention to Travel for Culinary Tourism in Hai Phong" (YD) is 0.774. Thus, the AVE of all the variables is  $> 0.5$  (Hock & Ringle, 2010), which indicates that the model satisfies the convergence conditions.

#### 4.2.1.4. Discriminant Validity and Multicollinearity Assessment

Table 3 shows the Fornell-Larcker criterion for the research model on the factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong. The factors included in the model all ensure discriminant validity because all the square root AVE values on the diagonal are higher than their off-diagonal values.

**Table 3. Fornell-Larcker criteria of the factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong**

	CQ	HP	HV	TĐ
CQ	0.863			
YD	0.765	0.880		
HV	0.793	0.872	0.859	
TĐ	0.669	0.549	0.603	0.872

*Source: Results of the research team's test*

**Multicollinearity assessment**

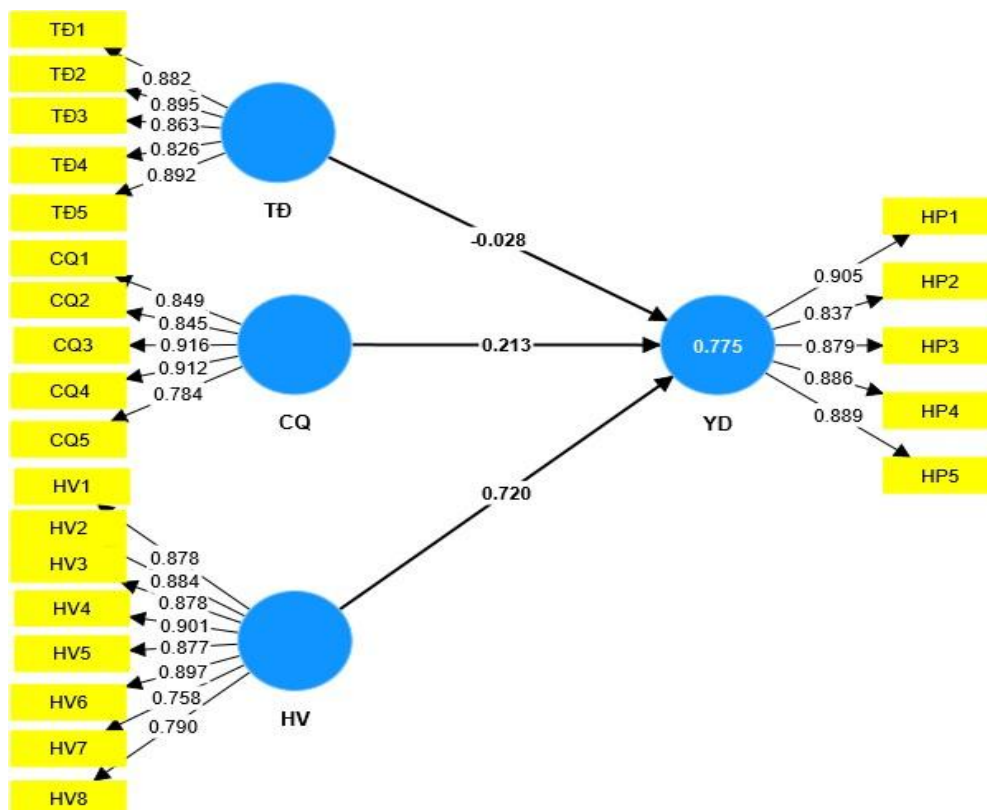
The results of the multicollinearity test show that the variance inflation factor (VIF) of all the variables is less than 3, indicating that there is no multicollinearity problem in the model.

**4.2.2. Assessment of the impact level using the structural model**

**4.2.2.1. Assessment of the impact relationships**

The relationships and impact levels of the factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong on SMARTPLS are shown in Figure 6.

**Figure 6: Motivational factors affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong**



*Source: Results of the research team's SMARTPLS test*

The results of the Bootstrap analysis to assess the impact relationships are shown in Table 6. Accordingly, only two factors, “Subjective Norm” and “Behavior Control Perception”, are related to the factor “Students’ intention to travel for Hai Phong culinary tourism”. Specifically:

Subjective norm has a positive impact on the intention of university students in Hanoi to travel for culinary tourism in Hai Phong ( $t = 3.003$ ;  $p < 0.05$ ) with an impact level of 0.213; *Hypothesis H2 is accepted.*

Perceived behavioral control has a positive impact on the intention of university students in Hanoi to travel for culinary tourism in Hai Phong ( $t = 10.671$ ;  $p < 0.05$ ) with an impact level of 0.720; *Hypothesis H3 is accepted.*

The relationship between the factor "Students' attitude towards culinary tourism in Hai Phong" and "Students' intention to travel for culinary tourism in Hai Phong" is not statistically significant enough to conclude due to the P Values = 0.614 > 0.05; *Hypothesis H1 is rejected.*

**Table 4. Path coefficients of the structural model**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CQ -> YD	0.213	0.217	0.071	3.003	0.003
HV -> YD	0.720	0.713	0.067	10.671	0.000
TĐ -> YD	-0.028	-0.023	0.056	0.505	0.614

*Source: Results of the research team's SMARTPLS test*

Results of the test in Table 4 show that with a 95% confidence level, the factor "Perceived Behavioral Control" (HV) has the strongest impact on the students' intention to travel for culinary tourism in Hai Phong, with an impact level of 0.72. This is followed by the factor "Subjective Norm" (CQ) with an impact level of 0.213. From the results of the test, the regression equation is presented as follows:

$$YD = 0.720 * HV + 0.213 * CQ$$

#### 4.2.2.2. Assessment of the overall coefficient of determination $R^2$ (R square)

The results of the PLS Algorithm analysis provide the  $R^2$  value, which reflects the level of explanation of the dependent variable by the independent variable. The  $R^2$  index measures the overall coefficient of determination (R-square value), which is an index used to measure the fit of the data to the model (the explanatory power of the model). According to Hair et al (2010), the proposed R-square values are 0.75, 0.50 or 0.25.

**Table 5. Summary table of R2 values**

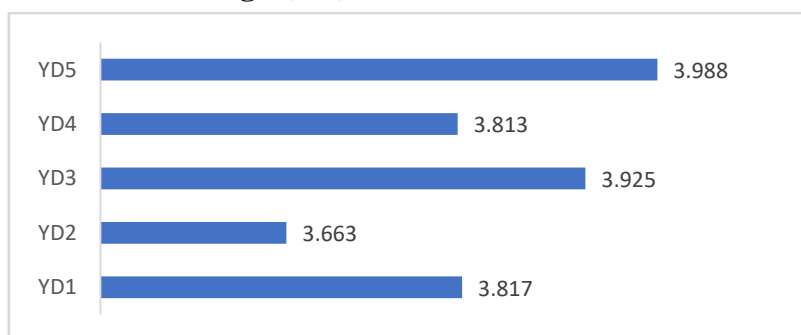
	R-square	R-square adjusted
YD	0.775	0.774

*Source: Results of the research team's test*

The data in Table 5 shows that the adjusted R2 of the representative factor "Students' Intention to Travel for Culinary Tourism in Hai Phong" is 0.774. This means that the independent variables explain 77.4% of the variance (variation) of the dependent variable "Students' Intention to Travel for Culinary Tourism in Hai Phong", while the remaining 22.6% is due to system error and other factors outside the model.

#### 4.2.3. Descriptive statistical results

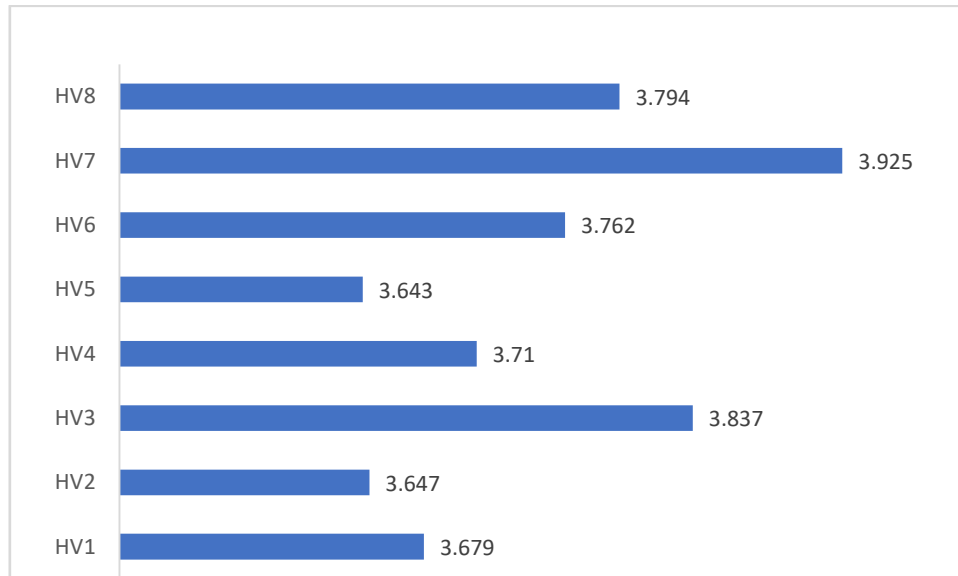
**Figure 7: Mean value of the measurement scale for the factor "Students' Intention to Travel for Culinary Tourism in Hai Phong" (YD)**



*Source: Survey results*

The survey results show that the observed variable "I wish I had more opportunities to travel for culinary tourism in Hai Phong in the future" (YD3) had a mean value of 3.925 and "I will invite my friends and relatives to go as soon as I have time" (YD5) had a mean value of 3.988, indicating that the respondents strongly agree with these statements. This was followed by the observed variable "Culinary tourism is an idea I'm thinking about" (YD1)" with a value of 3.817 and the observed variable "I will spend time and be willing to pay for rewarding and interesting culinary tours in Hai Phong" (YD4) with a mean value of 3.813, both of which are also in the high agreement range. The observed variable "I will often travel for culinary tourism in Hai Phong in the near future" (YD2) had a mean value of 3.663, which is still in the agreement range. This indicates that most of the students surveyed have the intention and desire to travel for culinary tourism in Hai Phong in the near future.

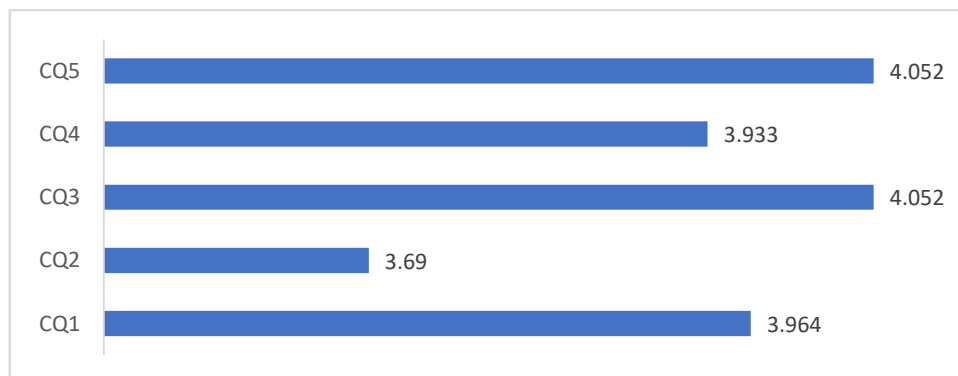
**Figure 8. Mean value of the measurement scale for the factor "Perceived Behavioral Control" (HV)**



*Source: Survey results*

The survey results have shown that the observed variable "I feel confident that I can control my behavior to go for culinary tourism in Hai Phong" (HV1) had a mean value of 3.925 and "I am confident that I can overcome any obstacles to go for culinary tourism in Hai Phong" (HV5) had a mean value of 3.988, indicating that the respondents strongly agree with these statements. This was followed by the observed variable "I believe that I have the ability to go for culinary tourism in Hai Phong" (HV3)" with a value of 3.817 and the observed variable "I am determined to go for culinary tourism in Hai Phong" (HV4) with a mean value of 3.813, both of which are also in the high agreement range. The observed variable "I have the necessary resources to go for culinary tourism in Hai Phong" (HV2) had a mean value of 3.663, which is still in the agreement range. This indicates that most of the students surveyed believe that they have the ability and resources to travel for culinary tourism in Hai Phong.

**Figure 9: Mean value of the measurement scale for the factor "Subjective Norm" (CQ)**



*Source: Survey results*

The results of the descriptive statistical analysis show that the students surveyed have a high intention to travel for culinary tourism in Hai Phong and believe that they have the ability and resources to do so. In addition, the impact of communication is very important in attracting students to participate in culinary tourism in Hai Phong.

## 5. DISCUSSION AND IMPLICATIONS

Results of the test show that, among the factors included in the model, with a 95% confidence level, the factor "Perceived Behavioral Control" (HV) has the strongest impact on the intention of university students in Hanoi to travel for culinary tourism in Hai Phong, with an impact level of 0.720. This means that when the students' perceived behavioral control increases by 1 unit, the students' intention to travel for culinary tourism in Hai Phong increases by 0.72 units. This is followed by the factor "Subjective Norm" (CQ) with an impact level of 0.213, meaning that when the students' "Subjective Norm" increases by 1 unit, the students' intention to travel for culinary tourism in Hai Phong increases by 0.213 units. The factor "Students' Attitude towards Culinary Tourism in Hai Phong" is not statistically significant enough to consider the impact relationship on the students' intention to travel for culinary tourism in Hai Phong. The reason may be that the sample size is not large enough or the opinions of the respondents are not really focused. Hopefully, future studies will be able to address this issue.

Descriptive statistics also show similar results to the test results. Most of the students surveyed have the intention and desire to travel for culinary tourism in Hai Phong in the near future. All opinions agree that when students are aware of their health and financial capabilities and understand culinary tourism in Hai Phong, it will have a strong impact on their intention to travel for culinary tourism, which will lead to the actual travel behavior. Thus, the impact of communication is very important, which helps to convey specific and impressive information about culinary tourism in Hai Phong to students, helping students to better understand and generate the intention to travel for culinary tourism.

Based on the research results, the research team has the following recommendations:

- The state management agencies of Hai Phong need to coordinate with the organizations and individuals providing catering services in Hai Phong to participate in the supply chain in the Hai Phong culinary tourism program to strengthen communication on media nationwide to introduce and promote culinary tourism in Hai Phong.
- Build many culinary tourism programs with different supply chains and times, and promote and advertise these programs to convey information to tourists and to give tourists more choices.
- Passenger transport units should have a preferential policy on ticket prices for students to travel for culinary tourism in Hai Phong, especially for large groups, to encourage students to participate more.



- Organizations and individuals providing catering services in the Hai Phong culinary tourism program need to be aware that they are participating in the supply chain that brings not only profits but also the image and brand of Hai Phong City, so in addition to equipping the restaurant with spacious facilities and offering discounts for students when they come to enjoy, they also need to ensure the quality of food hygiene and safety for the dishes that are considered typical of Hai Phong cuisine.

## 6. CONCLUSION

The study examines 3 factors (independent variables) affecting the intention of university students in Hanoi to travel for culinary tourism in Hai Phong. The research results show that only 2 factors are "Subjective Norm" and "Perceived Behavioral Control" that have a relationship with the factor "Students' Intention to Travel for Culinary Tourism in Hai Phong". This, Perceived Behavioral Control has a very strong impact on the students' intention to travel for culinary tourism in Hai Phong. In addition, there is not enough statistical significance to assess the relationship between the factor "Students' Attitude towards Culinary Tourism in Hai Phong" and "Students' Intention to Travel for Culinary Tourism in Hai Phong". The reason may be that the sample size is not large enough or the opinions of the respondents are not really focused, this is a suggestion for future studies. Based on the analysis results, the research team has some discussions and discussions in order to attract students to participate in culinary tourism in Hai Phong.

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