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Factors influencing tourists' intention to revisit Hanoi City, Vietnam

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ABSTRACT

This study aims to identify and evaluate the factors influencing tourists' intention to return to Hanoi and to propose management implications for local authorities and tourism businesses. These findings will help develop appropriate policies and strategies to enhance tourism quality and contribute to Hanoi's economic development. The destination is considered a brand that helps build and maintain the image of a unique place, enhance competitive position, and attract tourists to travel. Vietnam has a lot of tourism potential with rich and diverse landscapes, along with historical and cultural relics. However, during the past time, the number of tourists returning to Hanoi is still limited, not commensurate with the potential and strengths of Hanoi. Therefore, the author studies "Factors influencing tourists' intention to revisit Hanoi City, Vietnam." The research is based on a sample of 269 tourists who have experienced products and services at tourist destinations in Hanoi, meeting the study's requirements. Data analysis was conducted using SPSS 23.0 software, employing Cronbach's Alpha reliability testing, exploratory factor analysis (EFA), and linear regression. The results identify six key factors influencing tourists' intention to revisit Hanoi: (1) Natural environment; (2) Destination image; (3) Local cuisine; (4) Reasonable pricing of products and services; (5) Infrastructure; and (6) Safety and security. Based on these findings, the study offers management implications to assist tourism stakeholders in fostering sustainable tourism development in Hanoi.

Contribution/Originality: This study expands the application of consumer behavior theory within the tourism sector, offering insights into tourists' decision-making processes. Unlike previous research that primarily explored general factors affecting tourists' intentions to visit, this study uniquely investigates the specific context of ecotourism and spiritual tourism, offering a novel perspective on these growing segments.

1. INTRODUCTION

Choosing a tourist destination is a critical decision for travelers, as it significantly impacts the value and satisfaction they derive from their trips. Each destination offers unique attributes in terms of culture, landscapes, cuisine, and entertainment activities (Lam & Hsu, 2006). Travel allows individuals to discover new experiences, broaden their horizons, enhance their understanding of the world, and create lasting memories. Selecting an appropriate destination enables tourists to optimize their time and budget, aligning with their personal interests and preferences.

The intention to revisit a destination has garnered considerable attention from researchers, policymakers, and stakeholders in tourism, management, and marketing. Destination characteristics play a pivotal role in attracting tourists and shaping their decision-making processes.

Hanoi, the capital of Vietnam, stands out as a remarkable tourist destination due to its rich history, century-old architecture, and vibrant cultural heritage influenced by Southeast Asian, Chinese, and French traditions. Renowned for its deep-rooted Vietnamese identity, Hanoi boasts an impressive collection of historical and cultural landmarks. The city is home to 3,840 relics, including 1,164 recognized as national heritage sites and several United Nations Educational Scientific and Cultural Organization (UNESCO)-recognized elements such as ceremonial singing, the Mother Goddess Worship, the Stelae of Doctors at the Temple of Literature, and the tug-of-war ritual.

Strategically located at the heart of the tourist triangle connecting Ninh Binh, Quang Ninh, and Lao Cai, Hanoi serves as a gateway to various other attractions across northern Vietnam. Its diverse tourism offerings range from spiritual and historical tourism to eco-tourism, cultural festivals, and conferences, providing visitors with multifaceted experiences. Hanoi has many famous landmarks, such as the Ho Chi Minh Mausoleum, the Temple of Literature, the Imperial Citadel of Thang Long, and the St Joseph's Cathedral Ha Noi, along with many unique cultural festivals like the Perfume Pagoda Festival and Chem Festival. With a history of being "the land of a thousand years of culture," the capital, Hanoi, always attracts domestic and foreign tourists with its unique features: a rich national identity culture and a distinct Vietnamese lifestyle that cannot be found anywhere else (Nhi, 2020). These are the advantages of attracting more and more tourists to Hanoi. However, in recent years, the exploitation as well as promotion of potential and advantages for developing Hanoi's tourism have still been limited and unsystematic, leading to a small number of tourists coming to Hanoi and low tourism revenue.

Hanoi tourism is currently facing two major problems: retaining tourists so that they will return to Hanoi and increasing the number of new tourists. Therefore, research on factors affecting tourists' intention to return should be paid attention to, contributing to improving the tourism experience of Hanoi to be able to compete with other localities, thereby increasing income, improving people's lives, and promoting local economic development in a more stable and sustainable direction in the future.

2. LITERATURE REVIEW

2.1. Intention

One factor that reflects an individual's potential to perform a behavior is their intention. Behavioral intention is a major topic in studies applying the Theory of Planned Behavior, especially popular in the field of tourism and environmental perspective (Ulker-Demirel & Ciftci, 2020). According to Ajzen (1991), behavioral intention reflects the level of willingness to try and the level of effort to perform the behavior. Thus, the intention to perform responsible tourism behavior reflects the level of willingness to try and the level of effort to perform responsible tourism behavior. The stronger this intention, the greater the probability of performing the behavior.

2.2. Tourism

Tourism is defined by the United Nations World Tourism Organization (UNWTO, 1995) as the activities of tourists traveling and staying in places outside their usual living environment for not more than one consecutive year for leisure, business, or other purposes. Leiper (1997) emphasizes that tourism involves travel over a period of one or more nights, excluding activities intended for income generation.

Hunziker and Krapf (1942) offered a broader definition, describing tourism as "the sum of phenomena and relationships arising from the movement and stay of people in places other than their usual residence, where they do not stay permanently and do not engage in income-earning activities at the destination." The Vietnam Law on Tourism (2017) aligns with this definition, describing tourism as "the movement of individuals away from their usual place of residence for a period not exceeding one consecutive year, with the primary aim of sightseeing, recreation, study, or exploring tourism resources along with non-legal purposes."

Tourism often involves travel by air to a specific destination, with a relatively short stay to explore, discover, or participate in events. The World Tourism Organization (2023) elaborates that tourism includes the activities of

individuals traveling to a location outside their usual environment, staying for at least one night but not exceeding one year, for purposes such as leisure, entertainment, study, sports, business, or work.

2.3. Tourist Destinations

The World Tourism Organization (UNWTO, 2005) defines a tourist destination as "a geographical area where tourists stay at least one night, including tourism products, services provided, and tourism resources that attract visitors, with administrative boundaries for management and image recognition to determine competitiveness in the market."

To comprehensively define a tourist destination, it is essential to highlight its key characteristics. These include a geographically defined area with distinct administrative boundaries, accommodations where tourists can stay overnight, the presence of tourism products and services, ongoing marketing efforts to promote tourism, a well-established destination image in the minds of visitors, adherence to laws and regulations established by government agencies and authorities, and effective collaboration among stakeholders within the tourism industry (Morrison, 2019).

2.4. Intention to Revisit a Destination

The concept of return intention originates from the Theory of Planned Behavior and is defined as "an intended/expected future behavior" (Ajzen & Fishbein, 1992). It reflects a behavior that creates a loyal group of visitors—an effective market segment for destination management organizations (Zhang, Xu, Leung, & Cai, 2016). According to Chen and Tsai (2007), tourists' intention to return is influenced by factors such as destination image, perceived quality, perceived value, and satisfaction.

Fishbein and Ajzen (2011) describe intention as "an expected or planned future behavior," which is closely associated with observable behavior. Once an intention is formed, the corresponding behavior can be performed later. In tourism and hospitality, Chen and Tsai (2007) note that tourist behavior encompasses feedback about the visit, evaluation of the experience, and future intention to revisit or not. Specifically, revisit intention is defined as an individual's desire to return to a destination for a second visit (Abubakar, Babangana, & Gashua, 2016; Cole & Scott, 2004).

3. HYPOTHESES DEVELOPMENT AND RESEARCH MODEL

3.1. Destination Image

From a tourism perspective, destination image emerges when people perceive the products and services offered at a particular location (Aksoy & Kiyci, 2011). Scholars widely agree that the image of a tourist destination is a crucial factor for its development and for formulating effective marketing strategies (Grosspietsch, 2006). According to Clare and Var (2002), "Tourist destination image is a set of beliefs and impressions about a destination that people hold." Similarly, Watkins, Hassanien, and Dale (2006) describe it as the impressions tourists form in their minds about a specific place. Morgan, Pritchard, and Piggott (2003) demonstrated that destination image significantly impacts tourist behavior. Additionally, research by Thiumsak and Ruangkanjanases (2016) provided evidence of the relationship between destination image and tourists' intention to return, specifically in Thailand. Castro, Armario, and Ruiz (2007) further confirmed that destination image has a positive and direct influence on tourists' intention to revisit a location.

H₁: Destination image has a positive impact on tourists' intention to return.

3.2. Natural Environment

According to Beerli and Martin (2004), the natural environment includes all things that exist in nature and are not created or caused by humans. In the field of tourism, the natural environment includes many factors, such as

weather, beaches, lakes, mountains, and deserts. The natural environment is defined as the beautiful images of nature, including location advantages, landscapes, climate, and distinctive features. Buhalis (2000) states that the natural environment is often considered in terms of renowned landscapes, unique sceneries, and typical climate of the destination (Lin, Morais, Kerstetter, & Hou, 2007; San Martín & Del Bosque, 2008). Coban (2012) pointed out that the natural atmosphere and climatic conditions of a destination directly affect tourist satisfaction. Supporting these findings, Binh and Lam (2021) also provided evidence of the relationship between the natural environment and tourists' intention to return.

H₂: Natural environment has a positive impact on tourists' intention to return.

3.3. Infrastructure

Infrastructure is a fairly straightforward tool for most people, within the scope of time and space, associated with familiar structures such as electricity and water networks, Internet, and airlines Yates (2001). Infrastructure of a tourist destination includes general infrastructure and tourism infrastructure, in which general infrastructure includes means of transportation, medical services, telecommunications, etc. Meanwhile, tourism infrastructure includes hotels, motels, restaurants, and tourist centers (Thanh, Nhung, & Dung, 2011). Infrastructure is a factor affecting tourist satisfaction (Chi & Qu, 2008). Infrastructure is also a component of the tourism product, including basic equipment, buildings, service organizations, ... whose existence is very important to the economy and society. In addition, the study by Mandić, Mrnjavac, and Kordić (2018) showed that tourism infrastructure is an important and indispensable element of contemporary tourist destinations. Beerli and Martín (2004) pointed out that when tourists feel satisfied with the infrastructure, they are more likely to return to that tourist destination.

H₃: Infrastructure has a positive impact on tourists' intention to return.

3.4. Reasonable Pricing of Products and Services

The prices of products and services that we are referring to are the prices of tourist products, goods, and services at tourist destinations. Reasonable prices are essential; if the price is too high, tourists will feel dissatisfied and will not be willing to pay for that good or service. The costs tourists incur benefit from tourism products and services determine prices (Lovelock & Wirtz, 2011). Price is an economic cost that a person pays to receive goods or services (Lichtenstein, Ridgway, & Netemeyer, 1993). The research results of Murphy and Pritchard (1997) confirmed, "Reasonable prices affect the intention to return to a tourist destination." According to the research of Lan and Thich (2021) and Giao and Ngan (2017), all show that prices have an impact on tourists' intention to return.

H₄: Reasonable pricing of products and services has a positive impact on tourists' intention to return.

3.5. Safety and Security

Security is to protect people from criminal activities or terrorist attacks so that tourists feel secure and safe when traveling (Thanh et al., 2011). According to An and Kieu (2014), for the tourism industry to develop continuously and become a key economic sector of the country, there needs to be close coordination between national defense and security and tourism activities in particular, as well as other economies in general. Ensuring security and safety creates a stable development environment for the economy and tourists to visit. Nhan (2013) pointed out that insecurity, such as solicitation, price gouging, and theft at tourist destinations, negatively affects tourist satisfaction and the image of the destination. Therefore, the tourism industry must ensure the safety and security for tourists; this will make them feel secure when participating in experiential activities, thereby increasing their satisfaction with the destination (Nhan, 2013).

H₅: Safety and security have a positive impact on tourists' intention to return.

3.6. Local Cuisine

Local cuisine is defined as food and beverages that are locally produced or branded (Kim, Eves, & Scarles, 2009). Local cuisine is authentic products that do not represent a tourist destination and vividly express the local culture (Sims, 2009). Local cuisine plays an important role in the competitiveness of a tourist destination, and food is also one of the factors that influence tourists' intention to choose a destination and participate in tourism activities (Zhang, Chen, & Hu, 2019). Chen, Lee, Chen, and Huang (2011) pointed out that local cuisine is a factor that affects tourists' satisfaction and loyalty. Tuu and Cam (2012) demonstrated that the factor "Cuisine" plays an important role in making tourists intend to return.

H_6: *Local cuisine has a positive impact on tourists' intention to return.*

3.7. Local Culture and People

Culture includes values, ethics, symbols, physical manifestations, and behaviors governed by a particular community (Gnoth & Zins, 2013). Culture, history, and art are man-made tourism resources, which are a factor affecting tourist satisfaction (Chi & Qu, 2008; Hui, Wan, & Ho, 2007). In addition to visiting natural beauty spots, tourists also expect to experience cultural activities at destinations such as traditional festivals, local customs, and art performances (Yu & Littrell, 2003) or learn about local religions and beliefs (Buhalis, 2000).

H_7: *Local culture and people have a positive impact on tourists' intention to return.*

3.8. Entertainment and Shopping Activities

Entertainment includes vaudevilles, concerts, pantomimes, street performances, music festivals, medieval festivals, circus performances, magic shows, and comedy. The term entertainment can also be understood as other activities such as watching movies, sporting events, dancing, and visiting theme parks (Hughes & Benn, 1997). According to Beerli and Martıń (2004), entertainment is outdoor activities such as shopping, going to the zoo, nightlife, adventurous activities, etc. According to the study of Tuu and Cam (2012), it shows that the factor "Entertainment" affects customer satisfaction, which will make customers intend to return to the tourist destination. In addition, three studies by Lan and Thich (2021), Phuong and An (2017), and Giao and Ngan (2017) have also demonstrated that entertainment and shopping activities affect tourists' intention to return.

H_8: *Entertainment and shopping activities have a positive impact on tourists' intention to return.*

According to the hypotheses presented above, this study proposes a research model comprising eight factors influencing tourists' intentions' to return to the Hanoi City, Vietnam (Figure 1).
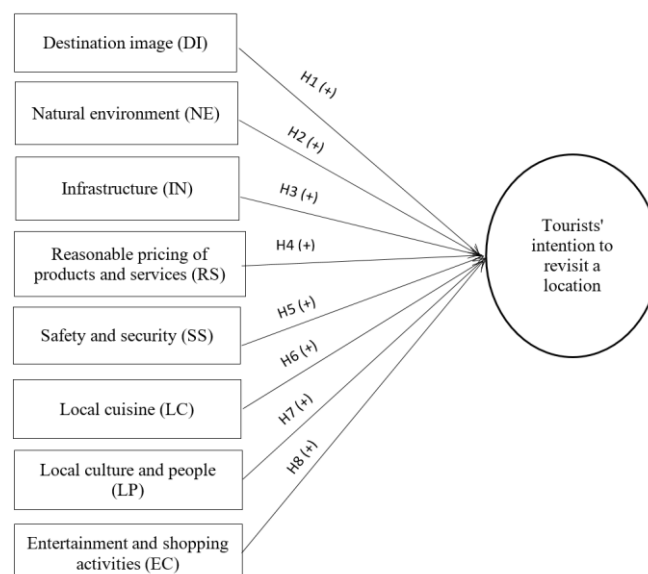

Figure 1. Research model.

4. RESEARCH DATA AND METHODOLOGY

4.1. Data Collection

The study was conducted at eight tourist areas in Hanoi City, Vietnam, with surveys carried out at travel agencies, hotels, restaurants, and tourist attractions. A 5-point Likert scale was employed to measure the impact of factors influencing tourists' intention to return, where (1) represents "strongly disagree," (2) "disagree," (3) "neutral," (4) "agree," and (5) "strongly agree." The questionnaire comprised 36 observed variables.

According to Hair, Anderson, Tatham, and Black (1998), the minimum required sample size for Likert-scale questionnaires is calculated as $N = 5 \times m$, where m represents the number of observed variables. For this study, $N = 5 \times 36 = 180$ samples were necessary. A total of 289 individuals were surveyed between August 2024 and October 2024, yielding 280 responses - a response rate of 97%. After screening, incomplete data led to the exclusion of 11 questionnaires, leaving 269 valid responses. This final sample size exceeds the required minimum, ensuring sufficient data for analysis.

4.2. Research Methods

The 269 valid responses were coded and analyzed using SPSS 23.0 software. The analysis included:

- Reliability assessment: Evaluated using Cronbach's alpha to ensure internal consistency.
- Exploratory Factor Analysis (EFA): Used to identify and validate underlying constructs.
- Linear Regression Analysis: Conducted to determine the factors influencing tourists' intention to return and to quantify the impact of each factor.

5. RESEARCH RESULTS

5.1. Demographic Profile of Respondents

The survey initially gathered 289 responses, of which 269 were deemed valid after filtering. Of the respondents, 44.6% were male, and 55.4% were female. The majority fell within the 36–45 age range (40.9%). Most respondents held a college or university degree (70.2%), with office workers (31.6%) and civil servants (29.7%) being the two predominant occupations. Regarding income, 67.6% reported earning between 10 and under 30 million VND/month. A detailed statistical breakdown of the research sample is presented in Table 1.

Table 1. Sample demographic characteristics.

Details	Categories	Frequency	Percent (%)
Gender	Male	120	44.6
	Female	149	55.4
	Total	269	100
Age	Under 25 years old	30	11.2
	Over 25 - 35 years old	80	29.7
	Over 35 - 45 years old	110	40.9
	Over 45 years old	49	18.2
	Total	269	100
Education	High school	35	13.0
	College	73	27.1
	University	116	43.1
	Other	50	18.6
	Total	269	100
Occupation	Business	43	16.0
	State officials	80	29.7
	Office workers	85	31.6
	Other	61	22.7
	Total	269	100
Income	Under 10 million VND	23	8.6
	10 - 20 million VND	87	32.3
	Over 20 - 30 million VND	95	35.3
	Over 30 million VND	64	23.8
	Total	269	100

5.2. Results of Cronbach's Alpha Reliability Analysis

Table 2 shows that all 36 observed variables in the model achieved Cronbach's Alpha coefficients exceeding 0.6, and the total variable correlation coefficients exceeded 0.3. These results confirm that the observed variables are reliable and meet the criteria for Exploratory Factor Analysis (EFA).

Table 2. Results of Cronbach's alpha reliability analysis.

Variable	Cronbach's alpha	Corrected item-total correlation
Destination image (DI)	0.831	≥ 0.755
Natural environment (NE)	0.774	≥ 0.740
Infrastructure (IN)	0.771	≥ 0.731
Reasonable pricing of products and services (RS)	0.815	≥ 0.795
Safety and security (SS)	0.887	≥ 0.714
Local cuisine (LC)	0.76	≥ 0.722
Local culture and people (LP)	0.786	≥ 0.713
Entertainment and shopping activities (ES)	0.857	≥ 0.727
Tourists' intention to revisit a location (TR)	0.816	≥ 0.688

5.3. Results of Exploratory Factor Analysis (EFA)

Table 3 summarizes the results of exploratory factor analysis (EFA), providing detailed insights into the statistical indicators and outcomes of both independent and dependent variables. The results of EFA of independent variables indicate a Kaiser-Meyer-Olkin (KMO) coefficient of 0.882, satisfying the condition $0.5 \leq KMO \leq 1$, signifying that factor analysis is appropriate and statistically significant. Bartlett's test returned a Sig=0.000<0.05, confirming that the variables are correlated. The 8th factor has an Eigenvalue=1.241>1, showing the convergence of the 8 independent factors and stopping at the 8th factor. The total variance extracted was 66.980% (>50%), showing that independent factors explained 66.980% of the variation in the survey data.

In another stage of EFA for the dependent variable, the KMO coefficient was 0.829, also meeting the condition $0.5 \leq KMO \leq 1$. Bartlett's test again confirmed a significant correlation between variables (Sig=0.000<0.05). The 1st factor has an Eigenvalue=2.232>1, showing the convergence of 1 dependent factor and stopping at the 1st factor. It was found that the observed variables explained 78.356% of the total variance, which is more than 50%. This shows that the model is robust.

Table 3. Results of exploratory factor analysis EFA.

Factor	KMO coefficient	Sig.	Total variance extracted	Factor loading coefficient
1. Independent variables				
Destination image (DI)				0.676 − 0.756
Natural environment (NE)				0.742 − 0.769
Infrastructure (IN)				0.754 − 0.797
Reasonable pricing of products and services (RS)				0.657 − 0.828
Safety and security (SS)	0.882	0.000	66.980%	0.668 − 0.770
Local cuisine (LC)				0.719 − 0.757
Local culture and people (LP)				0.654 − 0.777
Entertainment and shopping activities (ES)				0.745 − 0.776
2. Dependent variable				
Tourists' intention to revisit a location (TR)	0.829	0.000	78.356%	0.832 − 0.871

5.4. Results of Linear Regression Analysis

Using the factors identified through EFA, a linear regression model was constructed. The dependent variable is tourists' intention to return (TR), measured by three observed variables. Independent variables were represented by the average scores of observed variables within each factor meeting inclusion criteria.

The Pearson correlation matrix, with the Sig of all factors < 0.05, confirmed significant correlations between the dependent variable and independent variables. The correlation coefficients of the dependent and independent factors ranged from 0 to 0.85, which is quite high. Therefore, we can conclude that eight independent factors influence the dependent factors, fulfilling the prerequisites for conducting multiple regression analysis.

Table 4. Results of linear regression analysis.

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		B	Std. error	Beta			Tolerance	Variance Inflation factor (VIF)
1	Constant	-1.097	0.259		-4.402	0.000		
	DI	0.230	0.044	0.217	4.737	0.000	0.752	1.333
–	NE	0.237	0.046	0.227	5.272	0.000	0.801	1.227
	IN	0.197	0.037	0.169	3.987	0.000	0.744	1.345
	RS	0.210	0.051	0.192	4.220	0.000	0.745	1.340
	SS	0.175	0.050	0.147	3.331	0.001	0.752	1.338
	LC	0.224	0.047	0.200	4.762	0.000	0.765	1.312
	LP	0.002	0.045	0.001	0.325	0.749	0.725	1.382
	ES	0.016	0.050	0.023	1.224	0.235	0.711	1.397

Table 4 shows that there are eight factors positively influencing tourists' intention to return: NE (β=0.227), DI (β=0.217), LC (β=0.200), RS (β=0.192), IN (β=0.169), SS (β=0.147), ES (β=0.016), LP (β=0.002). However, two factors - Local culture and people (LP) and entertainment and shopping activities (ES) - showed no significant correlation with TR (both have Sig > 0.05). So these variables are not meaningful and do not have an impact on the dependent variable TR.

The standardized regression equation has the following form:

$$TR = 0.227^*NE + 0.217^*DI + 0.200^*LC + 0.192^*RS + 0.169^*IN + 0.147^*SS$$

The adjusted R^2 value of 0.685 shows that 8 independent factors explain 68.5% of the significance of factors affecting tourists' intention to return. The variance inflation factor VIF < 10, confirming no multicollinearity issues. The model is statistically significant and reliable for drawing conclusions.

6. DISCUSSION

The results indicate that among the factors influencing tourists' intention to return to Hanoi, the "Natural Environment" has the greatest impact, with a Sig value < 0.05 and a standardized beta coefficient of 0.227. This evidence demonstrates that the natural environment positively affects tourists' intention to revisit. Tourists tend to prioritize destinations with favorable natural environments, meaning changes in the natural environment directly influence their likelihood of returning. Specifically, for Hanoi tourism, a 1-unit improvement in the natural environment corresponds to a 0.227-unit increase in returning tourists. Clean, beautiful, and well-maintained natural environments attract and help retain tourists. This finding aligns with the studies conducted by Coban (2012) and Binh and Lam (2021).

The second most influential factor is "Destination Image," with a Sig value < 0.05 and a standardized beta coefficient of 0.217. This hypothesis is supported as the results indicate that destination image positively impacts tourists' intention to revisit. Specifically, a one-unit improvement in the destination image corresponds to a 0.217-unit increase in tourists' intention to return. A positive perception of a destination increases the likelihood of repeat visits. This finding is consistent with the studies conducted by Thiumsak and Ruangkanjanases (2016) and Castro et al. (2007).

The third most significant factor influencing tourists' intention to return is "Local Cuisine," with a Sig value < 0.05 and a standardized beta coefficient of 0.200. This hypothesis is accepted because it shows that local cuisine factor has a positive impact on tourists' intention to return. Specifically, the desire to choose to revisit a tourist destination increases by 0.200 units when the local cuisine factor increases by 1 unit. Most tourists will spend time enjoying the cuisine of the destination, and if the food has its own unique flavor and good quality, it will make customers come back to enjoy it. This result is consistent with the research of Zhang et al. (2019), Chen et al. (2011), and Tuu and Cam (2012).

The factor "Reasonable Pricing of Products and Services" (with a Sig value < 0.05 and β = 0.192) also has a positive impact on tourists' intention to return to a tourist destination; this hypothesis is accepted. The results indicate that the desire to choose to return increases by 0.192 units when the "Reasonable Pricing of Products and Services" factor increases by 1 unit. Reasonable pricing will make customers prefer to return to using tourism products and services. This finding is consistent with the research of Murphy and Pritchard (1997), Lan and Thich (2021), and Giao and Ngan (2017).

Additionally, "Tourism Infrastructure," with a Sig value < 0.05 and a standardized beta coefficient of 0.169, supports the acceptance of this hypothesis. This study demonstrates that tourism infrastructure positively influences tourists' intention to return. Modern and well-developed infrastructure enhances the overall travel experience; this finding aligns with the studies of Chi and Qu (2008), Mandić et al. (2018), and Beerli and Martín (2004).

The factor "Safety and Security" (with a Sig value < 0.05 and β = 0.147) is an essential component of tourism trips. This hypothesis is accepted as it demonstrates that safety and security positively influence tourists' intention to return. When tourist areas, attractions, and events such as festivals or tourism promotion conferences are safe and secure, visitors feel more comfortable and satisfied. Preventing issues like harassment, solicitation, or theft protects tourists and enhances the destination's reputation, encouraging both new and returning visitors. These findings align with previous studies by Thanh et al. (2011), An and Kieu (2014), and Nhan (2013).

The factor "Local Culture and People" does not significantly influence tourists' intention to return, as evidenced by a standardized beta coefficient of 0.001 and a Sig value of 0.749, which exceeds the 0.05 threshold. Therefore, this hypothesis is rejected. This result contrasts with the findings of Chi and Qu (2008), Yu and Littrell (2003), and Buhalis (2000). Such differences might stem from variations in research contexts and target populations.

Similarly, the study reveals that the factor "Entertainment and Shopping Activities" also does not affect tourists' intention to return, with a standardized beta coefficient of 0.023 and a Sig value of 0.235, both of which fail to meet the significance criteria. Consequently, the study rejects this hypothesis. These findings differ from previous studies by Tuu and Cam (2012); Lan and Thich (2021); Phuong and An (2017); and Giao and Ngan (2017). The variation may be attributed to differences in research settings and target groups.

7. CONCLUSION AND MANAGERIAL IMPLICATIONS

The research results reveal six key factors influencing tourists' intention to return to Hanoi, ranked from highest to lowest impact: (i) Natural Environment (β = 0.227), (ii) Destination Image (β = 0.217), (iii) Local Cuisine

(β = 0.200), (iv) Reasonable Pricing of Products and Services (β = 0.192), (v) Infrastructure (β = 0.169), and (vi) Safety and Security (β = 0.147). These findings provide critical insights for tourism managers and investors to develop strategies aimed at increasing tourist retention in Hanoi.

Based on the research results, we have proposed some management implications for further enhancing the ability to attract tourists to return to Hanoi in the future based on 6 factors affecting tourists' intention to return.

First, regarding the Natural Environment: it is necessary to continue to maintain and promote the strengths of the Natural Environment in tourist areas in Hanoi to increase satisfaction and enhance the intention of tourists to return in the future. It is also necessary to carry out campaigns to promote places of scenic beauty by recording beautiful moments and scenes and then transmitting as well as sharing them on online platforms to attract new customers and retain old customers. Develop projects of planting green trees, build a nature-friendly landscape system, and create a green space to bring a relaxing and comfortable atmosphere to tourists.

Second, regarding the Destination Image, Consider organizing events such as Hanoi Food Fair so that tourists know more about Hanoi's food and drinks, thereby better understanding the culinary market to meet the needs and tastes of tourists that are constantly changing. In addition, it is possible to organize more night parties and games so that tourists can connect with each other more and enjoy the nightlife in the Hanoi tourist areas. Creating healthy playgrounds will help connect locals and tourists more. We should take advantage of application platforms such as Facebook, Tiktok, Instagarm, etc., to promote entertainment activities taking place at tourist destinations in order to build images of ideal entertainment playgrounds in Hanoi for tourists. Tourist areas in Hanoi need to have policies to invest in accommodation services such as renovating and investing in building new motels, hotels, campuses, and landscapes in tourist areas to meet the needs of outdoor entertainment all day and night (especially on weekends and holidays), thereby increasing satisfaction and intention of tourists to return.

Third, regarding the Local Cuisine: Hanoi is not only the heart of Vietnam in terms of culture and history but also a culinary paradise recognized by Michelin Guide - the world's leading prestigious culinary guide. Hanoi's cuisine is highly appreciated by tourists, with many dishes bearing traditional flavors. The richness and sophistication lie in the harmonious combination of sweet, salty, sour, and spicy flavors, creating a unique symphony of flavors only found in Hanoi dishes. It is crucial to introduce tourists to Hanoi's traditional cuisine, which offers a variety of specialties in tourist areas. It is necessary to focus on strengthening the skills of chefs to bring the best flavors to tourists. In addition, it is necessary to improve the quality of products and services at restaurants to ensure the diversity of Hanoi cuisine.

Fourth, regarding the reasonable pricing of products and services: It is necessary to set up suitable prices for motels and hotels and develop a diverse room rate policy with many prices from low to high. Also plan to build special offer programs and promotions for loyal customers or apply these programs on holidays during the year. Consider creating terms and conditions that aim at the interests of customers to ensure the best price. In addition, tourist areas also need to have management policies to carefully control the cost of raw materials to reduce the price of dishes in the tourist area. It is necessary to regularly check issues related to the price listing of dishes at restaurants serving in the tourist area to avoid excessive price differences for the same dish between restaurants and adjust reasonable sightseeing prices for different locations, scales, and customer segments.

Fifth, regarding the infrastructure: Tourist areas in Hanoi need to have plans to invest and upgrade infrastructure, improve the information system further so that tourists know Hanoi tourism as a place to rest and relax, thereby attracting more tourists to Hanoi and developing this smokeless industry. It is necessary to design and equip a system of synchronous, modern, and quality equipment, especially ensuring the safety of tourists' needs. Create the best conditions for tourists to easily access information about tourist destinations in Hanoi, provide full basic utilities for tourists such as electricity, water, telecommunications services, healthcare, sanitation, and especially ensure absolute security and safety for tourists.

Finally, regarding safety and security, ensuring security as well as social order in tourist areas is extremely necessary. The management boards of tourist areas need to regularly count and manage the number of tourists, especially foreign tourists, thereby proactively detecting and preventing activities that may negatively affect safety and security in tourist areas. Hanoi needs to strengthen the management of conditional business lines, such as the management of weapons, explosives, and support tools, and to coordinate with competent agencies to inspect compliance with legal regulations on food safety, accommodation facilities, and other services related to tourism activities. In addition, it is necessary to proactively develop plans to manage political and criminal subjects, investigate, and handle criminals. Effectively prevent activities of fraud and infringement on the property and lives of tourists. Promptly detect and prevent activities that take advantage of tourism to infringe upon political security and social order.

By addressing these factors, Hanoi's tourism managers can build on the city's strengths and develop effective strategies to increase tourist satisfaction and intention to return, contributing to the sustainable growth of the local tourism industry.

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