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FACTORS AFFECTING DOMESTIC TOURISTS' INTENTION TO CHOOSE DONG VAN KARST PLATEAU – HA GIANG TOURIST ATTRACTION

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ABSTRACT

The research focuses on understanding the factors affecting domestic tourists' intention to choose Dong Van Karst Plateau – Ha Giang tourist attraction. The factor model is built based on the theory of reasoned action model - TRA, the theory of planned behavior model - TPB and the tourism consumer behavior model of Engel, Kollat and Blackwell (1968).The research team conducted and received opinions from 478 Vietnamese tourists, including 277 people who have been to or intend to travel to Dong Van Karst Plateau - Ha Giang, in the near future. The number of valid votes included in the analysis of influencing factors is 256/277 votes. The collected data is then analyzed using the SMARTPLS method to test the influencing factors and influence levels. Research results show that at a 5% significance level, "Source of information" (NTT) has the strongest impact on domestic tourists' intention to travel to Dong Van Karst Plateau, Ha Giang, with an impact level of 0.406.; Next is the factor "Perceived tourism capability" (NTKN), with an impact level of 0.351. The two factors, travel motivation (DCDL) and attraction image (HADD), are not statistically significant enough to conclude that they have an influence on tourists' intention to choose the Dong Van Karst plateau – Ha Giang tourist attraction. With the results obtained, the research team exchanged and discussed ideas to develop tourism in Dong Van Karst Plateau, Ha Giang.

Keywords: Influencing factors, attraction choice, tourism, domestic tourists, Dong Van Karst Plateau, Ha Giang

1. Identify The Issues

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Expanding over four highland districts of Ha Giang province, including Quan Ba, Yen Minh, Meo Vac, Dong Van, Dong Van Karst Plateau is located at an average altitude of 1,000 - 1,600m above sea level on an area of more than 2,354 acres. km². This is one of the special limestone areas of the country. According to a survey by scientists of the Institute of Geological and Mineral Sciences, the Dong Van Karst Plateau has 11 geological formations, of which Chang Pung is the oldest formation, dating back more than 545 million years. (Vu Mai Huong, 2022)

People here have a saying: “Live on rocks, die buried in rocks”. Dong Van Karst Plateau has vast mountain rocks, with nearly 3/4 of the area being cat-eared Rocky Mountains combined with high mountain terrain. An arid land with a vast plateau of grey rocks, it is surprising that the seasons of the year in Dong Van Karst Plateau bring out the vitality of many flowers. Perhaps because the natural scenery always changes every day, every season of the year with colorful flowers, the Dong Van Karst plateau has been described by leading geologist Le Ba Thao as “a place with beautiful landscapes”, “there is no scene more majestic and astonishing”. (Vu Mai Huong, 2022)

In 2010, Dong Van Karst Plateau was recognized by UNESCO as the first UNESCO Geopark in Vietnam. The number of visitors to the geopark is gradually increasing and will reach nearly 2.3 million by 2022. Statistics show that about 65% of visitors to Ha Giang visit the Geopark area. (Nguyen Tu, 2023)

Dong Van Karst Plateau Global Geopark has long been an attractive tourist destination for tourists. A vast mountainous area, endless stone fields, the Nho Que river seemingly stopped flowing between two cliffs... has a strange attraction. Currently, Dong Van Karst Plateau has become an attractive tourist destination for both domestic and international tourists. The number of tourists is growing rapidly and steadily, from 300,000 visitors in 2010 to more than 2.2 million visitors in 2022 and is expected to reach 3 million visitors in 2023. Tourism development has contributed to clear changes. Enhance the appearance of this inherently remote land, create jobs and increase income for people. The poverty reduction rate in 4 districts of Dong Van Karst Plateau reached over 6%/year, 1-2% higher than the average poverty reduction rate of Ha Giang province. (H. An, 2023)

Studying the factors affecting domestic tourists’ intention to choose a tourist destination in the Dong Van Karst Plateau, Ha Giang in order to determine the influencing factors and the level of influence of the factors that provide for the exchange and discussion of ideas to develop tourism for the global geopark in Ha Giang.

2. Theoretical Basis, Overview And Research Model

2.1. Theoretical Basis

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Some basic concepts

Tourist attractions

Many scholars believe that tourists perceive a tourist attraction not simply as a geographical location but as an overall concept that includes service providers and businesses at the attraction (Hu & Ritchie, 1993; Kim, 1998). According to Hu & Ritchie (1993), a tourist attraction is a package of tourist facilities and services that, like any other consumer product, includes a number of multidimensional attributes. Although complex, a tourist attraction is still a product and should be conceived as a brand managed from a strategic perspective (Beerli & Martin, 2004).

Choose a tourist attraction

At the macro level, attraction choosing is the process of choosing a attraction from competing alternatives (Woodside & Lysonski, 1989).

Um & Crompton (1990) believe that tourist attraction choosing is the stage of choosing a attraction from a set of destinations that suits the needs of tourists.

Behavioral theory

The Theory of Reasoned Action - TRA is a research model from a social psychological perspective to identify elements of conscious behavioural tendencies (Ajzen & Fishbein, 1975), including (i) the Consumer's attitude toward performing the behaviour; (ii) Subjective norms of consumers.

The Theory of Planned Behavior – TPB is built from the original TRA theory. Ajzen's (1991) TPB model adds the factor "Perceived behavioural control" along with two factors of attitude and subjective norm that will affect consumers' behavioural intentions.

Model of tourism consumer behavior

The travel consumer behaviour model of Engel, Kollat and Blackwell (1968) includes eight stages: (1) Needs need to be satisfied, (2) Travel needs need to be prioritized, (3) Level of travel related to time, money, and effort in the decision process, (4) Information search, (5) Evaluation and selection, (6) Choice decision, (7) Purchasing and spending actions consumption, and (8) Post-consumption attitudes.

Mathieson & Wall (1982) proposed a model of tourism consumer behaviour consisting of 5 stages: (1) Need/desire to make the trip, (2) Collecting and evaluate information, (3) Decide to plan the trip, (4) Prepare the itinerary, and (5) Evaluate satisfaction after the trip.

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2.2. Research overview

According to Hoang Ngoc Hien (2022), there are five factors (*price, promotion, motivation, quality and safety*) that affect, in different orders of importance, the decision to choose Ha Giang as a tourist destination of domestic tourists. In particular, the decision to choose a destination for domestic tourists depends on many factors, in which the price of tourism products and promotional communications play a particularly important role for tourists. *Suitable hypotheses* include the prices of tourism products in Ha Giang (prices of accommodation services, meals, transportation, souvenirs, sightseeing tickets, etc.) have a positive influence on the choice decision. Promotion has a positive influence on tourists' decision to choose a destination. Motives have a positive influence on the decision to choose a destination. The results show that positive beta coefficients show a positive relationship between the independent variable and the dependent variable.

Nguyen Hoang Dong (2020) pointed out two groups of factors affecting the decision to choose a destination in the central region of Korean tourists (SLC). *Internal factors:* Knowledge and discovery; Entertainment and relaxation; Culture and religion; Family and Friends; Proud of the trip. *External factors:* External destinations; Destination information; Characteristics of the destination; Financial problems; The trip's schedule. Research results show that Entertainment and relaxation factors have a positive impact on tourists' decision to choose a destination and have an impact coefficient of 0.311. The characteristic factor of the destination has a positive impact on tourists' decision to choose a destination with an impact coefficient of 0.537; The financial factor has a positive impact on tourists' decision to choose a destination and has an impact coefficient of 0.183. With the results of regression analysis, the standardized regression equation is as follows: **SLC = 0.537*F8 + 0.311*F2 + 0.183*F9 + 0.300.**

Ho Minh Thu and associates (2018), when researching factors affecting European tourists' decision to choose a destination: A case study in Can Tho City, proposed a research model with 5 Factors: (i) Travel motivation; (ii) (iii) Tourist attitudes; (iv) Destination image; (iv) Marketing and communication strategy; (v) Tourism environment. The results of the research model show: European tourists' choice decision for Can Tho destination = 0.154*Travel motivation + 0.283*Tourism environment + 0.212*Tourist attitude + 0.230*Strategy media marketing + 0.215*Destination image.

Doan Van Tuan (2020), in his thesis on factors affecting foreign travel for Vietnamese people, proposed a research model with basic elements inherited from the theory of planned Behavior, including (1) Attitude towards foreign travel (Attitude toward the Behavior); and (2) Travel motor (Perceived Behavioral Control). The model inherits factors affecting travel decisions from research in the field of tourism. The factors are placed in order to reflect the impact of personal,

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psychological, and environmental factors, including: (1) Destination image inherited from Um and Crompton (1990) represents the factor that creates energy. External attractions impact the psychology and perception of each individual. (2) Customer outreach activities: mentioned in the Woodside and MacDonald (1994) model, representing the pull factor from the business's marketing activities; (3) Reference group: inherited from Decrop (2006); (Woodside & MacDonald, 1994), showing environmental influences on each individual's perception of subjective norms.

Dang Thi Thanh Loan et al., (2022), on the basis of inheriting the research of Hindle et al., (2015), Bekk et al., (2016), Chuarkham et al., (2020), characteristics of combined backpacking tourism with the natural, socio-economic characteristics and characteristics of the tourist destination population of Binh Dinh province as well as factors affecting destination choice of backpackers in previous studies and opinions. Of experts to adjust and supplement measurement components, the author proposes factors affecting the decision to choose a destination for backpackers (QDLC), including Travel motivation (DCDL); Destination image (HADD); Destination information sources (NTT), and Demographic factors and travel characteristics. Using qualitative and quantitative research methods, after conducting reliability testing, exploratory factor analysis and regression analysis, in addition to demographic factors and trip characteristics, there are three factors. The influences on backpackers' decisions are arranged in order of importance: destination image, destination information source and travel motivation. The regression equation built is QDLC = 0.168*DCDL + 0.326 *HADD + 0.256*NTT.

In their research, Tran Thi Tuyet et al., (2023) included in the study 7 factors that influence the decision to choose an ecotourism destination in the Red River Delta and Northeast Coast of Vietnam. The regression equation was built: QuyetdinhLC = 0.042*Destination image + 0.073*Customer outreach activities + 0.039*Reference group - 0.066*Ecotourism barriers + 0.040*Attitude towards the destination + 0.753*Ecotourism knowledge + 0.040*Motivation.

2.3. Proposing research models and scales

Based on theory and research overview, the research team proposed a research model with four independent variables: Attraction image (HADD); Travel motivation (DCDL); Source of information (NTT); and Perceived tourism capability (NTKN) considering the influence on the dependent variable "Intention to choose Dong Van karst plateau – Ha Giang tourist attraction (YDLC)".

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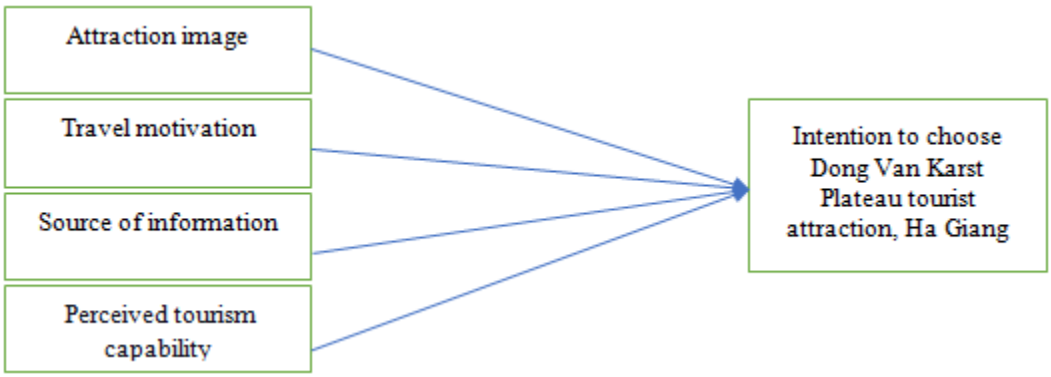
Figure 1. Proposal research model



Source: Research team's proposal

Table 1. Variables and scales of factors in the model

No	Code	Observed variables	References
I	**HADD**	**Attraction image**	Dang Thi Thanh Loan et al., (2022)
1	HADD1	Attractive natural landscape	
2	HADD2	The air is fresh and quiet	
3	HADD3	The locals are friendly	
4	HADD4	Unique historical and cultural relics	
II	**DCDL**	**Travel motivation**	Dang Thi Thanh Loan et al., (2022); Tran Thi Tuyet et al., (2023)
5	DCDL1	Explore and learn about culture/travel	
6	DCDL2	Close to nature	
7	DCDL3	Satisfy your curiosity	
8	DCDL4	Change the atmosphere and escape from busy work	
9	DCDL5	Enrich life experiences	
III	**NTKN**	**Perceived tourism capability**	Tran Thi Tuyet et al., (2023)
10	NTKN1	Traveling to Dong Van karst plateau is easy for me	
11	NTKN2	I believe I have the necessary finances to travel to Dong Van karst plateau	
12	NTKN3	I have enough time to travel to Dong Van karst plateau	
13	NTKN4	I am healthy enough to travel to Dong Van karst plateau	
IV	**NTT**	**Source of attraction information**	Dang Thi Thanh

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14	NTT1	Source of information through friends and family are very important for me to choose anattraction	Loan et al., (2022)
15	NTT2	Information sources on social networks and websites are very important for me to choose a tourist attraction	
16	NTT3	Information sources through tourism organizations and tourism businesses are very important for me to choose a tourist attraction	
17	NTT4	Feedback from the travel community is very important for me to choose a tourist attraction	
V	**YDLC**	**Intention to choose attraction**	Dang Thi Thanh Loan et al., (2022)
18	YDLC1	Traveling to Dong Van karst plateau is an idea I am thinking about	
19	YDLC2	I will arrange to travel to Dong Van karst plateau in the near future	
20	YDLC3	I will spend time and resources to participate in the Dong Van karst plateau trip	
21	YDLC4	I will join the Dong Van karst plateau trip when I can arrange my work	

Source: Compiled and proposed by the research team

Research hypothesis:

H1. The image of the Dong Van Karst Plateau – Ha Giang touristattraction, has a positive correlation with the intention to choose the Dong Van Karst Plateau – Ha Giang tourist attraction.

H2. Travel motivation has a positive correlation with the intention to choose Dong Van Karst Plateau – Ha Giang tourist attraction.

H3. The source of information about the Dong Van karst plateau – Ha Giang tourist attraction, has a positive correlation with the intention to choose the Dong Van karst plateau – Ha Giang tourist attraction.

H4. Perceived ability to travel has a positive correlation with the intention to choose Dong Van Karst Plateau – Ha Giang tourist attraction.

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3. Research Methodology

3.1. The Method of Data Collection

Based on the model, variables and research scale, the research team proposed to develop a survey questionnaire, with questions about influencing factors built on a 5-point Likert scale, with:

1. Completely disagree

2. Disagree

3. Normal

4. Agree

5. Completely agree

After developing the survey questionnaire, the research team conducted a random pilot survey for ten domestic tourists who had visited the Dong Van Karst plateau – Ha Giangtourist attraction, to see comments agreeing with the factors included in the model. Based on the preliminary survey, the research team completed the survey form and conducted a large-scale survey via the link

(https://docs.google.com/forms/d/e/1FAIpQLSeAVNfaj89jGcghOw2RkT2YRN4B_-E7yi9fKs3Bq6R1fgX1SA/viewform) with the subject is Vietnamese.

The data collection method conducted by the research team is based on the convenience sampling method and the "snowball" method - the method of finding the next subject based on the suggestion or introduction of the subject just surveyed. monitoring) to ensure sufficient sample size as required. The number of survey questionnaires collected was 478, of which 277 people had been to or intended to travel to Dong Van Karst Plateau, Ha Giang, in the near future. The number of valid votes was included in the analysis of factors. The influencing factor is 256/277 votes.

3.2. Data processing method

A quantitative research method was conducted to process research data collected from a survey of domestic tourists who have been to Dong Van Karst Plateau and those who intend to go to Dong Van Karst Plateau, Ha Giang, next time. SMARTPLS software is used to test hypotheses and evaluate the impact of factors.

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Step 1: Evaluate the measurement model

Evaluate the measurement model based on considering the values of observed variable quality (outer loadings), scale reliability (Cronbach's Alpha), Convergence, and Discriminant Validity.

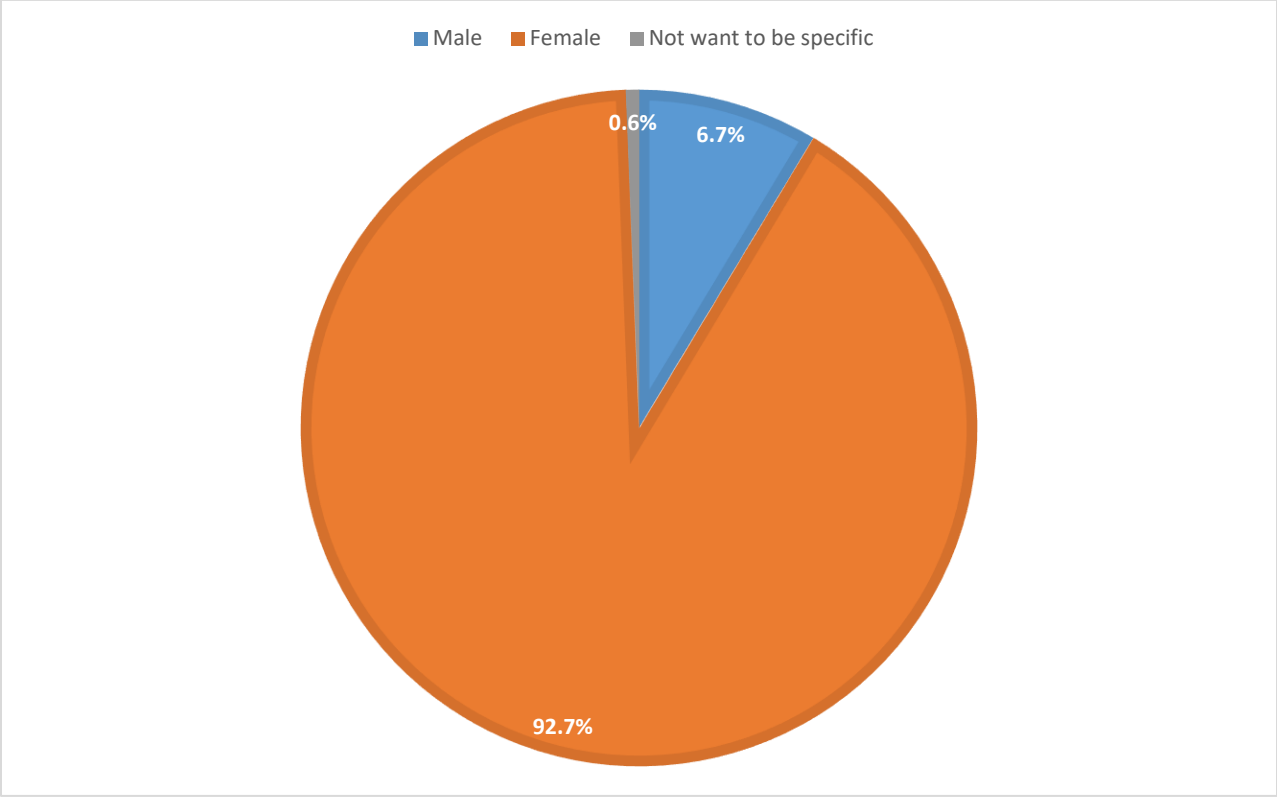
Step 2: Evaluate the structural model

After evaluating the measurement model to meet the requirements, evaluate the structural model through impact relationships, path coefficients, the overall coefficient determining R squared, and the impact coefficient f squared.

4. The Research Results

4.1. Description Of Survey Participants

Figure 1. Gender of survey participants



Source: Survey results

There were 478 tourists participating in the survey, of which 32 were male (6.7%), 443 were female (92.7%), and three did not want to be specific (0.6%).

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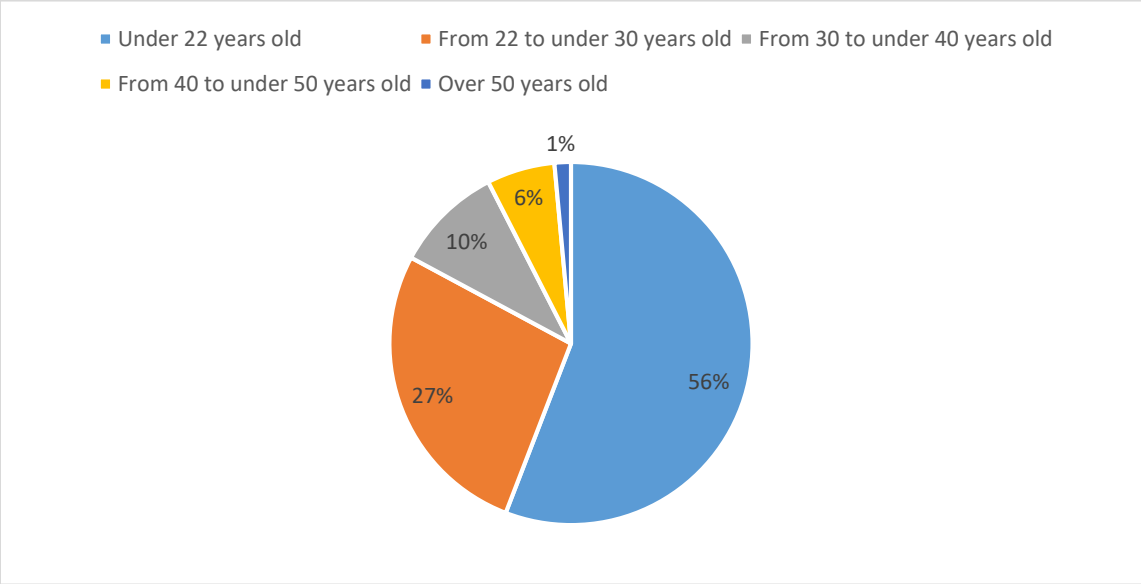
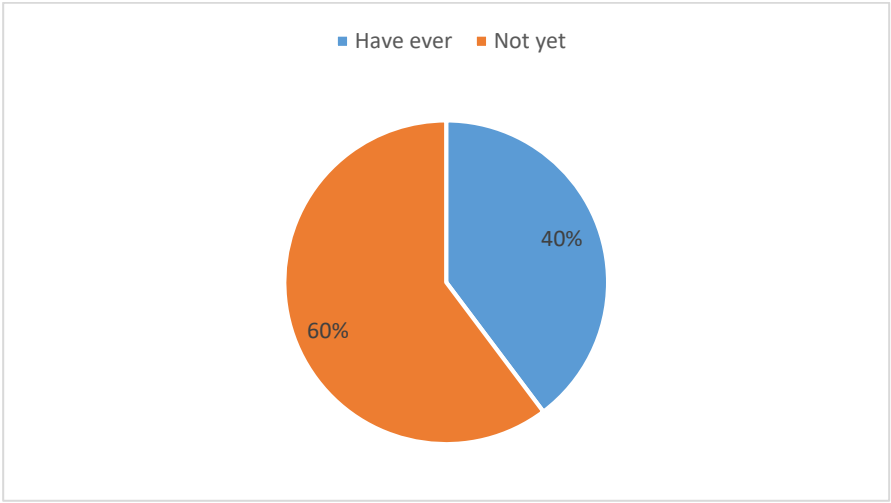
Figure 2. Age of survey participants



Source: Survey results

Most survey participants were under the age of 22, with 267 people (55.9%), followed by 129 people from 22 to 30 years old (27%), 46 people from 30 to 40 years old (9.6%), 29 people aged 40 to 50 (6.1%), and seven people aged 50 or older (1.5%)

Figure 3. Situation of survey subjects traveling to Dong Van karst plateau, Ha Giang



Source: Survey results

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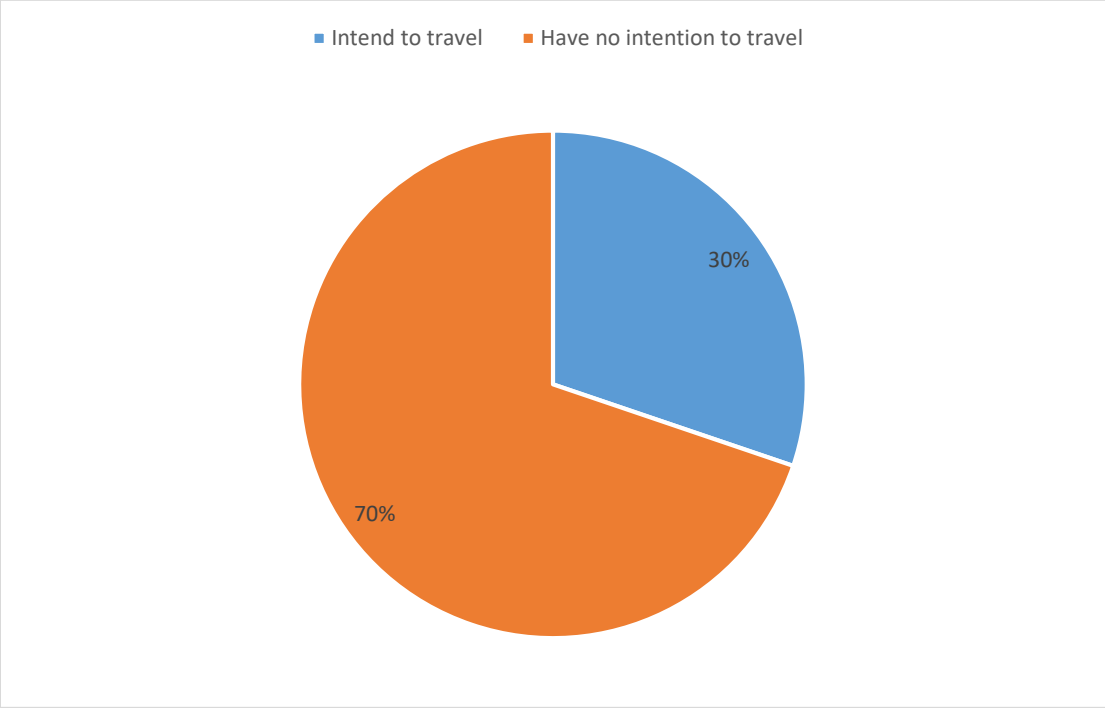
The survey also recorded that 40% of survey participants had been to Dong Van Karst plateau, Ha Giang and 60% had never been to Dong Van Karst plateau.

Figure 4. Intention to visit tourist attraction in the near future



Source: Survey results

With a total of 478 votes, only 190 (39.7%) people have ever intended to travel to the Dong Van karst plateau. The remaining 288 people (60.3%) have no intention of travelling to the Dong Van karst plateau, and only 87 people (30.2%) plan to visit the attraction in the near future. Finally, 201 responses, accounting for 69.8%, have no intention of travelling to Dong Van karst Plateau.

4.2. The testing results

4.2.1. Results of assessing 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. The quality of observed variables affecting domestic tourists' intention to choose the Dong Van Karst Plateau – Ha Giang tourist attraction, is shown in Table 2.

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Table 2. Outer loadings of factors affecting domestic tourists' intention to travel to Dong Van karst plateau, Ha Giang

	DCDL	HADD	NTKN	NTT	YDLC
DCDL1	0.814				
DCDL2	0.884				
DCDL3	0.818				
DCDL4	0.823				
DCDL5	0.829				
HADD2		0.921			
HADD3		0.927			
HADD4		0.875			
NTKN1			0.856		
NTKN2			0.847		
NTKN3			0.890		
NTKN4			0.829		
NTT1				0.876	
NTT2				0.917	
NTT3				0.813	
NTT4				0.873	
YDLC1					0.898
YDLC3					0.913
YDLC4					0.915
HADD1		0.896			

Source: Testing results of the research team

When running the model for the first time, YDLC2 was removed from the model. The results from Table 1 show that the outer loadings of all the total variable correlation coefficients of the variables affecting the intention to choose the Dong Van Karst plateau, Ha Giang of domestic tourists are all > 0.7 (Hair & associate, 2016) shows that the observed variables are meaningful.

4.2.1.2. Testing the reliability of the scale

Evaluate the reliability of the scale of factors affecting the intention to choose Dong Van Karst Plateau – Ha Giang tourist attraction of domestic tourists on PLS-SEM through two main indicators: Cronbach's Alpha and Composite Reliability (CR).

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Cronbach 's Alpha and composite reliability of factors affecting domestic tourists' intention to choose Dong Van karst plateau – Ha Giang tourist attraction

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DCDL	0.891	0.901	0.919	0.695
HADD	0.926	0.927	0.948	0.819
NTKN	0.879	0.889	0.916	0.732
NTT	0.893	0.898	0.926	0.758
YDLC	0.894	0.895	0.934	0.825

Source: Testing results of the research team

According to Table 3, after analyzing and testing the reliability using Cronbach's Alpha coefficient of the factor, the results are: Travel motivation (DCDL) reached 0.891; Attraction image (HADD) reached 0.926; Perceived tourism capability (NTKN) reached 0.879; Source of information (NTT) reached 0.893; Intention to choose attraction (YDLC) reached 0.894. 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). 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 3, the average variance extracted index AVE (Average Variance Extracted) of the factor: Travel motivation (DCDL) reached 0.695; Attraction image (HADD) reached 0.891; Perceived tourismcapability to travel (NTKN) reached 0.732; Source of information (NTT) reached 0.758; Intention to choose attraction (YDLC) reached 0.825.Thus, the Average Variance Extracted (AVE) of all variables is > 0.5 (Hock & Ringle, 2010), which shows that the model satisfies the convergence conditions.

4.2.1.4. Discriminant Validity

Fornell-Larcker index of the model researching factors affecting the intention to travel to the Dong Van karst plateau, Ha Giang of domestic tourists show that the following factors are: Travel motivation (DCDL); Attraction image (HADD); Perceived tourism capability (NTKN); Source of information (NTT); Intention to choose attraction (YDLC) ensures discrimination because all on-diagonal AVE square root values are higher than their off-diagonal values.

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Therefore, in terms of discriminant validity, the two criteria, including the cross-loading coefficient and Fornell and Larcker's criteria, have met the conditions.

Table 4. Fornell-Larcker criteria of the model to study factors affecting domestic tourists' intention to choose Dong Van karst plateau – Ha Giangtourist attraction

	DCDL	HADD	NTKN	NTT	YDLC
DCDL	0.834				
HADD	0.788	0.905			
NTKN	0.702	0.649	0.856		
NTT	0.808	0.741	0.747	0.870	
YDLC	0.720	0.675	0.764	0.794	0.909

Source: Testing results of the research team

The test results in Table 4 show the results of the HTMT index on the discrimination between factors affecting the intention to choose Dong Van karst plateau – Ha Giang tourist attraction of domestic tourists. If, according to Garson (2016), the discriminability of the variables is guaranteed (because all are <1), according to Henseler et al. (2016), if this value is below 0.9, the discriminant value will be guaranteed. The HTMT value in Table 5 shows the discrimination of all factors included in the model.

Table 5. HTMT index of the model to study factors affecting domestic tourists'intention to choose Dong Van karst plateau – Ha Giang tourist attraction

	DCDL	HADD	NTKN	NTT	YDLC
DCDL					
HADD	0.858				
NTKN	0.778	0.711			
NTT	0.895	0.813	0.833		
YDLC	0.798	0.740	0.847	0.886	

Source: Testing results of the research team

4.2.1.5. Function value f^2

The function value $\mathbf{f^2}$ represents the influence of the structure (factor) when removed from the model. The $\mathbf{f^2}$ values correspond to 0.02, 0.15, and 0.35, corresponding to small, medium, and large impact values (Cohen, 1988) of the exogenous variable. If effect size < 0.02, it is considered to have no impact.

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Table 6. Summary table off ^{2}value

	DCDL	HADD	NTKN	NTT	YDLC
DCDL					0.006
HADD					0.008
NTKN					0.170
NTT					0.150
YDLC					

Source: Testing results of the research team

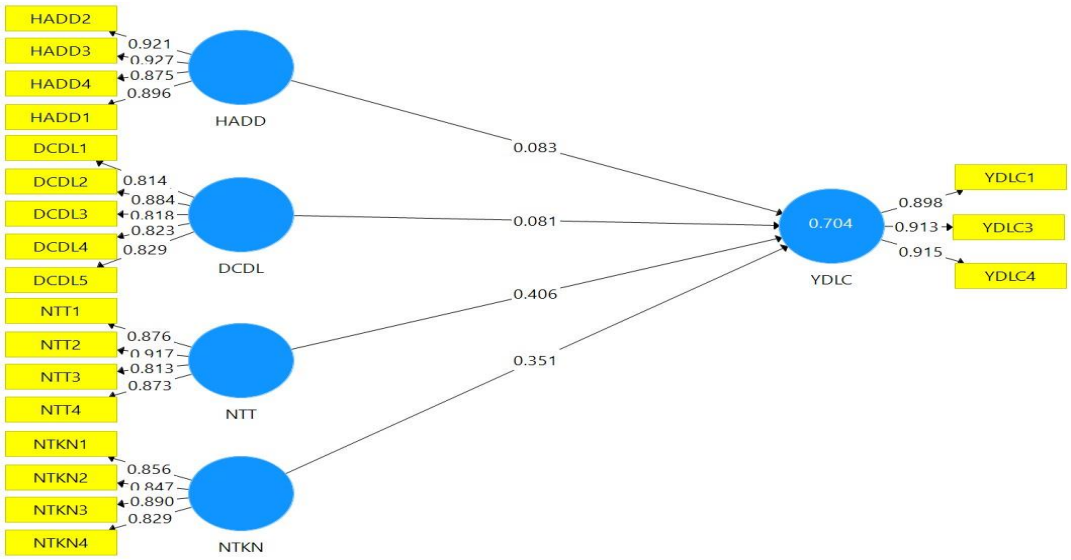
In this model, in Table 6 we see that there are links between NTKN (0, 170) and NTT (0, 150); "yes" affects the intention to choose the tourist destination of Dong Van karst plateau, Ha Giang of domestic tourists, with $\mathbf{f^2}$> 0.15 considered to have an average impact. The factors DCDL (0.006) and HADD (0.008) with $\mathbf{f^2}$< 0.02 are considered to have no influence on YDLC.

4.2.2. Results of assessing the level of impact using structural models

4.2.2.1. Evaluate impact relationships

The relationship and level of influence of factors affecting the intention to choose the destination of Dong Van karst plateau, Ha Giang of domestic tourists on SMARTPLS is shown in Figure 2.

Figure 2. Factors affecting the intention to choose Dong Van, karst plateau – Ha Giang attraction of domestic tourists



Source: Testing results using SMARTPLS by the research team

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The results of Bootstrap analysis to evaluate the impact relationships are shown in Table 7. Accordingly, the factors *"Perceived tourism capability" (NTKN), and "Source of information"* (NTT) have a value of P Values <0.05, which reflects that these factors are statistically significant enough to show a relationship that influences the same direction the intention to choose Dong Van karst plateau – Ha Giang tourist attraction of domestic tourists (*Hypotheses H 3, H 4 are accepted*). Factors *"Travel Motivation" (DCDL), and "Attraction Image" (HADD)* have P Values > 0.05, which reflects that these factors are not statistically significant enough to show a relationship that has a positive influence on tourists' intention to choose Dong Van karst plateau – Ha Giang tourist attraction*(*Hypotheses *H1, H2 are not accepted*).

Table 7. Path Coefficient of the structural model (Path Coefficient)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
DCDL => YDLC	0.081	0.083	0.091	0.887	0.376
HADD => YDLC	0.083	0.080	0.098	0.839	0.402
NTKN => YDLC	0.351	0.352	0.066	5,337	0.000
NTT => YDLC	0.406	0.403	0.100	4,074	0.000

Source: Testing results using SMARTPLS by the research team

The test results in Table 7 show that with 95% confidence, *"Source of information"* (NTT) has the strongest impact on the intention to choose Dong Van karst plateau, Ha Giang of domestic tourists with an impact level of 0. 406; Next is the factor *"Perceived tourism capability"* (NTKN) with an impact level of 0.351.

4.2.2.2. Evaluate the overall coefficient to determine R ^{2}(R square)

The results of the PLS Algorithm analysis give the value R 2, reflecting the level of explanation of the independent variable for the dependent variable. **R square 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 power). According to Hair & association (2010), R-square values are suggested at 0.75, 0.50 or 0.25.

Table 8. Explanation coefficient of the independent variable for the dependent variable (R Square)

	R Square	R Square Adjusted
YDLC	0.704	0.700

Source: Testing results of the research team

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The results from Table 8 show that R 2 equals 0.704 and adjusted R 2 equals 0.700, which is appropriate *in* this research case, so the independent variables in the model explain that 70.4% *intend to choose Dong Van karst plateau attraction of domestic tourists.*

4.2.2.3. Accessing the reliability index (SRMR)

Standardized Root Mean Square Residual (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 9. Standardized Root Mean Square Residual (SRMR) reliability index

	Saturated Model	Estimated Model
SRMR	0.070	0.070

According to the SRMR research results in Table 9 of the research model, it is 0.070, smaller than 0.08. Therefore, this model is suitable for data analysis.

5. Some Exchanges and Discussions

Among the four factors considered, there are two factors at the 5% significance level that show an impact on "*Domestic tourists' intention to choose Dong Van karst plateau – Ha Giang tourist attraction"*. Among them, "Source of information" (NTT) has the strongest impact on *domestic tourists' intention to choose Dong Van karst plateau – Ha Giang tourist attraction,* with an impact of 0.406, showing that the information source about the attraction increases by 1 unit , the intention to choose this attraction will increase by 0.406 units; Next is the factor "Perceived tourism capability" (NTKN) with an impact level of 0.351, showing that when the awareness of tourism capabilities of the tourist destination Dong Van – Ha Giang karst plateau increases by 1 unit will increase the intention to choose this attraction by 0.351 units.

From the survey results and testing the influence of factors influencing *domestic tourists' intention to choose Van karst plateau tourist attraction, Ha Giang*, the research team proposes the following suggestions:

Perceived tourism capability. The scales proposed to consider the factor "Perception of travel possibilities" all received responses from survey subjects at the threshold of agreement with the statements. With the assessment that travelling to the Dong Van karst plateau is easy (3,707 points), financially necessary to travel to the Dong Van karst plateau (3,863 points), there is enough time to travel to the karst plateau Dong Van (3,828 points), and have enough health to travel to Dong Van karst plateau (3,977 points). Therefore, tourism agencies need to create tours

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and have specific costs for tours so that tourists can balance their finances, time and plan their trips. In addition, moving to the rocky plateau requires visitors to pay attention to health issues, and travelling is also difficult, so visitors also need to be prepared to make the trip well.

Table 10. Average values of scales for the variable "Perceived tourism capability"

The scale	Encode	Medium score	Assessment level
Traveling to Dong Van karst plateau is easy for me	NTKN1	3,707	Agree
I believe I have the necessary finances to travel to Dong Van karst plateau	NTKN2	3,863	Agree
I have enough time to travel to Dong Van karst plateau	NTKN3	3,828	Agree
I am healthy enough to travel to Dong Van karst plateau	NTKN4	3,977	Agree

Source: Calculated from survey results

Source of information. The scales of the factor "Source of information" with an average score achieved at the threshold of agreeing with the statement. With the point of view that source of information through friends and family is very important for tourists choosing a attraction (4.02 points); Information sources on social networks and websites are very important for tourists to choose a travel destination (4,027 points); Information sources through tourism organizations and tourism businesses are very important for tourists to choose a destination (3.93 points); Feedback from the tourist community is very important for tourists to choose a destination (4,023 points). Therefore, tourism units and organizations need to improve the effectiveness of information channels (Fanpage, consulting links, etc.) to answer tourists' problems they may encounter when traveling to Dong Van karst plateau, as well as sharing travel experiences with everyone. In addition, travel consultants can provide links connecting people with the same passion for travelling to the Dong Van Karst Plateau to easily share information within the experience travel group community.

Table 11. Average values of scales for the variable "Information source"

The scale	Encode	Medium score	Assessment level
Sources of information through friends and	NTT1	4.02	Agree

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family are very important for me to choose an attraction			
Information sources on social networks and websites are very important for me to choose an attraction	NTT2	4,027	Agree
Information sources through tourism organizations and tourism businesses are very important for me to choose an attraction	NTT3	3.93	Agree
Feedback from the travel community is very important for me to choose an attraction	NTT4	4,023	Agree

Source: Calculated from survey results

Attraction images. The scales of the "Attraction Image" factor also achieved an average score at the threshold of agreeing with the statement. Although this factor is not statistically significant enough to show that it has a positively correlated impact on "Domestic tourists' intention to choose the Dong Van karst plateau tourist attraction, Ha Giang" with the respondents' comments, Survey respondents agreed with the statements that Dong Van Karst Plateau has fresh and quiet air (4,164 points), friendly local people (4,062 points), and attractive natural landscapes (4,129 points) and unique historical and cultural relics (4,098 points). Therefore, it is necessary to have promotional campaigns so that tourists know and choose Dong Van karst pleteau more. Attract more investors to Dong Van Karst Plateau to develop resorts and entertainment areas to meet the needs of tourists, create a good impression on visitors and promote the image of the plateau, a majestic natural landscape of mountains and forests to visitors. At the same time, tourism units and organizations need to increase extracurricular activities to introduce products/services of indigenous people to contribute to creating a unique and impressive image of Dong Van Karst Plateau for tourists.

Table 12. Average values of scales for the variable "Attraction image"

The scale	Encode	Medium score	Assessment level
Attractive natural landscape	HADD1	4.129	Agree
The air is fresh and quiet	HADD2	4.164	Agree

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The locals are friendly	HADD3	4,062	Agree
Unique historical and cultural relics	HADD4	4,098	Agree

Source: Calculated from survey results

Travel motivation. The scales proposed to consider the factor "Travel Motivation" all received answers from survey subjects at the threshold of agreement. The opinion that the purpose of going to Dong Van Karst Plateau is to explore and learn about culture/tourism (4,031 points), get close to nature (4,148 points), and be extremely curious (3,859 points), and change of pace and escape from busy work (4,059 points). Therefore, to promote domestic tourists' intention to travel to Dong Van karst plateau, Ha Giang, government agencies need to have more direct or indirect impact measures so that tourists have knowledge and a good attitude towards Ha Giang tourism. Diversifying tourism products so that tourists can both explore and learn about culture, have experiences close to nature and satisfy their curiosity allows visitors to change the atmosphere and escape from life. Busy daily life and work. To arouse the spirit of passion and discovery and also to more clearly demonstrate the role of the "travel motivation" factor.

Table 13. Average values of scales for the variable "Travel motivation"

The scale	Encode	Medium score	Assessment level
Explore and learn about culture/travel	DCDL1	4,031	Agree
Close to nature	DCDL2	4.148	Agree
Satisfy your curiosity	DCDL3	3,859	Agree
Change the atmosphere and escape from busy work	DCDL4	4,059	Agree

Source: Calculated from survey results

Conclusion

Initial research results show the relationship between factors to the intention to choose Dong Van karst plateau – Ha Giang tourist attraction of domestic tourists, with a small sample size of 478 survey questionnaires collected. In analyzing the influence of factors, there were 2 56 questionnaires, along with the survey being convenient and random, so this is also a limitation in sample size and questionnaire quality. In addition, with four factors included in the model, it can only explain 70.4 % of "Domestic tourists' intention to Dong Van karst plateau – Ha Giang

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tourist attraction" and there are two factors that are statistically significant. Two factors are not statistically significant enough to draw conclusions. Shows that there are other factors that will affect domestic tourists' intention to choose Dong Van karst plateau – Ha Giang tourist attraction. With the research results considered as a direction for further research on domestic tourists' intention to choose Dong Vankarst plateau – Ha Giangtourist attraction, in the future, the research team can expand the survey, research additional factors and purposefully select and filter survey subjects to increase sample size and quality of survey questionnaires, as well as the explanatory level of the model.

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