



Determinants of Sustainable Accommodation Choice in Vietnam: An Empirical Analysis of Tourists' Behavioral Intentions

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ABSTRACT

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Sustainable tourism has become a pressing priority as environmental and societal concerns increasingly shape consumer behavior. However, in emerging markets like Vietnam, the factors influencing tourists' decisions to choose sustainable accommodations remain inadequately explored. To address this gap, this study employs a mixed-methods approach, beginning with qualitative in-depth interviews to identify key variables, followed by a quantitative survey of 132 observations analyzed using multivariable linear regression. The results reveal that tangibility is the most influential factor, followed by social attitudes, motivation, environmental attitudes, economic considerations, and subjective norms, while perceived quality shows no significant effect. These findings underscore the urgent need for accommodation providers to adapt to evolving consumer expectations by offering tangible benefits and meaningful experiences. This study provides critical insights to guide businesses in aligning with sustainable tourism trends, enhancing competitiveness, and contributing to environmental preservation and community well-being.

1. INTRODUCTION

Tourism has become a cornerstone of Vietnam's economic development, making significant contributions to the country's GDP. According to the General Statistics Office, in the first quarter of 2023, the service sector accounted for 95.91% of overall GDP growth, driven by a 6.79% increase, in stark contrast to the contraction of 0.4% in industrial and construction sectors, and a modest 2.52% growth in agriculture, forestry, and fisheries [1]. Following the post-pandemic recovery in 2022, Vietnam's tourism sector witnessed a remarkable resurgence, surpassing its domestic tourism target by welcoming 101.3 million tourists. This surge generated an estimated 495 trillion VND in revenue [2]. Such economic trends present significant opportunities for the growth and expansion of accommodation service businesses, positioning the tourism industry as a key driver of national economic performance.

However, this rapid growth comes with its challenges, especially in terms of environmental and cultural sustainability. Tourism has exerted considerable pressure on natural ecosystems, contributing to environmental degradation, pollution, and the erosion of cultural identities. In response to these negative externalities, sustainable tourism development has become imperative, with increasing emphasis placed on aligning tourism growth with environmental preservation and social responsibility. In addition, amid the global economic downturn at the end of 2022 and into 2023 [3], compounded by the lingering effects

of the COVID-19 pandemic and accelerating climate change, consumers are becoming more conscious of sustainability. A growing number of tourists are prioritizing sustainable practices in their travel decisions, seeking destinations and accommodations that align with values of environmental protection and responsible consumption.

In this context, understanding the factors that influence tourists' choices of sustainable accommodations has become critical for businesses operating in this competitive market. However, despite the rising importance of sustainable tourism, there is a noticeable gap in research on the specific factors influencing Vietnamese tourists' decisions regarding sustainable accommodation options. This research aims to bridge that gap by providing an in-depth analysis of the key factors affecting tourists' preferences for sustainable accommodation in Vietnam. The study identifies tangible factors as the most influential, followed by social attitudes, environmental motivation, and economic considerations. Surprisingly, perceived quality was found to have no significant impact on tourists' choices. These findings highlight the urgent need for accommodation businesses to align their offerings with consumers' shifting preferences, focusing on providing tangible benefits and meaningful, sustainable experiences.

The results of this study are not only relevant for Vietnam but also offer valuable insights for other developing countries with similar economic and tourism dynamics. As nations in Southeast Asia and beyond face the dual challenge of fostering tourism growth while addressing environmental and social

sustainability, the findings of this research provide a roadmap for businesses and policymakers to develop strategies that balance economic objectives with sustainable practices. By adapting to these trends, accommodation providers can enhance their competitiveness, attract a growing base of eco-conscious tourists, and contribute to long-term, sustainable tourism development that benefits local communities, the environment, and the broader tourism ecosystem.

2. THEORETICAL BACKGROUND

2.1 Sustainable tourism development

Sustainable tourism represents a multifaceted approach that seeks to balance the immediate demands of tourism with the long-term preservation of essential natural, cultural, and economic resources. This approach encompasses resource management strategies to address socio-economic needs, protect cultural heritage, preserve biodiversity, safeguard ecosystems, and foster the development of local communities [4]. Sustainable tourism is often categorized into three core pillars: environmental sustainability, social sustainability, and economic sustainability [5].

2.2 Sustainable accommodation service business model

Accommodation services, integral to the tourism industry, provide short-term lodging for travelers, whether for leisure or business purposes [6]. A growing segment of this sector includes "green" or eco-friendly hotels, which, according to Lee and Cheng [7], focus on environmental protection, energy efficiency, and reducing carbon emissions. These business models incorporate sustainable practices and standards into their operations, aiming to attract environmentally conscious travelers, as outlined by the Green Hotel Association [8].

2.3 Consumer intention

Consumer intentions are primarily shaped by their beliefs and attitudes regarding their consumption behavior. According to Ajzen [9], individuals' consumption intentions are formed based on their perceptions and beliefs about the behaviors they are considering. As Ramayah et al. [10] describe, intention reflects an individual's motivation to perform specific actions. Factors such as price, quality, and value can influence these intentions [11, 12]. In the context of sustainable consumption, consumers' intentions to purchase sustainable products and services signify a growing consideration for environmental impact during consumption decisions [13]. Furthermore, Han et al. [14] applied Ajzen's Theory of Planned Behavior (TPB) to reveal that attitudes, subjective norms, and perceived behavioral control positively influence the intention to stay at green hotels.

3. MODEL BUILDING AND HYPOTHESES

3.1 Sustainable tourism development

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein, suggests that behavioral intentions are significantly influenced by individuals' attitudes and subjective norms. TRA posits that attitudes toward behavior are shaped by personal beliefs, perceptions, and evaluations of

product attributes. Subjective norms, which reflect societal influences from peers, family, or colleagues, further shape consumer behavior. The Theory of Planned Behavior (TPB) [15], an extension of TRA [16], introduces perceived behavioral control as an additional determinant of intention. This model identifies three key factors influencing behavior: attitudes, subjective norms, and behavioral control, which are akin to self-awareness and the ability to execute specific behaviors. Moutinho's [17] model further highlights the importance of attitudes and social factors in shaping consumer behavior, particularly in tourism, where family, culture, and societal influences are critical. Thus, we hypothesize that both attitudes toward the environment and society significantly influence the intention of Vietnamese tourists to choose sustainable accommodation services:

H1: *Attitude towards the environment positively influences the intention of Vietnamese tourists to opt for sustainable accommodation services.*

H2: *Attitude towards society positively influences the intention of Vietnamese tourists to opt for sustainable accommodation services.*

3.2 Subjective norms

Subjective norms reflect the influence of the social environment on an individual's intentions, and studies such as Hsu and Huang [18] emphasize that subjective norms are among the most significant factors in shaping consumer intentions. Therefore, we hypothesize the following:

H3: *Subjective norms positively influence the intention of Vietnamese tourists to opt for sustainable accommodation services.*

3.3 Perceived quality

According to Zeithaml [11], Perceived quality can be defined as the consumer's judgment about a product's overall excellence or superiority. The factor is (1) different from objective or actual quality, (2) a higher-level abstraction rather than a specific attribute of a product, (3) a global assessment that in some cases resembles attitude, and (4) a judgment usually made within a consumer's evoked set. Zeithaml [11] also argued that perceived quality is influenced by factors such as brand and price. This idea is further expanded by Dodds et al. [19], who suggest that external factors—like brand and price—indirectly shape consumers' perceptions and behavior. The perceived value of a service plays a crucial role in consumers' decision-making processes.

Based on this framework, we hypothesize that perceived quality also impacts the intention to select sustainable accommodation:

H4: *Perceived quality positively influences the intention of Vietnamese tourists to opt for sustainable accommodation services.*

3.4 Motivation and tangibles

According to Dann's "push and pull" model [20], motivation in tourism is driven by both "push" factors—such as the desire for relaxation and new experiences—and "pull" factors—such as destination attractions, culture, and services. O'Leary and Deegan [21] argue that these factors combined shape tourists'

overall motivation. Based on this, we hypothesize that motivation (push) influences tourists' decisions:

H5: *Motivation positively influences the intention of Vietnamese tourists to opt for sustainable accommodation services.*

Additionally, we hypothesize that tangible factors (the physical characteristics of the accommodation) also play a significant role in decision-making:

H6: *Tangibles positively influence the intention of Vietnamese tourists to opt for sustainable accommodation services.*

3.5 Economic considerations

Financial considerations are a critical factor in predicting consumer behavior, as demonstrated by Sahni [22] and Notani

[23], who found that consumers' financial resources directly influence their purchasing decisions, including accommodation choices. Based on these findings, we hypothesize that economic factors significantly affect the choice to stay in sustainable accommodations:

H7: *Economic considerations positively influence the intention of Vietnamese tourists to opt for sustainable accommodation services.*

3.6 Proposed research model

Based on the above hypotheses, the authors propose a research model that integrates these factors, examining their collective influence on the intention of Vietnamese tourists to select sustainable accommodation services. The research model is illustrated in Figure 1.

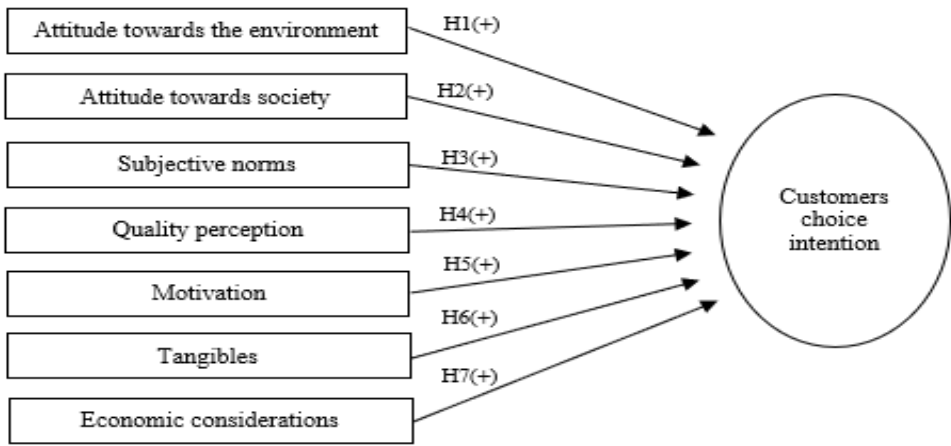


Figure 1. Research model

4. METHODOLOGY

This study employed both secondary and primary data sources to explore the factors influencing Vietnamese tourists' intentions to choose sustainable accommodation services.

Secondary Data: The secondary data was drawn from a comprehensive review of existing literature, including books, academic journals, and reputable industry reports. The collected sources were rigorously assessed for their relevance and contribution to the research objectives, providing a theoretical foundation for the study.

Primary Data: The primary data was obtained through an online survey conducted in July 2023. The survey was designed to collect quantitative data from tourists in Hanoi who could make independent consumption decisions. Especially, the first page of the survey form included a research summary and a glossary to ensure that the research context and all technical terms were clearly explained to the respondents. The survey was hosted on an online platform, and the responses were processed using Excel and analyzed with SPSS to ensure accuracy and reliability.

Sampling Technique: The study employed a combination of Convenience Sampling and Snowball Sampling methods. Convenience sampling facilitated easy access to participants, while snowball sampling enabled the identification of additional participants through referrals. Survey participants were selected from tourists in Hanoi, with a specific focus on

those who had the ability to make independent decisions regarding accommodation choices. To ensure the criteria of decision-making ability and the generalizability of the findings, we only accepted responses from snowball sampling with proper demographics such as: being above juvenile and having a record of stable monthly income. Additionally, the distribution of each demographic sub-segment should not exceed 80%. According to Gobo, if snowball sampling respects criteria, it may also be included in probability sampling [24].

Survey Details: The survey ran for three days in July 2023, during which 154 responses were collected. After cleaning the data, 132 valid responses remained for analysis, providing a robust dataset for the study, as presented in Table 1. Demographically, the majority of respondents (75.8%) were in the 18 to 25 age group, followed by the 25 to 35 age group at 15.9%. The youngest group (16 to under 18) represented 3.8%, while respondents over 35 years of age accounted for 4.5%. These results indicate a significant interest in tourism services among younger adults, particularly within the 18 to 35 age range, which is crucial for understanding market preferences in the tourism industry.

The findings from this methodology serve as a foundation for understanding the factors that influence tourists' decisions, particularly regarding sustainable accommodation options in the Vietnamese context.

Table 1. Descriptive statistics

No.		Criteria	Frequency/Quantity	Ratio (%)
1	Age	From 16 years old to under 18 years old	5	3.8
		From 18 years old to under 25 years old	100	75.8
		From 25 years old to under 35 years old	21	15.9
		Over 35 years old	6	4.5
2	Education Level	Below high school	18	13.6
		High school	13	9.8
		Intermediate college	1	0.8
		University	90	68.2
		After university	10	7.6
		Student	80	60.6
3	Occupation	Unemployed	1	0.8
		Working	43	32.6
		Freelance	7	5.3
		Retired	1	0.8
4	Income	Under 3 million VND	35	26.5
		From 3 million to 5 million VND	36	27.3
		From 5 million to 10 million VND	27	20.5
		Over 10 million VND	34	25.8

5. RESULTS

5.1 Preliminary assessment of the scale by Cronbach Alpha analysis

To determine the Cronbach Alpha coefficient, an assessment of 6 scales is essential within the Cronbach Alpha test, comprising: (1) Attitude towards the environment (MT), which is evaluated through 4 measurement criteria, from MT1 to MT4; (2) Attitude towards society (XH), with measurement criteria spanning from XH1 to XH4; (3) Subjective norms (CCQ), encompassing measurement criteria ranging from CCQ1 to CCQ4; (4) Quality perception (CL), which is gauged via measurement criteria from CL1 to CL4; (5) Motivation (DC), evaluated through 4 measurement criteria, from DC1 to DC4; (6) Tangibles (PTHH), assessed with criteria covering PTHH1 to PTHH6; (7) Economic considerations (KT), encompassing 4 criteria from KT1 to KT4; (8) Customers Choice intention (YD), which is analyzed through 3 criteria, from YD1 to YD3.

Table 2. Test results of reliability of the scale

No.	Factor	Number of items	Cronbach's Alpha	Reference Scale and Magnetic Correction
1	Attitude towards the environment	4	0.847	[14, 15, 25-27]
2	Attitude towards society	4	0.852	[15, 17]
3	Subjective norms	4	0.860	[18]
4	Quality perception	4	0.827	[11, 19]
5	Motivation	4	0.833	[20, 21]
6	Tangibles	6	0.848	[20, 21]
7	Economic considerations	4	0.949	[22, 23]

The Cronbach's Alpha reliability analysis presented in Table 2 demonstrates the high reliability of all 33 independent

variables across 8 observed factors. The Cronbach's Alpha coefficients, ranging from 0.827 to 0.949 and exceeding 0.6, confirm the data's reliability and generalizability. Notably, no factor exceeds Cronbach's Alpha coefficient of 0.95, indicating variability among the observed variables.

Additionally, all total variable correlation coefficients exceed 0.3, and the non-variable type surpasses the overall Cronbach's Alpha coefficient. This compliance with requirements ensures that all variable types are within an acceptable range.

5.2 Exploratory factor analysis

Table 3. Descriptive statistics

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.749
	Approx. Chi-Square		2622.437
Bartlett's Test of Sphericity	df		435
	Sig.		.000

The Kaiser-Meyer-Olkin (KMO) results analysis demonstrated in Table 3 indicates a KMO value of 0.749, which exceeds the threshold of 0.5. The results suggest that the data is suitable for factor analysis. Furthermore, the Bartlett Test, with a Sig. value of 0.000, confirms a significant correlation among the observed variables collectively.

The Varimax rotation matrix in Table 4 shows 30 variables organized into 7 factors, which closely align with the original structure. These factors are: Tangibles, Economic Considerations, Subjective Norms, Attitudes toward Society, Attitudes toward the Environment, Motivation, and Perceived Quality, maintaining robust inter-variable correlations during exploratory factor analysis (EFA).

5.3 Pearson correlation analysis

The Pearson correlation analysis results displayed in Table 5 demonstrate that all independent variables — MT, XH, CCQ, CL, DC, PTHH, KT — have a significant correlation with the dependent variable YD, as indicated by Sig. values consistently below 0.05.

Table 4. Rotated matrix figure with independent variables

Observed Variables	Component						
	1	2	3	4	5	6	7
PTHH1	.767						
PTHH2	.766						
PTHH3	.737						
PTHH5	.647						
PTHH6	.639						
PTHH4	.621						
KT2		.952					
KT3		.951					
KT1		.907					
KT4		.905					
CCQ2			.842				
CCQ1			.840				
CCQ3			.794				
CCQ4			.744				
XH2				.874			
XH3				.825			
XH4				.801			
XH1				.787			
MT2					.805		
MT3					.790		
MT1					.735		
MT4					.626		
DC2						.856	
DC3						.846	
DC1						.774	
DC4						.738	
CL2							.859
CL1							.839
CL4							.606
CL3							.580

Table 5. Correlation analysis

		YD	MT	XH	CCQ	CL	DC	PTHH	KT
YD	Pearson correlation coefficient	1	.602**	.469**	.402**	.510**	.174*	.608**	.223*
	Sig. (2-tailed)		.000	.000	.000	.000	.046	.000	.010
MT	Pearson correlation coefficient	.602**	1	.211*	.394**	.494**	.083	.589**	.157
	Sig. (2-tailed)	.000		.015	.000	.000	.343	.000	.071
XH	Pearson correlation coefficient	.469**	.211*	1	.101	.156	-.110	.149	.077
	Sig. (2-tailed)	.000	.015		.250	.074	.208	.088	.381
CCQ	Pearson correlation coefficient	.402**	.394**	.101	1	.332**	.000	.334**	.013
	Sig. (2-tailed)	.000	.000	.250		.000	.999	.000	.878
CL	Pearson correlation coefficient	.510**	.494**	.156	.332**	1	.216*	.483**	.059
	Sig. (2-tailed)	.000	.000	.074	.000		.013	.000	.499
DC	Pearson correlation coefficient	.174*	.083	-.110	.000	.216*	1	.115	-.001
	Sig. (2-tailed)	.046	.343	.208	.999	.013		.189	.987
PTHH	Pearson correlation coefficient	.608**	.589**	.149	.334**	.483**	.115	1	.001
	Sig. (2-tailed)	.000	.000	.088	.000	.000	.189		.991
KT	Pearson correlation coefficient	.223*	.157	.077	.013	.059	-.001	.001	1
	Sig. (2-tailed)	.010	.071	.381	.878	.499	.987	.991	

5.4 Evaluate the influence of the independent variable on the dependent variable

The F-test results in ANOVA analysis test the hypothesis about the suitability of the general linear regression model, shown in the following Table 6:

Table 6. ANOVA test results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	24.242	7	3.463	33.016	.000 ^b
Residual	13.007	124	.105		
Total	37.249	131			

Through ANOVA analysis of variance, the F test has the value Sig. is $0.000 < 0.05$, proving that the constructed regression model is meaningful and can be generalized.

Results of regression analysis.

The regression analysis results in Table 7 reveal that several independent variables (MT, XH, CCQ, DC, PTHH, and KT) significantly influence Vietnamese tourists' intention to choose sustainable accommodation service business models. However, the variable CL is found to be statistically insignificant, leading to the rejection of the Perceived Quality hypothesis.

The unstandardized coefficient B values indicate the degree of influence of each independent variable on the dependent variable. Notably, the Tangible Means variable has the

strongest impact, followed by Attitude towards Society, Motivation, Attitude towards Environment, Economic

Consideration, and Subjective Norms.

Table 7. Results of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	VIF
	B	Std. Error	Beta			
Constant	-.250	.341		-.733	.465	
Attitude towards the environment	.139	.055	.183	2.543	.012	1.845
Attitude towards society	.215	.034	.351	6.373	.000	1.077
Subjective norms	.095	.039	.143	2.420	.017	1.240
Quality perception	.075	.041	.121	1.843	.068	1.528
Motivation	.150	.062	.134	2.433	.016	1.080
Tangibles	.264	.056	.326	4.725	.000	1.693
Economic considerations	.132	.046	.157	2.906	.004	1.043

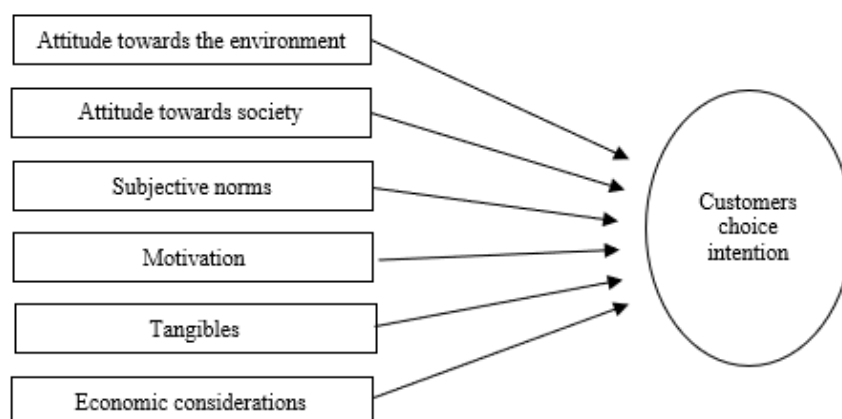


Figure 2. Adjusted research model

From the above regression results, the author proposes a standardized equation through the following formula (in which, Y is the dependent variable; X1 is Tangibles; X2 is Attitude towards Social; X3 is Motivation; X4 is Attitude towards the Environment; X5 is Economic Consideration; and X6 is Subjective Norms):

$$Y = -0.250 + 0.264*X1 + 0.215*X2 + 0.150*X3 + 0.139*X4 + 0.132*X5 + 0.095*X6$$

Importantly, there is no multicollinearity, as indicated by VIF values below 2.0 for all independent variables. Additionally, all independent variables positively affect the dependent variable, with attitude towards society having the most substantial impact and motivation the least.

In conclusion, from the above analysis, the variable CL is determined to lack statistical significance, resulting in the rejection of the hypothesis related to Perceived Quality. This can be explained by the underdeveloped infrastructure, unreliable quality assessments, and lack of transparent certification for sustainable accommodations in Vietnam which hinder travelers' ability to make informed decisions. As a result, the adjustment model can be represented in Figure 2.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

This study successfully achieved its research objectives by analyzing data from 132 surveys of Vietnamese tourists, focusing on the factors influencing their selection of

sustainable accommodation services. Cronbach's Alpha coefficients, exploratory factor analysis, and Pearson correlation analysis all confirm the robustness and reliability of the factors identified in the study. Especially, the findings from and Pearson correlation analysis highlight a clear ranking of the factors affecting tourists' decisions, with "Attitude towards Society," "Tangibles," and "Attitude towards the Environment" emerging as the most significant. These were followed by "Economic Considerations," "Subjective Norms," and "Motivation." Notably, the analyzed results indicated that the "Perceived Quality" factor had a minimal effect on the choice of sustainable accommodation, leading to its exclusion from the final model after regression analysis. Not only from a technical analysis perspective but the exclusion can also be explained by several challenges in the development of sustainable tourism in Vietnam, which have limited the impact of Perceived Quality. Specifically, first, the infrastructure of tourist accommodations in general, and sustainable development in particular, remains underdeveloped and unevenly distributed across regions. According to the Travel & Tourism Development Index 2024, the lowest-scoring indicator of Vietnam's tourism sector is Tourism Service Infrastructure (2.2 points, ranked 80th out of 119) [28]. Additionally, the practice of tourist destinations generating fake reviews and artificial interactions on online platforms has undermined the credibility of quality assessments for sustainable accommodations, making it difficult for travellers to make well-informed decisions. Moreover, there is currently a lack of transparent policies or certification methods to validate the credibility of the quality and sustainability of accommodations at tourist destinations. This has constrained travellers' ability to perceive the quality of sustainable

accommodations, thereby diminishing the weight of this factor in shaping their decision-making intentions.

On the other hand, the relationships between the independent and dependent variables demonstrated by the research results show similarities with previous studies. Specifically, the positive correlations between Attitude towards society, Attitude towards the environment, Subjective norms and Customers' choice intention align with the findings of Ajzen [15] and Han et al. [14]. Additionally, the positive impact of Motivation and Tangibles on Customers' choice intention highlights the significance of "push" factors and "pull" factors in the context of sustainable tourism. These findings are relatively consistent with the conclusions of Dann [20] and O'Leary and Deegan [21]. Moreover, even within the relatively novel context of sustainable tourism, the positive correlation between Economic considerations and Customers' choice intention reaffirms the relationship between these independent and dependent variables as established in the studies by Sahni [22] and Notani [23]. These findings not only reinforce the validity of previous research in different contexts but also emphasize the applicability of these relationships within the emerging field of sustainable tourism, offering valuable insights for future academic studies and practical implementations.

Based on these findings, the practical implications for businesses in the tourism and hospitality sector are clear. Businesses can leverage the identified factors to enhance their sustainable accommodation offerings and attract more environmentally conscious customers. Prioritizing elements such as fostering positive societal attitudes, emphasizing tangible benefits, and addressing environmental concerns can significantly influence customer choice intentions. Additionally, incorporating economic considerations and understanding the role of subjective norms and motivation can help businesses align their strategies with customer expectations.

6.2 Recommendations

Based on the results of the empirical analysis, several key recommendations are proposed for enhancing the appeal and effectiveness of sustainable accommodation models in Vietnam. These recommendations are grounded in the findings of the study, particularly the influence of various factors on tourists' intentions to choose sustainable lodging options.

1. Improve Tangible Aspects of Accommodation: The regression analysis shows that the "Tangibles" factor ($B = 0.264$) has the most substantial impact on tourists' intention to choose sustainable accommodation. Accommodation providers should prioritize upgrading the physical infrastructure and amenities to meet both sustainability and comfort standards. This includes implementing eco-friendly designs, using energy-efficient appliances, and ensuring that the facilities are well-maintained. Additionally, accommodation should integrate sustainable practices such as water and energy conservation, waste reduction, and environmentally friendly room features to appeal to eco-conscious tourists.

2. Enhance Social Responsibility Initiatives: The "Attitude towards Society" factor ($B = 0.215$) highlights the importance of social responsibility in influencing tourists' decisions. Accommodation providers should actively engage in community development and corporate social responsibility

(CSR) initiatives. This can involve supporting local businesses, creating employment opportunities for locals, and ensuring that the community benefits from tourism. Promoting ethical and socially responsible practices, such as supporting social justice causes or protecting local heritage, will resonate with tourists who are increasingly motivated by the desire to contribute to the well-being of the destination.

3. Design Memorable and Motivating Experiences: With "Motivation" ($B = 0.150$) identified as a key factor, it is recommended that sustainable accommodation offers unique and meaningful experiences to attract tourists. These experiences could include eco-friendly activities such as nature tours, workshops on sustainability practices, or opportunities to participate in conservation projects. Providing tailored experiences that align with tourists' motivations will create lasting memories and strengthen the link between sustainable accommodation choices and personal fulfillment. Tourists who feel they are contributing to environmental or social causes will be more likely to engage with and support the accommodation.

4. Promote Environmental Awareness and Sustainable Practices: "Attitude towards the Environment" ($B = 0.139$) is another critical factor in tourists' choices, indicating that environmental consciousness is essential for attracting eco-conscious travelers. Accommodation providers should clearly communicate their sustainability efforts and encourage guests to participate in environmentally friendly activities. This could include practices such as reducing plastic use, encouraging recycling, and offering guests the opportunity to contribute to local environmental conservation efforts. Effective marketing of these environmental practices will enhance the accommodation's image as a sustainable business and appeal to a growing market of eco-aware tourists.

5. Balance Economic Considerations with Sustainability: The "Economic Considerations" factor ($B = 0.132$) suggests that price sensitivity is a significant consideration for tourists when selecting sustainable accommodation. Accommodation providers should balance competitive pricing with the added value of sustainability initiatives. For instance, offering flexible pricing strategies, such as discounts for long-term stays or packages that include eco-tourism experiences, will make sustainable accommodation more attractive to a broader audience. Transparent pricing models that highlight the environmental benefits of each stay can also help tourists see the value in paying a premium for sustainability.

6. Leverage Social Influence through Subjective Norms: The "Subjective Norms" factor ($B = 0.095$) emphasizes the importance of social influence, such as peer recommendations and reviews, in shaping tourists' choices. Accommodation providers can leverage this by actively promoting positive guest reviews and testimonials, particularly those highlighting the eco-friendly aspects of their service. Encouraging guests to share their experiences on social media, partnering with influencers in the travel and sustainability sectors, and creating a community of eco-conscious travelers will further enhance the accommodation's reputation. This approach can help spread awareness and create a strong social norm around choosing sustainable lodging options.

However, this study has some limitations. First, while the correlations between the independent and dependent variables were supported by data analysis and aligned with findings from prior research, the manuscript has not explored potentially nuanced relationships between these variables. For

instance, it remains unclear how certain factors, such as economic considerations, might play a moderating role in the relationship between motivation and choice intention. Investigating such interactions could provide more comprehensive insights into the dynamics influencing customer behavior. Future research could address this gap by adopting a more focused approach to uncover and examine these potential moderating or mediating effects, thereby offering a richer understanding of sustainable tourism behavior. Another limitation concerns the scope of the study, as it was conducted within the context of a single city in Vietnam. This localized focus, while valuable for understanding specific regional patterns, restricts the generalizability of the findings. Future studies should aim to expand the geographic scope of research to include participants from a broader range of locations. This is especially important in countries with significant ethnic diversity or regional differences in consumer behavior, as these factors may influence attitudes, norms, and decision-making processes. By diversifying the study population, future researchers can provide more robust and globally relevant insights into customer behavior in sustainable tourism, ultimately contributing to a more comprehensive body of knowledge in this field.

In conclusion, the findings of this study suggest that several factors play a pivotal role in shaping tourists' intention to choose sustainable accommodation in Vietnam. To attract a larger segment of eco-conscious travelers, accommodation providers should focus on enhancing tangible elements, fostering social responsibility, offering unique and motivating experiences, promoting environmental practices, balancing economic considerations with sustainability, and leveraging social influence. By implementing these recommendations, businesses can contribute to the growth of sustainable tourism while improving their competitiveness in a rapidly evolving market. These efforts will not only improve the attractiveness of sustainable accommodations but also support the broader goal of promoting sustainable tourism practices across the region.

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