

FACTORS AFFECTING HOW HANOI RESIDENTS TO CHOOSE THE STAYCATION

● HOANG THI THU TRANG

ABSTRACT:

The concept of Staycation appeared many years ago but it really became a trend after the COVID-19 pandemic. Tourists look for a place to rest without having to go too far, spend a reasonable amount of money and ensure a certain level of safety. By analyzing secondary and primary data, this study is to clarify the concept of holiday “staycation” and explore the factors affecting this holiday trend with a case study of Hanoi residents. Based on the study’s findings, some suggestions are given to help tourism businesses develop and provide more suitable staycation holidays in the future.

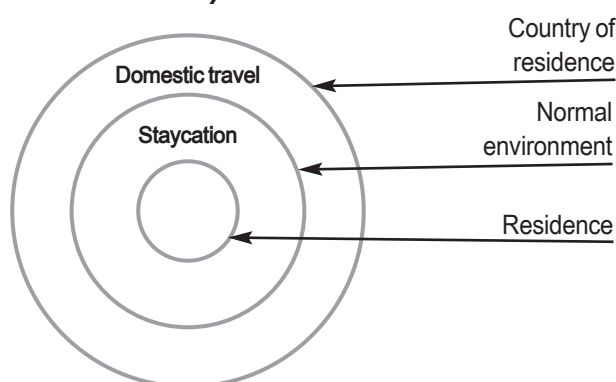
Keywords: influencing factors, holiday choice, staycation, Hanoi residents.

1. Concept and characteristics of staycation

Staycation is defined as “a holiday where the vacationers stay at home or close to home, while creating the environment of a traditional holiday” (Wixon, 2009). Molz (2009) calls “Staycation” a term invented to describe a stay at home. Use of the word became mainstream during the global financial crisis as soaring fuel prices pushed up aircraft ticket, accommodation costs and other costs while the global economy was in recession, causing a very expensive vacations (Fox, 2009; Molz, 2009). Hay (2010) describes staycation as just another name for domestic tourism. “Staycation” is a holiday instead position in times of crisis (James et al., 2017). This trend began to appear in 2008, in the midst of the economic crisis

of the United States (Fox, 2009). This term refers to people’s desire to visit a tourist destination close to home rather than traveling to a remote area. (Papatheodorou et al., 2010; Yesawich, 2010). UNWTO defines domestic tourism as the activity of a visitor in the country, as part of a domestic tourist trip. The usual place of residence is the geographical location in which a person lives. And a person’s usual environment is the geographical perimeter in which he or she conducts his usual habits of life, including his usual place of residence, or in another locality, excluding a holiday home. Thus, a staycation holiday is a subset of domestic tourism, but a domestic travel trip may not be a staycation outside of the usual habitat. (Figure 1)

Figure 1: Relationship between domestic tourism and staycation



Source: Babajide Abubakr Muritala et al., 2022

Based on the above theoretical bases, we give a concept of staycation holiday as a type of tourism in which tourists choose a tourist destination at or near their residence but the holiday is still has the nature of traditional tourism, meeting certain needs of tourists without business purposes.

With the above concept as a theoretical premise to study the factors affecting the decision to choose a staycation vacation, and based on the research of previous authors, it is possible to give some outstanding characteristics about the holiday. Staycation is as follows:

Firstly, the staycation holiday is reserved for everyone, all types of tourists at all ages, who desire to experience, explore and choose a tourist destination at or near the place of stay without an overnight stay.

Second, staycation vacations will not have to plan too long in advance before the trip or travel long distances, so they can use environmentally friendly means of transport to make the trip more convenient.

Third, the staycation has a reasonable cost for a variety of tourists, and visitors can still have a trip even if their budget is not abundant or their health is not good enough (Babajide Abubakr Muritala et al., 2022).

Fourth, the staycation holiday will contribute to the development of local tourism and improve environmental sustainability through human awareness.

2. Model of factors affecting people's staycation choice and research hypotheses

Based on previous studies related to holiday choice, the article has proposed a research model on factors affecting the tendency of tourists to choose a staycation vacation, including five groups of factors as follows:

- *Convenience*: Based on the research of Tran Thi Thu Hien and Doan Khanh Hung (2019), the authors mention 5 variables of the convenience factor affecting the shopping behavior of tourists are: stores are conveniently located for shopping; the price is clearly listed on the product; have suitable forms of payment; delivery service available upon request; easy to find products to buy as gifts. Our research refers to the specific product of consumer behavior as staycation, so the authors have absorbed and proposed variables of the convenience factor including: close travel trips; travel time in short trips; easily adapt to the environment at the tourist destination near where the tourist lives.

- *Risk mitigation*: In the study of Yating Zhang et al (2022), the authors show that Risk mitigation is one of the behaviors that affects the attitude and behavior of tourists in the context of tourism. There is the arrival of staycation holiday. Travelers are more health conscious after the strong impact of the pandemic. They will look for nearby tourist spots to avoid spreading the disease in the community and be able to relax, improve, and restore their health even before the pandemic is over. Visitors will feel familiar with the environment, the weather and do not take too long to acclimate. Evils, accidents or cultural disagreements with locals are often a serious problem in tourist destinations. A staycation can significantly reduce conflicts and unnecessary losses. Therefore, our team proposes a group of risk mitigation factors including: limiting the possibility of disease spread; fewer accidents and incidents; Closer tourist destinations will be more familiar to visitors.

- *Motivation*: This is one of the factors affecting the trend of choosing a staycation holiday, we have studied the factors affecting the choice of a destination in Taiwan by international tourists (Wu, 2009). The study is based on three aspects: tourism motivation, destination image and socio-demographic characteristics. In particular, tourism motivation is considered as the factor explaining why people travel. In the study of Nguyen Xuan Hiep (2016), the author proposes variables in the group of factors of tourism motivation including: for entertainment; to witness the characteristics of HCMC; to visit, explore; to exchange, learn, seek business opportunities; combine visits with relatives; for easy access to other tourist destinations. Based on the research of the above authors, the authors introduce variables in the group of Motivators including: motivation for rest, relaxation; entertainment and entertainment activities to attract tourists; combine close travel with visiting relatives and friends; learn a lot of new knowledge, have a lot of new experiences.

- *Social impact*: this factor is proposed based on the research of Tran Thi Thu Hien and Doan Khanh Hung (2019), the authors mention 5 variables of the convenience factor affecting shopping behavior. Of visitors are: the introduction of relatives; the recommendation of friends, colleagues; influence from the accompanying group; advertising in the press and mass media; guide's introduction. The study makes initial suggestions on variables belonging to the Social Impact group, including: Attracted by the trips of friends and colleagues; persuaded by word of mouth information related to recent travel ; do not care the information from the tourism business related to the tour near the place of residence.

- *Cost*: Research by Hill (2000) suggests that destination selection behavior is influenced by two groups of objective and subjective factors. In which, the cost factor is a subjective factor mentioned in the visitor's perception of the destination. Covid 19 has temporarily reduced

people's income. Therefore, when the pandemic is gradually under control, with the desire to both travel after a long time of not being able to travel, and not have to worry too much about costs, people tend to choose the travel plans. The tour is close because the price is reasonable. They will save on expenses for moving, staying, eating and buying souvenirs compared to long-distance travel trips. Therefore, the authors propose variables including: The cost of close travel programs is very suitable for tourists, near trips are cheaper than far trips, tourists will save money.

3. Actual situation of factors influencing the choice of staycation of Hanoi residents

To evaluate the factors affecting the choice of staycation of Hanoi residents, the author has taken the following steps:

Firstly, testing the reliability of the scale using Cronbach's Alpha reliability coefficient on the factors affecting the tendency to choose a staycation holiday of Hanoi residents shows that all the scales are reliable, suitable for inclusion in EFA exploratory factor analysis. Specifically: (Table 1)

Secondly, perform EFA factor analysis for independent variables: The results of EFA factor analysis show that the KMO coefficient = 0.812 is satisfactory, 16 observed variables are grouped

Table 1. Results of evaluating the reliability of the scales of factors affecting the tendency to choose a staycation holiday of Hanoi residents

STT	The scale	Encoding	Cronbach's Alpha
1	Convenience	TT	0.738 _
2	Risk mitigation	RR	0.731 _
3	Social impact	XH	0,661
4	Engine	DC	0.732 _
5	Expense	CP	0.827 _
6	Choose staycation holiday	LC	0.765

Source: Results of data processing from the author's SPSS 26.0

into five factors extracted at Eigenvalue, all observed variables have Factor Loading factor greater than 0.5. The factors retained for analysis are convenience, risk mitigation, social impact, incentive and cost.

Finally, linear regression model analysis and descriptive analysis. The results of the linear regression model analysis are determined as:

$$LC = 0.185 + 0.321 TT + 0.224 RR + 0.112XH + 0.027 DC + 0.265 CP$$

Besides, the descriptive analysis shows the influence of factors on the choice of staycation of Hanoi residents as follows:

Table 2. Average value of factors affecting the choice of staycation of Hanoi residents

Element	The average value	Order influence level
1. Convenience	3.34	1
2. Risk Mitigation	3.31	2
3. Social Impact	3.27	4
4. Engine	3.25	5
5. Cost	3.29	3

Source: Author's survey results

Based on the linear regression model and the results of general descriptive analysis, it is possible to draw some conclusions about the influence of factors on the choice of staycation at different levels:

“Convenience” is the most influential factor. This is also one of the strengths of staycation, people can not only relax, rest but also explore and experience the surrounding cultures but with many conveniences because of the proximity to lifestyle.

The second element is “Risk Mitigation”. Staycation appeared and was quite popular after the Covid 19 pandemic, becoming a popular type of tourism for this reason. Not only ensuring a safe distance, making travel trips but still complying with and obeying the regulations of the Government and the local community; Besides, it

also limits arising and unexpected problems such as traffic accidents, environmental pollution, etc. With the heavy influence of COVID-19, staycation make it easier for residents to adapt, feels more secure, reduces many risks when traveling.

Ranked 3rd out of 5 factors affecting the tendency of Hanoi residents to choose a staycation vacation is the “Cost” factor. Due to the impact of COVID-19 the economy in general and the income of tourists are also affected to a certain extent. To make a tourist trip, the Hanoi residents are also affected economically. Therefore, staycation becomes a suitable choice. The cost of Hanoi tours is cheaper than those far away, helping people save money is also one of the factors that make staycation more popular in the future.

The fourth influencing factor is “Social Impact”. Issues of social impact are spread and dominated by information from businesses, word of mouth information from relatives, friends, and people around is also the basis for future existence. Social impacts, whether positive or negative, are also the factors that influence people's holiday choice.

Factor is “Motivation”. Motivation is the factor that motivates or creates the desire to satisfy the travel needs of tourists. It can be seen that, the purpose of each trip is different, some people choose to have fun, entertain, study, visit relatives, combine many forms of tourism,... But this does not affect much to choice trend of Hanoi residents. Everyone has different experiences, each journey they go through brings its own values.

4. Some marketing solutions for tourism businesses providing staycation holidays for Hanoi residents

With the conclusions about the above situation related to factors affecting the choice of staycation of Hanoi residents. The author proposes a number of marketing solutions for tourism businesses, including:

Firstly, improving tourism products of Hanoi and its vicinity. Convenience and risk mitigation are the two factors that most influence the behavior of

Hanoians when choosing a near vacation. However, in order to improve the attractiveness of products and develop the market in depth, businesses need to always perfect their products and improve product quality to create attractiveness and generate repeat demand and increase the frequency of future purchases.

Second, attracting customers with a flexible pricing policy according to customers. Staycation has a lower cost advantage that has attracted tourists over other destinations. Therefore, if businesses have flexible pricing solutions such as promotional pricing for special occasions, pricing by customer groups or adjusting prices accordingly, it will certainly attract a larger number of tourists in the near future.

Third, improving communication efficiency for staycation products and enhance social media tools. Hanoi is a large metropolis, with extremely developed information technology infrastructure. Hanoi residents with high access to information technology, especially a large number of students of universities and colleges in the area. Therefore, increasing communication and expanding communication on social media will help businesses attract a new number of customers.

Finally, diversifying packages and programs for staycation vacations. The diversification of packages helps to develop a variety of products adapting to the different needs of the staycation. Businesses can develop packages according to day tours, one-day tour programs in the form of all-

inclusive packages or semi-packages with a fixed number of destinations in the program. With each package, businesses build from two to three different travel programs for many groups of guests such as young guests in the form of team building, family groups or middle-aged people can be programs at resorts, etc.

5. Conclusion

In recent years, the tourism industry has experienced a pause for reflection and observation. Objective factors and external influences have also created new transformations, making many tourism trends appear and resonate. At the same time, the way people perceive and choose tourist destinations and travel habits are also different, they have gradually understood more properly the concept of trips or the purpose of tourism. Staycation is a trend that brings a lot of value to the tourism business in the current context. Staycation is a safe choice and brings many positive values, not only for people but also for the surrounding environment. The factors, no matter how much or little impact, have brought a certain change of Hanoi residents decision in choosing tourism trends. Once again it can be affirmed that the staycation trend has saved the tourism industry after the impact of COVID-19. This trend is popular and attracts the most media and mass media during the complicated situation of the Covid19 epidemic, pulling people out of that boredom, staycation reappeared, bringing a new color in the tourism market ■

REFERENCES:

1. Babajide Abubakr Muritala, A. Hernández-Lara, M. Sánchez-Rebull (2022), *COVID-19 staycations and the implications for leisure travel*, Departament de Gestio d'Empreses, Facultat d'Economia i Empresa, Universitat Rovira i Virgili, 43204 Reus, Tarragona, Spain
2. Pham Thi Kiem (2018), *Consumer behavior of domestic tourists*, Doctoral Thesis, Vietnam Academy of Social Sciences, Academy of Social Sciences.

3. Tran Thi Thu Hien, Doan Khanh Hung (2019), Analysis of factors affecting shopping behavior of Thai tourists to Hue , *Journal of Science - Hue University: Humanities, Social Sciences*, ISSN 2588–1213, Volume 128, No. 6D, 2019, P. 259-279
4. Wu, WC (2009), *Influence Factors destination choice for inbound tourists to Taiwan*, MA thesis, National Cheng Kung University.
5. Yating Zhang, Huawen Sen, Jiajia Su, Stella Fang Qian (2022), Antecedents of attitude and their impact on behavioral intention in the staycation, *Personality and Social Psychology, a section of the journal Frontiers in Psychology*.

Received date: March 4, 2023

Reviewed date: March 20, 2023

Accepted date: April 10, 2023

Author information:

HOANG THI THU TRANG (Dr.)

Faculty of hospitality and Tourism, Thuongmai Univesity

CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN VIỆC LỰA CHỌN KỲ NGHỈ GẦN (STAYCATION) CỦA NGƯỜI DÂN HÀ NỘI

● **HOÀNG THỊ THU TRANG**

Trường Đại học Thương mại

TÓM TẮT:

Khái niệm Staycation đã xuất hiện cách đây nhiều năm, nhưng sau đại dịch COVID-19, xu hướng này mới thực sự trở thành một trào lưu. Khách du lịch tìm kiếm một nơi để nghỉ ngơi mà không phải đi quá xa, chi một khoản tiền hợp lý và đảm bảo an toàn ở một mức độ nhất định. Trong phạm vi nghiên cứu này với các dữ liệu thứ cấp và sơ cấp, tác giả mong muốn làm rõ khái niệm về kỳ nghỉ “staycation” và các yếu tố ảnh hưởng đến xu hướng lựa chọn kỳ nghỉ gần - nghiên cứu trường hợp điển hình người dân Hà Nội. Thông qua đó, bài viết mong muốn làm rõ các yếu tố ảnh hưởng đến việc lựa chọn kỳ nghỉ staycation, đưa ra một số gợi ý giúp các doanh nghiệp du lịch thiết kế và cung ứng các kỳ nghỉ staycation phù hợp hơn trong tương lai.

Từ khóa: yếu tố ảnh hưởng, lựa chọn kỳ nghỉ, staycation, người dân Hà Nội.