

RESEARCH ON THE INTENTION TO CHOOSE A HOMESTAY AS AN ACCOMMODATION WHEN TRAVELING IN HAM TIEN, MUI NE

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Abstract: The study aims to identify factors affecting the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne. The exploratory factor analysis model is applied based on data collected from 250 tourists who intend to choose a homestay as an accommodation,. The study's results show that there are five factors that influence homestay intentions, with the strongest to lowest impact levels as follows: (1) tangible media (HH), (2) social influence, (3) local culture (VH), (4) interest motivation (DC), and (5) price (GC).

Keywords: accommodation, homestay, intention, travel, Ham Tien, Mui Ne

1. INTRODUCTION

In recent years, homestays have become one of the most popular styles of tourist accommodation for young people. Currently, staying at a homestay when traveling has become a trend that is well-received by many people. Some young people naturally choose homestays as their preferred form of accommodation for every trip because of the numerous benefits homestays provide. Whether it is experience tourism, discovery tourism, or resort tourism, homestays can offer, even bring many additional benefits.

In Vietnam, Ho Chi Minh City, Hanoi, and Da Nang are the three most developed homestay markets. In Binh Thuan, the homestay model is still quite new compared to the big cities mentioned above. However, in recent years, homestays have undergone significant investment and developed unique features. Homestays in Mui Ne and Ham Tien are particularly well-known, and the number of tourists choosing homestay as a place to stay is also increasing. In addition, the National Tourism Year 2023, "Binh Thuan- Hoi Tu Xanh," with more than 200 unique and attractive cultural, sports, and tourism events and activities, introduced and

promoted Vietnam's tangible and intangible cultural values and unique tourism products. This event contributes to increasing tourists' awareness of Binh Thuan tourism. Therefore, the authors selected the topic "Research on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne." This study was conducted to discover the factors that affect the intention to choose a homestay as a place to stay when traveling in Ham Tien, Mui Ne. As a result, the authors propose some specific implications to help businesses, individuals, and households engaged in homestays in better understanding the trend and customers' needs, thereby enhancing the likelihood of choosing homestays as an option for travelers in Ham Tien, Mui Ne.

2. LITERATURE REVIEW AND RESEARCH METHODS

2.1 Literature review and research model

Travel intention is defined as the subjective likelihood that a client will or will not perform certain actions related to a travel service (Schiffman and Kanuk, 2009). Liu and Jang (2009) define an individual's intention to travel as their level of commitment or determination in travel activities. According

to Lam & Hsu (2004), behavioral intentions in tourism are motivational factors that help develop travelers' attitudes, leading to the choice of a tourist destination. According to Amir et al. (2015), a homestay's behavioral intention is to consider the destination and be willing to recommend it to friends and family.

The rational action model (Fisbein and Ajzen, 1975) shows that consumer trends are the best predictors of consumer behavior. Accordingly, behavioral intention is the most important factor predicting consumer behavior. Behavioral intentions are influenced by two factors, including attitude and subjectivity. To better understand and predict consumer behavior in society, the theory of rational action combines and arranges the different components of attitudes in a structure. This structure is based on two basic concepts: consumer attitudes towards the implementation of behavior and subjective consumer.

One of the most influential theories of human behavior intended behavior. Ajzen (1991) developed this concept from the theory of rational action. According to Ajzen, behavior control is the third factor that influences human intentions is. According to Kotler and Armstrong (2004), consumer behaviors are specific behaviors an individual makes when making decisions to purchase, use, and dispose of a product or service.

Based on the theoretical basis and relevant previous studies, including: Truong Tri Thong & Nguyen Thanh Tung (2021), Le Hoang My (2021), Pham Thi Thuy Duyen (2021), Agyeiwaah et al. (2021), Amir et al. (2015), Gunashekharan & Anandkumar (2012), Hsu & Huang (2010), and Agyeiwaah (2013), the authors proposed the research model as Figure 1.

Hypothesis 1 (H1). Tangible media has a positive influence on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

Hypothesis 2 (H2). Social influence has a

positive influence on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

Hypothesis 3 (H3). Local culture has a positive influence on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

Hypothesis 4 (H4). Interest motivation has a positive influence on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

Hypothesis 5 (H5). Price has a positive influence on the intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

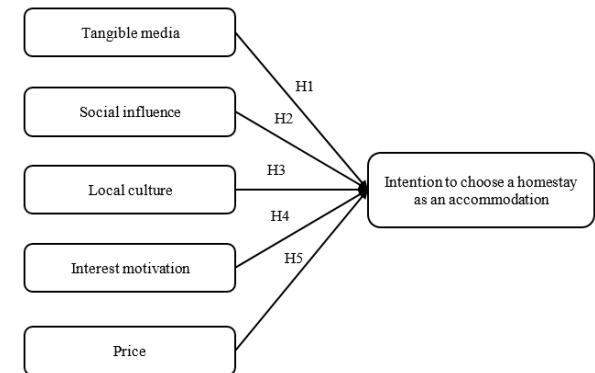


Figure 1. Proposed Research Model

2.2 Overview of the history and development of homestay

The history of homestay tourism dated back to the early 1970s. In 1970, in Malaysia, a local woman named Mak Long established the “drifter enclave” of Kampung Cherating Lama in Pahang, by a permanently hosting “drifters” and providing them with breakfast, dinner, and sleeping space in her house (Hamzah, 1997). Essentially, pioneer homestays are mostly located along the beach and merely provide the backdrop for a typical beach holiday.

In the late 1980s, Japanese youth participated in exchange or fieldwork programs, giving the homestay concept a new dimension. Japanese youth stay with their “foster families” and engage in community activities. The Ministry of Agriculture has since used the homestay as a catalyst to

revive the rural economy in parallel with the agri-tourism program.

The homestay tourism type appeared in Vietnam more than 20 years ago. The capitals of this form of tourism must first be mentioned in the provinces in the Northwest, such as Lai Chau, Lao Cai, Sapa, Dien Bien, etc. Then, homestay spread to the Central and Highlands, such as Quang Nam (Hoi An), Hue, and Da Lat.

Initially, this type aimed to serve mainly foreign tourists. When traveling to a homestay, visitors will eat, sleep, and live at people's homes. In other words, tourists will become family members, wearing traditional costumes, doing daily tasks with the homeowner, cooking together, etc. The homestay type then developed strongly and became popular because it brings a feeling of closeness and comfort, helping tourists understand traditional culture as well as the personalities of local people. The demand for this type of experience is growing, as not only foreign tourists but also Vietnamese people want to explore it. Therefore, the homestay business model has developed strongly recently.

According to data from AirBnB and Homeaway (2019), the homestay business market in Vietnam is growing "hot" with a rate of 452% in the number of accommodation supplies in 2017–2019. This figure far exceeds the world average of 140% and puts Vietnam in the top 10 largest homestay markets in the world.

The homestay model is very suitable for places with natural conditions, beautiful nature, and have their own unique cultural features. Vietnam is a typical country that is well-suited for homestay business development. AirDNA's report indicates that in 2019, Hanoi had 14,429 homestays in operation, the growth rate of the entire market was 14% per quarter, and the average room occupancy rate in the Hanoi homestay market was 50%. However, since the end

of December 2019, when the COVID-19 pandemic appeared, homestay services have had violent fluctuations. Thanks to the application of pandemic prevention measures and economic recovery policies, most homestays and hotels across the country have been operating and receiving guests again, bringing many positive results. In 2022, the number of international tourists to Vietnam is estimated at 3.5 million (equal to 70% of the target set at the beginning of 2022). The total number of domestic tourists reached 101.3 million. The estimated total revenue from tourists in 2022 (495,000 billion VND) exceeded 23% of the plan, reaching 66% compared to 2019.

According to the Department of Culture, Sports, and Tourism, on the occasion of the Lunar New Year of the Tiger 2023, the whole province is estimated to welcome 140,000 visitors and stays (up nearly 65% compared to 2022), with a revenue of about VND 310 billion. The majority of guests are domestic tourists, mainly concentrated in the areas of Ham Tien, Mui Ne, Tien Thanh, Phan Thiet, La Gi, and Tuy Phong. According to the Provincial Statistics Department, Binh Thuan tourism activities continue to increase steadily in the first four months of 2023.

Binh Thuan province's beaches, in general, and Mui Ne Beach, in particular, are Vietnam's most beautiful seaside paradises, and having entered many tourism rankings in the world. The tourism services in this area are highly developed, boasting restaurants, hotels, high-class resorts, amusement parks, and even beautiful homestays that captivated tourists. Although homestays in Mui Ne are still relatively new compared to big cities, they have received attention and investment in facilities as well as service quality in recent years. Homestays in Mui Ne are mainly coastal houses designed to be simple and close to nature. The important thing is that these Binh Thuan homestays bring a sense of relaxation, peace, and a cultural space with the sea, the taste of the sea, and the smell of

the sea. Homestays are mainly concentrated near major roads such as Nguyen Dinh Chieu, and Huynh Thuc Kang, making it convenient for tourists to move.

2.3 Research methods

Qualitative and quantitative research methods are used to adjust the scale and verify the relationship between factors. The authors conduct qualitative research to gather the travelers' understanding of the reasons affecting this intention, calibrate scales compiled from previous studies, to develop questionnaires tailored to the study's context. The results of qualitative research will be the basis for designing questionnaires for quantitative research.

Quantitative research is carried out to evaluate the newly developed scale and test the theoretical model. The data was collected by administering a direct survey questionnaire to tourists intending to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne.

SPSS software will enter and analyzed the collect data. . The authors use descriptive statistical methods for statistical analysis, analyzing the reliability of the scale through Cronbach's Alpha coefficient to verify the scale value, multivariate regression analysis, and accompanying necessary tests to assess the influence of factors affecting the intention to choose a homestay as a place to stay when traveling in Mui Ne, Ham Tien.

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 Sample descriptive statistics

Table 1. Data descriptive statistics

Sample information		Frequency	Percentage	Total
Gender	Male	96	38.4	100
	Female	154	61.6	
Age	Under 22	18	7.2	100
	22-35	115	46.0	
	36-45	83	33.2	
	Over 45 years old	34	13.6	

According to Hair et al. (2006), in exploratory factor analysis, the sample size is determined by the minimum and number of variables. The minimum is 50, ideally 100, and the variable ratio is 5:1, preferably 10:1 or higher.

According to Green (1991), the sample size used for regression analysis is determined with the following formula: $n \geq 50 + 5p$ (p is the number of independent variables in the model).

The research used exploratory factor analysis methods combined with linear regression. This study consisted of 25 variables, of which 1 was a dependent variable and 5 were independent variables. The minimum sample size is:

- EFA method: $n = 5 \times 25 = 125$.
- Regression method: $n = 50 + 5 \times 5 = 75$.

Thus, the necessary sample size standard that ensures accuracy must satisfy $n \geq 125$. However, to ensure the best results, 300 questionnaires were handed out, and the investigators received 270 answer sheets. Upon reviewing the answer sheets, the authors found 20 invalid tables, which were either answered at the same level for all question items or contained a significant amount of missing information. As a result, 250 valid surveys were used to run the data for the study.

Profession	Student	22	8.8	100
	Public employees	57	22.8	
	Officers	85	34	
	Business	74	29.6	
	Different	12	4.8	
Income	Under 4 million VND	18	7.2	100
	From 4 to 8 million VND	63	25.2	
	From 8 to 15 million VND	108	43.2	
	Over 15 million VND	61	24.4	

3.1.2 Variable Reliability Analysis

Table 2. Data inspection results

No.	Factor	Code	Variable eliminated	Alpha coefficient	Conclude
1	Tangible media	HH	None	0.895	Good quality
2	Social influence	DC	None	0.878	Good quality
3	Local culture	VH	None	0.841	Good quality
4	Interest motivation	XH	None	0.890	Good quality
5	Price	GC	None	0.865	Good quality
6	Intention to choose a homestay as an accommodation	YD	None	0.878	Good quality

After verifying variables by using Cronbach's Alpha confidence coefficient method, all scales satisfied the evaluation criteria with a coefficient ≥ 0.6 and a total variable correlation ≥ 0.3 ; none of the variables were excluded from the scale (Table 2).

3.1.3 Exploratory Factor Analysis

Table 3. Exploratory Factor Analysis Results

Variables	Independent variables					Dependent variables	
	1	2	3	4	5	1	
HH5	0.884					YD2	0.870
HH6	0.882					YD4	0.858
HH2	0.776					YD1	0.851
HH3	0.760					YD3	0.843
HH1	0.734						
HH4	0.724						
XH4		0.905					
XH5		0.902					
XH2		0.788					
XH3		0.766					
XH1		0.743					
DC2			0.888				
DC5			0.883				
DC3			0.781				
DC1			0.750				
DC4			0.729				
GC4				0.908			

GC5				0.905			
GC2				0.754			
GC3				0.742			
GC1				0.630			
VH2					0.820		
VH4					0.818		
VH3					0.795		
VH1					0.752		
KMO coefficient				0.778		0.836	
Sig.				0.000		0.000	
Eigenvalue				2.025		2.928	
Extraction variance				67.914		73.201	

The EFA result (Table 3) of independent variables shows that there are five factors extracted at Eigenvalue with a value of 2.025 (> 1), satisfactory extraction variance of 67.914 ($> 50\%$), KMO ratio of 0.778 ($0.5 \leq \text{KMO} \leq 1$), and $\text{Sig.} = 0.00 (< 0.05)$. The rotation matrix results show that all variables have a factor loading greater than 0.55. Thus, EFA maintains consistency, and achieves statistical reliability. The results of EFA's dependent variables also show that they are consistent with the evaluation criteria of factor analysis methods.

3.1.4 Regression analysis

Table 4. Results of the regression analysis

B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Std. Error	Beta				VIF	Tolerance
(Constant)	-0.927	0.264		-3.509	0.001		
	HH	0.362	0.053	0.319	6.799	0.000	0.878
	DC	0.207	0.051	0.188	4.084	0.000	0.906
	VH	0.234	0.052	0.216	4.493	0.000	0.838
	XH	0.314	0.051	0.288	6.204	0.000	0.896
	GC	0.186	0.050	0.173	3.730	0.000	0.901

Table 4's significance level column (Sig.) shows the independent variables HH, XH, DC, GC, and VH have $\text{Sig.} < 0.01$. Thus, all independent variables meaningfully correlate with the dependent variable with 99% confidence. All independent variables have a VIF coefficient < 2 . Therefore, the model has no linear multi-additive phenomenon.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.727a	0.529	0.519	0.45367	2.273

In Table 5, the adjusted R square is 0.519 (Test F, $\text{Sig.} \leq 0.01$). Thus, independent variables account for 51.9% of the dependent variable's changes, so establishing their statistical significance with a confidence level exceeding 99%. The Durbin-Watson statistical value d is 2.273 ($1 < d < 3$) so the residuals are independent of each other, and the independence of the

residuals has been ensured, and there is no self-correlation in the residual.

Table 6. Variance Analysis (ANOVA)

ANOVA						
Model		Total squared	Df	Mean squared	F	Significance level
1	Regression	56.414	5	11.283	54.819	0.000b
	Residual	50.220	244	0.206		
	Sum	106.634	249			

In Table 6, the regression model has $\text{Sig.} = 0.000 \leq 0.01$. Overall, there is 99% confidence in the linear correlation between the independent variables and the dependent variable. As a result, the given linear regression model is consistent with the actual data. The results also show that there is no change in residual variance.

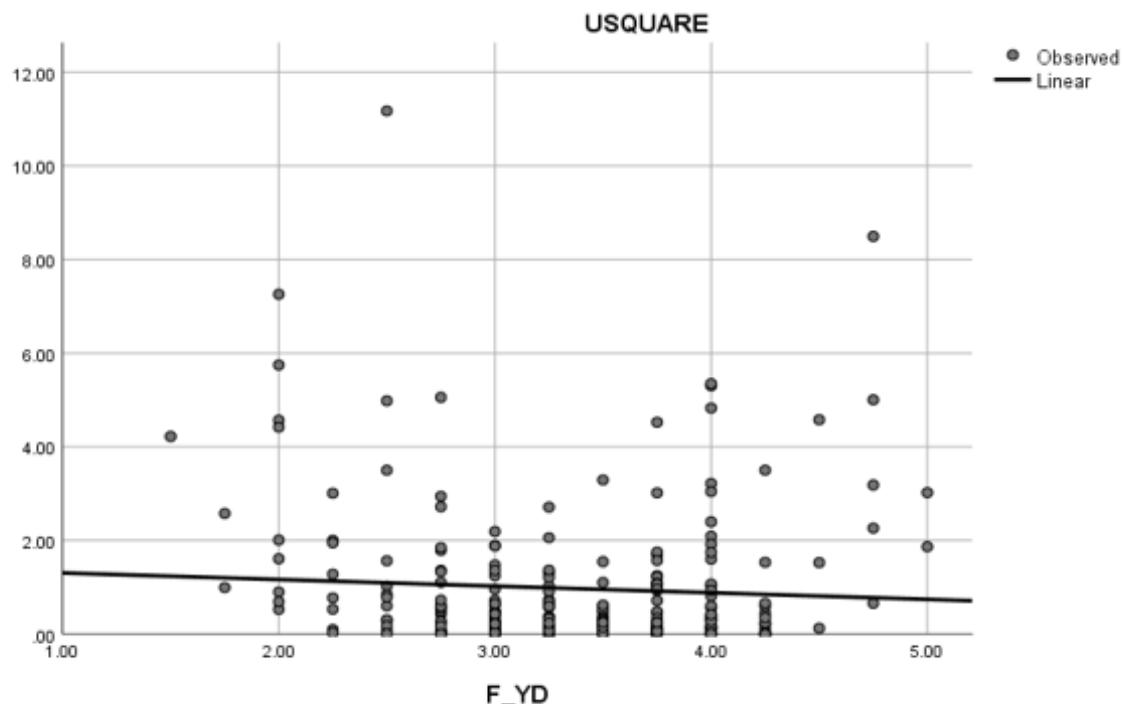


Figure 2. A graph of the correlation between the squared residual variable and the dependent variable

The line graph results of the USQUARE correlation show a straight line (linear correlation) for the dependent variable (YD), indicating that there is no change in redundant variance.

3.2 Discussion

Table 7. Independent variables's impact

Factor	Absolute Value Beta	%	Position of impact
HH	0.319	26.94	1
XH	0.288	24.32	2
DC	0.188	15.88	4
GC	0.173	14.61	5

VH	0.216	18.25	3
Sum	1.184	100	

As shown in Table 7, based on the value of the standardized coefficient Beta, we determine the degree of impact of the independent variables on the dependent variable in order from high to low as follows: (1) tangible media (HH), (2) social influence (XH), (3) local culture (VH), (4) interest motivation (DC), and (5) price (GC).

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The study used a convenient sampling method with a sample size of 250, using a quantitative survey as a data collection tool. After assessing reliability using Cronbach's Alpha, the scales were satisfactory. These factors only explained 51.9% of the change in intention to choose a homestay as an accommodation when traveling in Ham Tien, Mui Ne. This suggests that the study may not have considered other relevant factors. The results of research through SPSS have only identified and analyzed five factors that really affect the intention to choose a homestay as a place to stay when traveling in Ham Tien, Mui Ne. The level of impact on intention to choose homestay as an accommodation when traveling in Ham Tien, Mui Ne in order from highest to lowest is as follows: (1) tangible media (HH), (2) social influence (XH), (3) local culture (VH), (4) interest motivation (DC), and (5) price (GC).

4.2. Implications

4.2.1. Tangible media

In terms of the tangible media factor, a homestay seeking to attract tourists should possess the following factors: (1) the homestay location is convenient for moving; (2) the scenery around the homestay creates a comfortable and friendly feeling; (3) the interior design of the homestay room is beautiful; (4) the room equipment and items are comfortable, easy to use, and adequate;

(5) the homestay gives me a friendly feeling; and (6) the facilities at the homestay are always maintained regularly.

4.2.2. Social influence

When considering the social impact factor, a homestay that aims to attract tourists necessitates to include the following factors: (1) watching advertisements about homestays on social networks; (2) friends and family who recommend homestays; (3) learning homestay review responses on travel forums; (4) viewing homestays on large and reputable online booking websites; (5) gaining knowledge about homestays through Facebook travel groups, and communities dedicated to homestay travel.

4.2.3. Local culture

In order to attract tourists, a homestay should consider the following local cultural factors: (1) Choosing a homestay will help customers understand the culture at the tourist destination; (2) Choosing a homestay will help customers visit many unique and beautiful scenery; (3) Choosing a homestay that will help customers have unique and unique experiences; (4) Choosing a homestay will allow guests to enjoy typical local dishes.

4.2.4. Interest motivation

For the interest motivation factor, a homestay aiming to attract tourists should incorporate the following factors: (1) intriguing guests' interest; (2) enhancing guests' satisfaction; (3) promoting relaxation among guests; (4) ensuring guests' security for guests; and (5) fostering guests' confidence in the future viability of homestay-based accommodations.

4.2.5. Price

For the price factor, a homestay finding solutions to appeal tourists must take into account the following factors: (1) Reasonable

homestay prices; (2) Offering a more cost-effective alternative to hotels; (3) providing a relaxing experience for guests; (4) being consistent with the price in its quality of service; (5) being suitable to the financial ability of guests in homestay pricing.

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Notes:

The authors declared no competing interests.

Article Information:

Received: April 22, 2024

Revised: August 23, 2024

Accepted: August 25, 2024

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NGHIÊN CỨU Ý ĐỊNH CHỌN HOMESTAY LÀM NOI LUU TRÚ KHI ĐI DU LỊCH TẠI HÀM TIỀN, MŨI NÉ

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Tóm tắt: Nghiên cứu nhằm xác định các yếu tố tác động đến ý định lựa chọn homestay làm nơi lưu trú khi du lịch tại Hòn Tiên, Mũi Né, Bình Thuận. Dựa trên số liệu thu thập của 250 khách du lịch có ý định chọn homestay làm nơi lưu trú và áp dụng mô hình phân tích nhân tố khám phá. Kết quả nghiên cứu cho thấy có năm yếu tố tác động đến ý định lựa chọn homestay với mức độ tác động theo thứ tự mạnh nhất tới thấp nhất như sau: (1) Phương tiện hữu hình (HH); (2) Ảnh hưởng xã hội (XH); (3) Văn hóa địa phương (VH); (4) Động cơ thích thú (DC) và (5) Giá cả (GC).

Từ khóa: Du lịch, homestay, lưu trú, Hòn Tiên, Mũi Né, ý định

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Ghi chú:

Tác giả đã xác nhận không có tranh chấp về lợi ích đối với bài báo này.