

FACTORS AFFECTING LOCAL ENGAGEMENT IN HOMESTAYS IN THE EASTERN MEKONG DELTA REGION

DO HIEN HOA¹, MA XUAN VINH^{2*}, LE THI THUONG¹

¹ *Faculty of Commerce and Tourism, Industrial University of Ho Chi Minh City;*

² *The Faculty of Culture and Tourism, Saigon University;*

**Corresponding author: maxuavinh@gmail.com*

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Abstract. This study examines the factors influencing local community engagement in homestay tourism within the Eastern Mekong Delta region, comprising Tien Giang, Vinh Long, and Ben Tre provinces. Drawing on Community Participation Theory, Trust Theory, and Expectancy Theory, the research identifies four key factors: local government support, economic benefits, trust, and individual perception. Employing a mixed-methods approach, the study collected and analyzed 315 valid responses from residents and homestay workers using SmartPLS 4.1.0.0. The measurement model demonstrates strong reliability, convergent validity, and discriminant validity. Structural equation modeling results reveal that all four factors exert statistically significant and positive influences on community participation in homestay tourism, with economic benefits being the most influential driver. The findings provide empirical insights into community motivations and offer practical managerial implications, including enhancing income-generating opportunities, fostering trust, raising awareness, and improving governance frameworks. These strategies are crucial for promoting sustainable homestay development and improving local livelihoods in the Eastern Mekong Delta.

Keywords. *Homestay tourism, community-based tourism, sustainable tourism, the Mekong Delta.*

1 INTRODUCTION

Community-based tourism, especially homestays, is increasingly recognized as a sustainable economic development solution in rural areas with natural and cultural tourism potential. The Eastern Mekong Delta region, including Ben Tre, Vinh Long, and Tien Giang provinces, possesses distinctive advantages in riverine landscapes, orchards, and rich local cultural identity, creating a solid foundation for homestay tourism development. However, this development cannot be separated from the active participation of local communities - those who directly own resources and culture, and are the core of the homestay experience. Despite the emphasized importance of community, there remains a gap in systematically understanding and analyzing the specific factors impacting residents' participation in homestay tourism within the Eastern Mekong Delta. Each region has unique cultural, social, and economic characteristics, necessitating in-depth research to identify precise motivations and barriers from the local people's perspective. The absence of a comprehensive picture has sometimes led to ineffective support policies and management solutions from businesses and authorities. Global homestay tourism is growing, bringing economic, cultural, and environmental benefits, but faces the challenge of infrastructure, training, and uneven distribution of guests. International studies from Nepal (KC, 2020), India (Khatkar et al., 2024; Singh et al., 2024), Cambodia (Sen & Walter, 2020), Indonesia (Junaid et al., 2019; Hamida, 2024) and Malaysia (Amin & Ibrahim, 2015; Amin et al., 2018) all emphasized the importance of government support, training, and community engagement for sustainable development. In Vietnam, homestays are also developing, but there are still many limitations, it is necessary to improve adaptability (Doan et al., 2023), service quality, security, and communication (Nguyen Thanh Long & Vo Minh Chau, 2022; Huynh Minh Thong, 2023) and improving responsibility and capacity for people (Ngo Thi Thanh, 2023; Pham Xuan Hau & Huynh Diep Tram Anh, 2021; Nguyen Quoc Nghi, 2013). The overview shows that homestays need close coordination between the government, businesses, and the community for sustainable development. This study aims to delve into identifying the direct factors influencing local community participation in homestay activities in Ben Tre, Vinh Long, and Tien Giang. By analyzing motivations and barriers from residents' viewpoints, the research will provide a comprehensive and profound insight into trust, economic benefits, tourism perception, and government support - key factors determining participation levels. This is expected to enhance the effectiveness of homestay establishments, promote sustainable community tourism development, and improve livelihoods for residents in the Eastern Mekong Delta.

2 THEORETICAL BASIS AND RESEARCH FRAMEWORK

2.1 Theoretical basis

2.1.1 Definition

In the tourism sector, "accommodation establishment" is a fundamental concept, referring to locations that provide overnight lodging services for tourists. According to the general definition from the World Tourism Organization (UNWTO), it is any establishment that meets the temporary accommodation needs of tourists. However, in the specific legal context of Vietnam, this concept is clarified and more binding. Vietnam's Tourism Law 2017 clearly states: "Tourism accommodation establishment is an establishment providing services to meet the accommodation needs of tourists".

For homestay, it is a specific concept within the broader "tourism accommodation establishment". "Homestay" expands the concept, emphasizing cultural interaction. National Standard TCVN 7800:2009 defines homestay as "the living place of the house owner or legal user during the period of rental accommodation, having equipment and facilities for tourists to rent for accommodation, with other services according to the host's ability to provide". This is a type of tourism where visitors live with and participate in the daily activities of the host family, aiming to explore and learn about the local culture authentically.

2.1.2 Foundational Theories

The study of factors influencing local community participation in homestay development is built on three main foundational theories: Community Participation Theory, Trust Theory, and Expectation Theory.

Community Participation Theory is a central analytical framework that explains how and to what extent local communities are involved in homestay tourism development projects. This theory includes Arnstein's Participation Scale (classifying levels of participation from low to high), Theory of Empowerment (strengthening the capacity and control of the community), and Theory of Social Capital (emphasizing the role of networks, norms, and trust in cooperation).

Trust Theory is an important theoretical framework in the study of social and economic relationships, particularly in the context of cooperation in homestay development. This theory classifies trust based on competence, intent/integrity, and familiarity. Trust is formed from information transparency, fairness of interests, professionalism, and consistency, which has a strong impact on reducing risks, promoting cooperation, and strengthening commitments between parties, thereby contributing to the sustainable development of homestays.

Expectancy Theory explains the motivation of community participation based on the expectation of benefits received. The Theory of Social Exchange (George C. Homans, 1961; Peter M. Blau, 1964) argues that people participate if the benefits outweigh the costs or risks. Victor Vroom's (1964) theory of expectations explains that the level of engagement depends on the expectation of effort leading to performance, performance leading to rewards, and that the reward is valuable to them. This suggests that to encourage participation, it should be clarified that the effort will yield positive, rewarding, and meaningful results for the community.

2.2 Research Framework and Hypotheses

The proposed research model in this study is developed by selecting and synthesizing from previous works by Nguyen Thi Quynh Huong et al.(2020), Nguyen Quoc Nghi (2013), and Aziz Amin et al. (2016). Concurrently, three foundational theories - Community Participation Theory, Trust Theory, and Expectancy Theory - were instrumental in shaping the research model for the topic "Factors Affecting Local Engagement in Homestays in the Eastern Mekong Delta".

The study on factors influencing local community participation in homestay models is built upon three main theoretical pillars: Community Participation Theory, Trust Theory, and Expectancy Theory.

Community Participation Theory serves as a central analytical framework for understanding the extent and quality of residents' involvement. Drawing from Arnstein's Ladder of Citizen Participation (1969) and Empowerment Theory, the research hypothesizes that local government support positively influences participation (H1).

Trust Theory, developed by scholars such as Luhmann (1979) and Coleman (1990), categorizes trust into forms based on competence, integrity/goodwill, and familiarity. Trust is considered a factor that mitigates risks and fosters cooperation, leading to the hypothesis that trust positively influences community participation (H2).

Finally, Expectancy Theory by Victor Vroom (1964) and Social Exchange Theory by Homans (1961)

and Blau (1964) explain participation motivation based on the expectation of benefits and rewards outweighing costs. This forms the hypothesis that economic benefits (H3) and individual perception (H4) positively affect community participation.

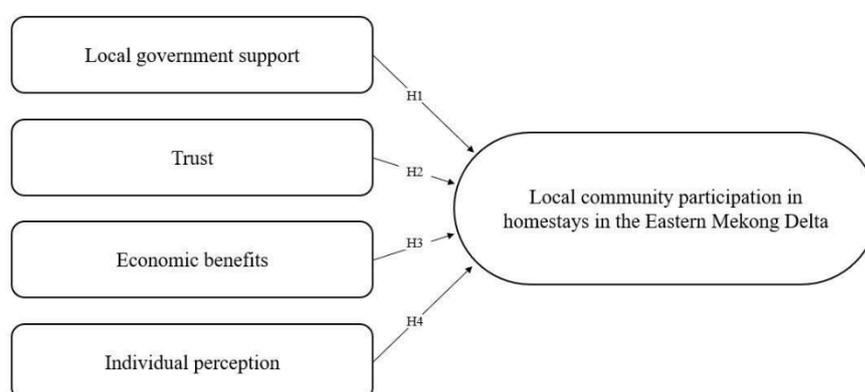


Figure 1: The Research Framework
(Source: The authors, 2025)

In summary, these theories collectively form a comprehensive research model, aiming to elucidate the motivations and constitutive factors of local community involvement in homestay activities.

The specific hypotheses proposed are as follows:

- H1: Local government support positively influences local community participation in homestays in the Eastern Mekong Delta.
- H2: Trust positively influences local community participation in homestays in the Eastern Mekong Delta.
- H3: Economic benefits positively influence local community participation in homestays in the Eastern Mekong Delta.
- H4: Individual perception positively influences local community participation in homestays in the Eastern Mekong Delta.

3 RESEARCH PROGRESS

3.1 Research methodology

3.1.1 Qualitative research

Synthesizing theories and literature from published domestic and international studies allowed the researcher to adopt previous approaches and identify factors and observed variables, thereby constructing a preliminary research model for initial expert validation. However, it is important to note that these models and scales are often developed and validated in developed countries, which may have cultural and economic development differences compared to the Vietnamese market. Therefore, qualitative research was conducted to initially explore factors influencing local community participation in homestay accommodation, and concurrently, to refine and develop the official measurement scales for the variables in the research framework. Upon completion of the qualitative research phase, the study's model was confirmed to include 6 measurement scales and 28 observed variables, with the author's proposed research framework remaining unchanged.

3.1.2 Pilot research

The study conducted a pilot survey with 42 valid votes out of an initial 50 to test the feasibility of the tool and estimate the parameters for the formal survey, in line with the recommended sample size of 30-50 people (Leon, Davis & Kraemer, 2011). The results of the Cronbach's Alpha reliability assessment show that all scales are reliable (α from 0.815 to 0.881) and do not need a variable type. Exploratory factor analysis (EFA) confirmed that the data were suitable ($KMO > 0.5$, Sig. Barlett < 0.05) and successfully extracted 4 independent factors (76.966% variance) and 1 dependent factor (66.162% variance), with satisfactory factor loading factors. These results ensure the quality of the measurement tool for formal quantitative surveys.

3.1.3 Quantitative research

The official quantitative research, conducted after the pilot survey. The survey targeted residents and workers at homestay establishments in Tan Phong Islet (Tien Giang), An Binh Islet (Vinh Long), and Cho Lach (Ben Tre). Data was entered into Excel and processed using SmartPLS 4.1.0.0 software.

The data analysis process comprised two main stages:

Measurement Model Evaluation: This ensures the reliability and validity of the measurement scales. It includes checking internal consistency using Cronbach's Alpha ($\alpha \geq 0.7$) and Composite Reliability ($CR \geq 0.7$). Convergent validity is assessed through Outer Loadings (> 0.708) and Average Variance Extracted ($AVE \geq 0.5$). Discriminant validity is examined using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio ($HTMT < 0.90$).

Structural Model PLS-SEM Evaluation: This stage tests the research hypotheses regarding causal relationships. Path coefficients (β) and their statistical significance (t-statistic, p-value < 0.05) determine the strength and direction of relationships. The coefficient of determination (R^2) and adjusted R^2 are used to evaluate the model's explanatory power. The predictive relevance (Q^2), calculated using the Blindfolding technique, assesses the model's predictive capability ($Q^2 > 0$). If the model includes mediating or moderating variables, SmartPLS also analyzes indirect or moderating effects. These analyses provide strong empirical evidence for hypothesis testing and drawing scientifically valuable conclusions.

3.2 Sample selection method

To collect research data, the study employed a convenience sampling method. The surveyed subjects included residents and workers at tourism accommodation establishments within the study's scope. The sample size was determined to ensure representativeness and statistical reliability for 6 scales with a total of 28 observed variables. Based on Hair et al.'s (1998) recommendation that the minimum sample size should be 5 to 10 times the number of observed variables for multivariate analyses, the study required at least 140 to 280 samples. However, to enhance reliability and minimize sampling error, the goal was to collect data from at least 300 respondents. For this research, data were collected from 315 valid questionnaires out of 338 distributed, through direct and internet surveys. Post-collection, the data will be coded and cleaned to ensure accuracy for subsequent quantitative statistical analyses.

4 RESEARCH RESULTS

4.1 Descriptive Statistical Analysis

This study surveyed the factors influencing local community participation in homestays in the Mekong Delta, using a sample of 315 participants. The sample was demographically diverse, primarily female (56.8%), aged 25-34 (35.9%), and university-educated (38.1%). Key occupational groups included civil servants (21.9%), business owners (15.9%), and farmers (15.6%). The most common income bracket was between 4 and 12 million VND (63.5%). This distribution reflects the region's socio-economic characteristics, where homestays are integral to agricultural tourism development.

4.2 Measurement Model Evaluation

This study conducted a measurement model validation to ensure the reliability and validity of the scales used. First, scale reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). All five scales - "Local Government Support (CQ)," "Economic Benefits (KT)," "Trust (LT)," "Individual Perception (NT)," and "Decision to Participate in Homestay Tourism (TG)" - achieved Cronbach's Alpha values ranging from 0.802 to 0.897 and rho-c values from 0.877 to 0.928, exceeding the acceptable threshold of 0.70. This confirms the internal consistency and high reliability of the scales.

Next, convergent validity was examined through Outer Loadings and Average Variance Extracted (AVE). All observed variables had outer loadings greater than 0.708, ranging from 0.759 to 0.908. Simultaneously, the AVE values for the scales were between 0.640 and 0.790, all surpassing the 0.50 threshold. This demonstrates that the observed variables are highly correlated with their respective latent constructs and adequately explain their variance.

Finally, discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT). According to the Fornell-Larcker criterion, the square root of the AVE for each construct was greater than its correlations with other constructs (e.g., AVEs of 0.800 – 0.889 versus

correlations of 0.260 – 0.562). The HTMT values were also all less than 1.0 (ranging from 0.299 to 0.660), meeting the recommended thresholds. This confirms that the latent constructs are distinct from one another. In summary, all measurement scales used in the study met the requirements for reliability, convergent validity, and discriminant validity, providing a solid foundation for subsequent structural model analyses.

4.3 Structural Model Validation and Predictive Power Assessment

This study conducted a structural model validation by evaluating model fit, checking for multicollinearity, analyzing path coefficients, and assessing predictive power.

Firstly, the model fit was assessed using indicators such as SRMR, Chi-Square, and NFI. The SRMR value was 0.052, below the 0.08 threshold, indicating a good model fit. The NFI reached 0.847, close to the 0.90 threshold, signifying a relatively good fit. Although the Chi-Square value was large (445.081), this is common in large samples and should be evaluated in conjunction with other indicators. The d_ULS (0.410) and d_G (0.232) indices also confirmed negligible differences between the saturated and estimated models. Overall, these indicators affirm that the theoretical model constructed in this study achieved a good fit, providing a reliable basis for further analyses.

Next, multicollinearity was examined using the VIF coefficient. The VIF values for the exogenous variables ranged from 1.161 to 1.228, all below 5, indicating no serious multicollinearity issues.

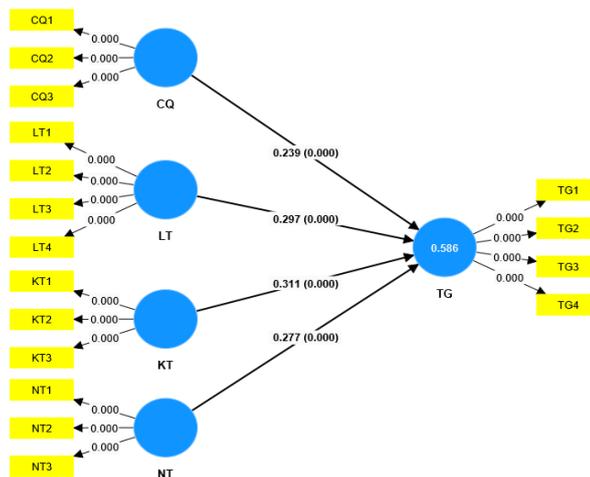


Figure 2: Results of structural model inspection (SEM – PLS)
(Source: Authors' research results, 2025)

Path coefficients were evaluated using Bootstrap analysis to test the statistical significance of the relationships. The results (Table 1) showed that all four direct impact hypotheses (CQ → TG, KT → TG, LT → TG, NT → TG) were statistically significant at the 5% level (p-value < 0.05), with high t-statistic values (ranging from 6.081 to 7.518). The path coefficients (Original sample, O) ranged from 0.239 to 0.311, indicating positive impacts on "Decision to Participate in Homestay Tourism" (TG).

Table 1: Results of research hypothesis testing (direct impact)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CQ → TG	0.239	0.24	0.039	6.081	0.000
KT → TG	0.311	0.31	0.041	7.518	0.000
LT → TG	0.297	0.296	0.043	6.862	0.000
NT → TG	0.277	0.28	0.039	7.114	0.000

(Source: Authors' research results, 2025)

Specifically, for each direct hypothesis:

FACTORS AFFECTING LOCAL ENGAGEMENT IN HOMESTAY ACCOMMODATIONS...

H1: The support from the local government (CQ) has a positive influence on the Decision to participate in Homestays (TG). This hypothesis is supported. The β path coefficient is 0.239. The t-statistic value is 6.081, and the p-value is 0.000. With a p-value < 0.05, this relationship is statistically significant, suggesting that support from local governments has a positive impact on community participation decisions.

H2: Economic benefits (KT) have a positive influence on the Decision to participate in Homestays (TG). This hypothesis is supported. The β path coefficient is 0.311, the t-statistic value is 7.518, and the p-value is 0.000. This relationship was statistically profound (p-value < 0.05) and had the highest path coefficient among the relationships tested, suggesting that economic benefits were the strongest influencing factor.

H3: Trust (LT) has a positive influence on the decision to participate in Homestays (TG). This hypothesis is supported. The β path coefficient is 0.297, the t-statistic value is 6.862, and the p-value is 0.000. This relationship is also statistically significant (p-value < 0.05), indicating that trust has a positive effect on community participation and cooperation decisions.

H4: Personal awareness (NT) has a positive influence on the decision to participate in Homestays (TG). This hypothesis is supported. The β path coefficient is 0.277, the t-statistic value is 7.114, and the p-value is 0.000. This relationship is statistically significant (p-value < 0.05), confirming a clear personal perception of the potential and benefits of homestays that promote active participation.

Table 2. R² and R² Adjustment Determination Factors

	R-square	R-square adjusted
TG	0.591	0.586

(Source: Authors' research results, 2025)

The R² and adjusted R² coefficients (Table 2) were used to assess the model's explanatory power. The R² for the endogenous variable TG was 0.591, and the adjusted R² was 0.586. This indicates that the exogenous variables explain 59.1% of the variance in TG, a high value in behavioral research, confirming the model's good predictive ability. The small difference between R² and adjusted R² also validates that the selected independent variables are significant and contribute effectively.

Table 3: Impact coefficients of variables in the model

	f-square	Impact Level
CQ → TG (Support from the local government → Decision to participate in Homestays)	0.12	Weak Impact
KT → TG (Economic benefits → Decision to participate in Homestays)	0.193	Medium impact
LT → TG (Trust → Decision to participate in Homestays)	0.182	Medium impact
NT → TG (Personal Perception → Decision to Participate in Homestays)	0.159	Medium impact

(Source: Authors' research results, 2025)

The f² effect size was utilized to evaluate the individual contribution of each independent variable. "Economic Benefits" (f² = 0.193), "Trust" (f² = 0.182), and "Individual Perception" (f² = 0.159) all showed a moderate effect on TG. "Local Government Support" (f² = 0.120) had a weaker effect. This suggests that these factors are all important in promoting homestay participation.

Table 4: Evaluate the level of explanation of the model

	SSO	SSE	Q ² (=1-SSE/SSO)
CQ	945	945	
KT	945	945	
LT	1260	1260	
NT	945	945	
TG	1260	706.892	0.439

(Source: Authors' research results, 2025)

Finally, the model's predictive relevance (Q²) was assessed. The Q² value for the TG variable was 0.439, far exceeding the 0.35 threshold, indicating that the exogenous variables (Local Government Support,

Economic Benefits, Trust, and Individual Perception) have strong predictive power for the endogenous variable TG.

So, the results of the structural model test show that the research framework is highly reliable and valuable, effectively explaining the factors affecting the decision to participate in homestay tourism of local communities in the Eastern Mekong Delta.

5 DISCUSSION AND QUALITATIVE INSIGHTS

To strengthen the managerial implications, qualitative findings were used to contextualize the four key factors (H1–H4) based on interviews with three local residents, six homestay operators, and three officials in Tan Phong (Tien Giang), An Binh (Vinh Long), and Cho Lach (Ben Tre).

H1 – Local Government Support

Through interviews with stakeholders, many households and homestay owners noted the active role of the government in providing information, legal support, and encouraging homestay development. However, the support is still scattered, lacks continuity, and is not synchronized between levels. Therefore, although the role of the government has a positive influence as H1 points out, to be effective, it is necessary further to improve the systematization and publicity in community support.

H2 – Trust

The interview shows that trust is built not only on the credibility of the regulator but also on practical experience in the collaborative process. People who have cooperated with tourism businesses or the government but have not recorded many benefits tend to lose trust and withdraw from homestay activities. This suggests that trust – as proposed by H2 – is a key factor, especially in rural economic environments where social relations and personal prestige have a significant influence on participation decisions.

H3 – Economic Benefits

This is the factor most mentioned by local residents in interviews. Many people only join homestays when they find their income stable or at least higher than traditional agricultural activities. Some people have abandoned the model because they did not achieve the expected profits. From there, it strongly affirms the H3 hypothesis – economic benefits are the decisive factor and have the highest attraction to the community.

H4 – Individual Perception

The survey results show that there are still many people who do not understand the nature of homestay tourism, and are still confused about the form of simple hostel rental. Many of them are not aware of their role in creating a different travel experience. Some successful cases have in common that participants have a positive mindset, are eager to learn, and actively seek knowledge. Therefore, the H4 hypothesis is reinforced when personal awareness influences homestay participation behavior.

Overall, qualitative analyses not only reinforce the H1 to H4 hypotheses but also show that these factors are specific to the Eastern Mekong Delta. This serves as a solid basis for the governance implications to become practical, can be implemented, and bring high scientific and applied value to stakeholders in the development of sustainable homestay tourism.

6 IMPLICATIONS

To foster greater local community participation in homestay tourism in the eastern Mekong Delta, this research proposes a multi-faceted managerial strategy focusing on optimizing economic benefits, strengthening trust, enhancing individual awareness, and leveraging the proactive role of local authorities. Firstly, optimizing economic benefits is identified as the core and most powerful driver for active community involvement. Local authorities should implement comprehensive solutions to diversify income sources, moving beyond just accommodation services to support the development of unique, culturally rich ancillary tourism value chains (e.g., traditional cooking classes, craft workshops, agricultural experiences). Simultaneously, providing crucial financial (e.g., preferential loans) and technical support (e.g., tourism vocational training, management skills, marketing) is essential to boost business capacity and mitigate risks for households. Critically, ensuring transparent and fair profit-sharing mechanisms is vital to sustain long-term motivation and engagement within the community.

Secondly, building and strengthening trust within the community forms a solid foundation for sustainable collaboration. This necessitates that authorities ensure transparency of information regarding policies, plans, and regulations for homestay development through accessible public channels. Regular dialogue and

consultations with residents are equally important to solicit feedback and allow community participation in decision-making processes. Most importantly, authorities must consistently honor their commitments and promises to build unwavering trust, preventing erosion of enthusiasm.

Thirdly, enhancing individual awareness of homestay tourism is crucial for fostering proactive and responsible participation. Authorities should intensify propaganda and education efforts to highlight the comprehensive benefits of homestays, extending beyond economic gains to emphasize their importance for local socio-economic development, cultural preservation, and environmental protection. Providing specialized training in communication, professional service, small-scale hotel management, and environmental protection (e.g., waste management) will equip residents with practical skills. Promoting responsible tourism also aids in preserving cultural heritage and natural landscapes, leading to authentic and sustainable tourism experiences.

Finally, leveraging the role of local authorities is key to coordinating and supporting the entire development process. Authorities need to refine institutional policies, ensuring a clear and transparent legal framework that maximizes support for the community. Prioritizing investment in infrastructure (e.g., transportation, utilities, internet) is essential to enhance service quality and visitor experience. Concurrently, actively promoting and marketing the region's homestay tourism to potential markets through events, trade fairs, and multi-channel communication campaigns will boost brand recognition and attract a steady influx of tourists. Close coordination among authorities, tourism businesses, and local communities will ensure optimal resource utilization and synchronized development plans, leading to harmonious and sustainable growth.

Therefore, a holistic managerial strategy, integrating economic incentives, trust-building, awareness enhancement, and strong governmental leadership, is paramount to increasing local community participation in homestay tourism, ultimately aiming for sustainable tourism development and long-term socio-economic benefits for the Eastern Mekong Delta region.

7 CONCLUSION

This study successfully identified key factors influencing local community participation in homestay tourism in the Eastern Mekong Delta region. Utilizing a mixed-methods approach and analyzing data from 315 valid survey forms processed with SmartPLS 4.1.0.0, the research validated scale reliability, convergent validity, and discriminant validity, while also evaluating the structural model and testing hypotheses. The results confirmed that all four factors—local government support, economic benefits, trust, and individual perception—positively and significantly impact community engagement in homestay activities. Notably, economic benefits emerged as the strongest driver. The research model demonstrated a good fit and strong predictive relevance. These findings provide a reliable basis for practical management implications, aiming for sustainable homestay tourism development and improved livelihoods for residents. This study holds profound significance in both theoretical and practical aspects within the context of sustainable homestay tourism development in the Eastern Mekong Delta region. Theoretically, the paper presents a comprehensively empirically tested model that identifies and quantifies the positive impacts of local government support, economic benefits, trust, and individual perceptions on local community participation in homestay tourism. This finding not only reinforces foundational theories such as Community Participation Theory, Trust Theory, and Expectancy Theory, but also adapts them to the specific cultural and economic context of the region. Notably, highlighting economic benefits as the strongest driver provides deeper insight into the priority of influencing factors, enriching the understanding of community motivation in this tourism model.

In terms of practical implications, the research findings provide a solid foundation for developing practical and focused managerial strategies to promote sustainable homestay development. The study offers specific directions: optimizing economic benefits through diversifying income sources and providing financial/technical support; building and strengthening trust through information transparency, regular dialogue, and consistent commitment from authorities; enhancing individual perception of homestay's holistic value, including cultural and environmental preservation, through education and training; and leveraging the proactive role of local authorities in refining institutional policies, investing in infrastructure, and strengthening promotion. These implications directly address the "gap" in understanding and analyzing factors affecting residents' participation and are expected to enhance the effectiveness of homestay

establishments, promote sustainable community tourism development, and improve livelihoods for residents in the Eastern Mekong Delta region, an area with significant homestay tourism potential but still facing limitations that need improvement.

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN SỰ THAM GIA CỦA CỘNG ĐỒNG ĐỊA PHƯƠNG ĐỐI VỚI LOẠI HÌNH HOMESTAY TẠI KHU VỰC PHÍA ĐÔNG ĐỒNG BẰNG SÔNG CỬU LONG

ĐỖ HIỀN HÒA¹, MÃ XUÂN VINH^{2*}, , LÊ THỊ THƯƠNG¹

¹*Khoa Thương mại - Du lịch, Trường Đại học Công nghiệp Thành phố Hồ Chí Minh;*

²*Khoa Văn hoá và Du lịch, Trường Đại học Sài Gòn*

* Tác giả liên hệ: maxuanvinh@gmail.com

Tóm tắt. Nghiên cứu này phân tích các yếu tố quyết định sự tham gia của cộng đồng địa phương trong du lịch homestay ở khu vực phía Đông Đồng bằng sông Cửu Long, bao gồm các tỉnh Tiền Giang, Vĩnh Long và Bến Tre. Dựa trên Lý thuyết Tham gia Cộng đồng, Lý thuyết Tin cậy và Lý thuyết Kỳ vọng, nghiên cứu xác định bốn yếu tố chính: hỗ trợ chính quyền địa phương, lợi ích kinh tế, niềm tin và nhận thức cá nhân. Sử dụng phương pháp tiếp cận hỗn hợp, nghiên cứu đã thu thập và phân tích 315 câu trả lời hợp lệ từ cư dân và nhân viên địa phương bằng cách sử dụng SmartPLS 4.1.0.0. Mô hình đo lường thể hiện độ tin cậy cao, tính hợp lệ hội tụ và tính hợp lệ phân biệt. Kết quả mô hình phương trình cấu trúc cho thấy cả bốn yếu tố đều có ý nghĩa thống kê và ảnh hưởng tích cực đến sự tham gia của cộng đồng vào du lịch homestay, với lợi ích kinh tế là động lực có ảnh hưởng nhất. Những phát hiện này cung cấp những hiểu biết thực nghiệm về động lực của cộng đồng và gợi ý các tác động quản lý thực tế, chẳng hạn như nâng cao cơ hội tạo thu nhập, thúc đẩy lòng tin, nâng cao nhận thức và cải thiện khuôn khổ quản trị. Những chiến lược này rất quan trọng để thúc đẩy phát triển homestay bền vững và cải thiện sinh kế địa phương ở khu vực Đồng bằng sông Cửu Long.

Từ khóa. Du lịch homestay, du lịch dựa vào cộng đồng, du lịch bền vững, đồng bằng sông Cửu Long.

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