

**MINISTRY OF FINANCE
UNIVERSITY OF FINANCE - MARKETING**



HUYNH QUOC TUAN

**STUDY ON THE RELATIONSHIP BETWEEN
TOURISM MOTIVATION, DESTINATION IMAGE, SATISFACTION
AND FUTURE BEHAVIOR OF DOMESTIC TOURISTS.
CASE STUDY OF DONG THAP TOURISM DESTINATION**

Major: Business Administration

Code: 9340101

**INFORMATION ON NEW ACADEMIC AND THEORETICAL
CONTRIBUTIONS OF THE DOCTORAL DISSERTATION**

Ho Chi Minh City – 2022

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

Ho Chi Minh City, November 1st, 2022

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Major: Business Administration Code: **934 01 01**

Ph.D. Candidate: **Huynh Quoc Tuan** Course: **(1) 2017**

Training Institution: **University of Finance - Marketing**

Scientific instructors 01: **Dr. Doan Lieng Diem**

Scientific instructors 02: **Assoc.Pro.Dr. Huynh Thi Thu Suong**

A summary of new contributions both in terms of academic and practical aspects of the dissertation is as follows:

1. Academic contribution

First, in this study, the author has added the variable "Tourism motivation", a limitation in many previous studies, so contributing to fill the research gap, helping to explain tourist behavior are more complete.

Second, destination image is the center of tourism development, in this study the author approaches destination image including 02 components: cognitive image and affective image. This is a different approach than many previous studies that approached destination images that included only the overall image. Therefore, this opens up a different approach to destination image, contributing to diversifying and perfecting the analysis framework of destination image.

Third, with the survey object being tourists, it is difficult to select a sample according to the probabilistic method. However, instead of choosing convenient sampling method as most previous studies used. In this study, the author uses the norm sampling method (Quota), which increases the reliability of the non-probability sampling method in general. In addition, in this study, the author uses structural equation modeling method based on partial least squares analysis technique (PLS-SEM) to check the reliability and validity of the scales measure. The PLS-SEM method has several advantages over other structural model analysis methods. Thus, these approaches have contributed and supplemented the theory of research methods.

Fourth, the sets of observed variables used to measure concepts in this research model are largely inherited from previous studies. However, through qualitative research, some scales are also added with new observed variables. Therefore, with the newly added observed variables to measure the research concepts, they are considered as new contributions to the improvement of the research scale.

Fifth, through assessing the relevance of electronic word of mouth compared to traditional word of mouth, in this study the author has considered the role of electronic word of mouth (EWOM) as a manifestation of electronic word of mouth (EWOM) of future behavior. This is a new approach compared to previous studies. The results of this study contribute to a better explanation of tourist behavior of tourists.

Sixth, the study has considered EWOM as an endogenous variable instead of many previous studies that consider EWOM as a prerequisite for tourism behavior (destination selection, satisfaction, loyalty). This approach helps to identify the factors that explain the electronic word of mouth behavior of visitors, so that there are solutions to promote electronic word of mouth behavior. This result contributes to a more complete explanation of tourist behavior of tourists, as well as opens up new research directions in the future.

Seventh, besides, with the research results indicating the existence of a relationship between travel motivation and electronic word of mouth, this result as an important experiment contributes to strengthen the relationship between travel motivation and behavioral intention was mentioned in Lee's Push-Pull theory (1965). Therefore, this

finding is considered as a new contribution to improve the value and relevance of the theory in the context of tourism.

Eighth, the study examined the concurrent relationship between tourist motivation, destination image, satisfaction and future behavior of tourists. Thereby, providing a fairly comprehensive view of the antecedent variables affecting satisfaction, return intention and electronic word of mouth of visitors. This result contributes to the improvement of the analytical framework on tourist behavior.

2. Practical contributions

First, the research results on the relationship between travel motivation, destination image, satisfaction and future behavior (return intention and electronic word of mouth) show that: Affective image about Destination is affected by 2 factors: cognitive image ($\beta = 0,611$) and travel motivation ($\beta = 0,185$); Visitor satisfaction is influenced by cognitive image ($\beta = 0,466$) and affective image ($\beta = 0,298$); Intention to return is affected by visitor satisfaction ($\beta = 0,640$) and affective image ($\beta = 0,112$); Electronic word of mouth is affected impact of cognitive image ($\beta = 0,304$), visitor satisfaction ($\beta = 0,263$) and travel motivation ($\beta = 0,183$). From the results of this study, the proposed policy implications are based on the relationship between the variables in the model to help destination managers, tourism business organizations, and policy makers have appropriate destination marketing and business policies, helping to increase satisfaction, creating conditions to attract visitors to return and encourage electronic word-of-mouth behavior among visitors.

Second, the research results also contribute to creating the motivation to carry out further studies on this issue in order to discover other important factors that have not been mentioned in the model to have meaningful solutions, more comprehensive, promoting the development of local tourism.

PhD. Candidate

Huynh Quoc Tuan