

**SOCIALIST REPUBLIC OF VIETNAM**  
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**INFORMATION PAGE ON NEW ACADEMIC AND  
THEORETICAL CONTRIBUTIONS OF THE DISSERTATION**

**Dissertation Title: The impact of memorable tourism experiences on destination loyalty: The mediating role of destination satisfaction and the moderating effect of crowding – A case of festival tourism in Ho Chi Minh City**

**Major:** Business Administration

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This dissertation makes significant contributions to both theory and practice in the field of tourist behavior research, particularly within the context of urban festival tourism in Vietnam. By developing and empirically testing an integrated model that links memorable tourism experiences, destination satisfaction, and destination loyalty, while simultaneously examining the moderating role of crowding, the study not only consolidates foundational theoretical frameworks but also advances tourism research toward a more contextualized and emotion oriented perspective that aligns with contemporary tourism development.

**1. Theoretical contributions to the memorable tourism experience model**

First, the dissertation strengthens and extends the conceptual validity of the memorable tourism experience model in the context of a globalized urban destination, specifically Ho Chi Minh City. The findings confirm that the multidimensional structure of memorable tourism experiences remains conceptually stable, supporting the argument of Kim and colleagues that memorable tourism experiences consist of universal components. However, the relative influence of each component varies substantially depending on destination context. This result clarifies that memorable tourism experience is not a static construct but is shaped by socioeconomic characteristics, levels of globalization, and tourists' experiential expectations at specific destinations.

Among the seven dimensions examined, six components, including hedonism, novelty, relaxation, meaningfulness, involvement, and knowledge, exhibit positive and statistically

significant effects on destination satisfaction and destination loyalty. In contrast, local culture does not show a significant effect in the context of Ho Chi Minh City. This theoretically important finding reflects the characteristics of a highly globalized economic and service oriented metropolis, where tourist experiences are shaped more by convenience, international standards, dynamic urban rhythms, and service diversity than by traditional local cultural elements. This result extends the memorable tourism experience framework by emphasizing the role of destination context in determining the relative importance of experiential dimensions and suggests that future studies should consider the interaction between destination characteristics and tourist expectations when applying the memorable tourism experience model.

## **2. Theoretical contributions to the relationships among memorable tourism experience, destination satisfaction, and destination loyalty**

Second, the dissertation clarifies the mechanism through which memorable tourism experiences influence destination satisfaction and destination loyalty through structural equation modeling. The results indicate that memorable tourism experiences exert strong and positive effects on both destination satisfaction and destination loyalty, while destination satisfaction plays a critical mediating role in the relationship between memorable tourism experiences and destination loyalty. This finding confirms that memorable experiences not only generate immediate positive emotions but also function as a sustainable driver of revisit intention, positive word of mouth, and long term attachment to the destination.

From a theoretical perspective, these results reinforce the satisfaction loyalty paradigm in services marketing, while extending it within the tourism context by positioning memorable tourism experiences as the central antecedent of satisfaction. Rather than viewing satisfaction solely as an outcome of service quality, the dissertation demonstrates that destination satisfaction emerges from an integrated set of emotional, cognitive, and social experiences. This contribution shifts the focus of tourism research from service evaluation to experience management, in line with the experience economy perspective in contemporary tourism studies.

## **3. Theoretical contributions through the integration of the cognition affect conation and stimulus organism response frameworks**

Third, the dissertation advances theory by integrating the cognition affect conation framework and the stimulus organism response framework within the context of urban festival tourism, an approach that remains underexplored in Vietnamese tourism research. From the cognition affect conation perspective, the study confirms the sequential psychological process from cognition to affect and then to behavior by demonstrating that memorable tourism experiences, which incorporate both cognitive and affective elements, influence destination loyalty directly and indirectly through destination satisfaction. By positioning memorable tourism experiences within the cognitive domain using an expanded interpretation, the dissertation enriches the cognition affect conation framework and transforms it from a simple linear structure into a dynamic process in which cognition and affect operate simultaneously during lived tourist experiences.

From the stimulus organism response perspective, the dissertation contributes in three key ways. First, it extends the concept of stimulus beyond physical environmental factors to include social and psychological stimuli by conceptualizing memorable tourism experiences and crowding as central stimuli. Second, the empirical findings reveal a positive moderating effect of crowding, indicating that within the urban festival context, moderate levels of crowding do not diminish but instead amplify the effects of memorable tourism experiences on destination satisfaction and destination loyalty. This result extends the stimulus organism response framework toward a nonlinear and context adaptive interpretation, challenging the traditional view of crowding as predominantly negative. Third, the finding that local culture does not function as a core stimulus in a globalized urban setting highlights the variability of stimuli across different destination types.

By integrating the cognition affect conation and stimulus organism response frameworks into a unified model, the dissertation develops a comprehensive theoretical framework that explains both the psychological behavioral process of tourists and the influence of social and environmental context. This represents a valuable theoretical contribution and opens new avenues for research on urban tourism and festival tourism.

#### **4. Practical contributions to urban festival tourism management**

From a practical standpoint, the dissertation provides robust quantitative evidence that helps tourism managers in Ho Chi Minh City better understand the determinants of tourist experiences, satisfaction, and loyalty in festival contexts. The findings enable the identification of experiential components with the strongest effects, thereby supporting more effective resource allocation toward experience focused management strategies. Furthermore, the identification of the dual role of crowding offers a scientific basis for shifting from a crowd control mindset to a crowd experience design approach, in which crowd density can be transformed into a positive source of social energy if managed appropriately.

Additionally, the finding that local culture does not exert a significant influence on memorable tourism experiences in the current context serves as a strategic warning. It suggests that, to enhance experiential value and long-term competitiveness, Ho Chi Minh City needs to rethink how local culture is integrated into urban festival tourism products through creative, contemporary, and interactive approaches rather than static and traditional cultural displays.

#### **5. Summary of the dissertation's contributions**

In summary, the dissertation makes three major contributions: strengthening and extending the memorable tourism experience model in a globalized urban context; developing an integrated memorable tourism experience destination satisfaction destination loyalty model that incorporates the moderating role of crowding; and integrating the cognition affect conation and stimulus organism response frameworks in urban festival tourism research. These contributions enrich the theoretical foundation of tourist behavior research in Vietnam and provide an important scientific basis for tourism management and policy making in large cities during an era of experience oriented tourism and emotion driven competition.