MINISTRY OF FINANCE

UNIVERSITY OF FINANCE - MARKETING

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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

SUMMARY OF DOCTORAL THESIS

Ho Chi Minh – 2023

The thesis was completed in **University of Finance – Marketing**

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The dissertation wil be defended in front of the Dissertation Evaluation Council at: University of Finance – Marketing

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The thesis can be found at:

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CHAPTER 1: OVERALL INTRODUCTION

1.1. The reasons for choosing the topic

1.1.1. Practical context

Destination images have been carried out by foreign researchers since 1973, in a small number and scattered in scientific journals. By 2002, Pike (2002) was conducting a review of published works. There are 142 studies published during this period (1973-2000) to find the features with high consensus on destination image. However, the review of studies in this period raises a general limitation that the destination image has not been successfully operated and applied by the destination; there is not yet a fundamental theory to apply as a theoretical foundation for the research model; The measurement of the structure of the destination image is still fragmentary. At the same time, the analytical techniques of these studies still lean towards qualitative, often visitor surveys. The main study area is still North America, and is scattered across the continents of Asia, Europe, South and Central America.

Huang et al. (2021), conducted research to provide a more comprehensive and in-depth view than previous review studies on destination image (Echtner & Ritchie, 1991; Pike, 2002; Gallarza et al., 2002; Stepchenkova & Mills, 2010), this study aims to conduct an extensive review of existing studies on destination image to examine the key concept of consumer behavior. Through a literature review from 908 studies selected from 182 different journals. Research results have also shown 4 aspects related to destination image: (1) problem areas; (2) the attributes of the destination; (3) Marketing and Destination Management and (4) Tourist Behavior.

Through the review of previous studies, the author found that besides the obtained results, there are still some limitations:

First, there are many approaches to the destination image, but in some studies, the destination image approach includes only one component, the perceived image, which is considered limited in interpreting the destination

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image. interested in the process of forming tourists' perception of destination image (Chi & Qu, 2008; Chen & Tsai, 2007; Castro et al., 2007; Prayag, 2009; Setiawan, 2014; Wu, 2015).

Second, another limitation mentioned in most of the previous studies is the research method related to convenience sampling, which has reduced the reliability in explaining the overall study (Park, 2007 & Njite, 2010; Duong Que Nhu et al, 2014; Tan & Qu, 2016; Duong Que Nhu et al, 2013; Phan Minh Duc, 2016; Yang, 2017; Nguyen Ngoc Duy Phuong & Huynh Quoc Tuan, 2018) . At the same time, in previous studies, the data survey was mainly carried out by the author at only or very few survey points, so the research results only have explanatory significance in the limited space. which is difficult to generalize to the whole (Beerli & Martín, 2004; Lobato et al., 2006; Chen & Tsai, 2007; Chi & Qu, 2008; Wang & Hsu, 2010).

Third, previous studies have shown that antecedents affecting satisfaction or future behavior include destination image, travel experience, quality of destination, etc. However, other factors That's not all, but it can also be tourist motives, psychosocial values. Supporting this, push-pull theory (Lee, 1965) supports the explanatory relationship between travel motivation and behavioral intention (especially word-of-mouth behavior). However, very little has been mentioned in previous studies, especially testing the relationship between travel motivation and future behavioral intentions.

1.1.2. Theoretical context

Tourism is an important economic sector, contributing to the economic growth of many countries and localities.

Besides, there are also a number of studies on tourism in Dong Thap, including a study by Nguyen Trong Nhan (2013) conducted to assess the current situation, as well as visitors' satisfaction with the tourism. Eco-tourism in Gao Giong tourist area, Cao Lanh district, Dong Thap province. The results show that 80% of visitors know about Gao Giong through relatives and friends introduced; tourists feel satisfied about the trip (55%);

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intention to recommend Gao Giong tourism to relatives and friends is positively correlated with visitor satisfaction and 74% of visitors surveyed plan to return to Gao Giong tourism at least one more time. In addition, another study by Nguyen Minh Triet et al (2019) on ecotourism product development in RAMSAR Tram Chim area. The study analyzed and evaluated ecotourism products in Ramsar Tram Chim area through visitors' perceptions, contributing to providing a scientific basis for local management agencies to be able to offer solutions. suitable measures to attract tourists in the near future.

In general, the researches on Dong Thap tourist destination in the past time are still quite modest, most of the studies focus on looking at tourists' evaluations of the quality of a particular destination or the influence of the quality of the destination. destination to visitor satisfaction. However, the author has not found studies examining the influence of destination image on future behaviors such as intention to return, word of mouth, loyalty,...so this is considered an interval. research drum. In addition, the limitations of previous studies also indicate that although Dong Thap tourism products have been developed, they have not yet met the diversity based on different tourism resources. Therefore, to overcome this limitation, it is necessary to have segmentation of tourist groups based on different tourist motivations when coming to Dong Thap.

1.1.3. Research Gap

Based on a review of relevant studies. On the basis of synthesis, the author finds the following research gaps:

Many studies have proven that the factors affecting visitor satisfaction are not only the destination image but also other factors, such as: travel motivation, psychosocial value, experience travel experience. This is also a research gap that needs to be clarified to consider the impact of these factors on the satisfaction and future behavior of tourists.

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Previous studies have mostly approached the destination image with only one component, the cognitive image, which has led to the destination image not being fully explained. This is also a research gap related to the conceptual approach to research.

For different reasons, most of the previous studies mainly selected the survey sample based on the non-probability method (namely, convenience sampling), which affects the reliability of the representativeness. research overall. At the same time, in previous studies, the survey data was mainly carried out by the author at only or very few survey sites, so the research results did not generally reflect the tourist destination.

Although there are behavioral theories, especially the push-pull theory (Lee, 1965) that support the explanatory relationship between travel motivation and behavioral intention (especially word-of-mouth behavior).), tourist motivation is the premise leading to tourist's behavioral intentions, but testing the relationship between tourist motivation and future behavior has not been found in previous studies.

The author has not found any studies that simultaneously consider the relationship between tourist motivation, destination image, satisfaction and future behavior of tourists. Especially for the Dong Thap tourist destination.

From the analysis of gaps in previous studies, as well as from the context of tourism development in Dong Thap Province, the author realizes that it is necessary to conduct research to examine the relationship between tourism motivation and tourism motivation, destination image, satisfaction and future behavior of domestic tourists towards tourist destination Dong Thap. On that basis, the author decided to carry out the following research topic: "***Research on the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists. Case study of Dong Thap tourist destination*** ".

1.2. Research objectives

1.2.1. Overall objectives

The study aims to determine the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists towards Dong Thap tourist destination. Thereby, to propose management implications to attract tourists in the future.

1.2.2. Detail objectives

Objective 1: Theoretical framework on tourist behavior and clarifying perspectives on tourism motivation, destination image, satisfaction and future behavior of domestic tourists;

Objective 2: Analyze the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists towards Dong Thap tourist destination;

Objective 3: Propose governance implications to enhance satisfaction and promote future behavior of domestic tourists towards Dong Thap tourist destination.

1.3. Research questions

Question 1: What theoretical framework is used to explain tourist behavior and what are the perspectives on tourism motivations, destination image, satisfaction and future behavior of domestic tourists?;

Question 2: What is the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists towards Dong Thap tourist destination?;

Question 3: What are the governance implications for enhancing satisfaction and promoting future behavior of domestic tourists towards the tourist destination Dong Thap?.

1.4. Objective and Scop of research

1.4.1. Objective of research

Studying the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists. Case study of tourist destination Dong Thap.

1.4.2. Scope of research

Research space: Tourist attractions in Dong Thap: Sa Dec Flower Village, Tram Chim National Park, Gao Giong eco-tourism area, Xeo Quyt historical relic site, Phuoc Kien Pagoda (Lotus Pagoda), Phuong Nam Linh Tu.

Data collection time: from January 1, 2020 to January 15, 2020 (collecting information for the preliminary quantitative research phase) and from February 1, 2020 to February 25, 2020 (collecting information for the formal quantitative research phase).

Respondents: To conduct this study, the author conducted a survey for domestic tourists (excluding tourists from Dong Thap Province) to the tourist destination Dong Thap.

1.5. Research Methods

Qualitative Research: At the qualitative research stage, the author uses the expert interview technique with the aim to assess the relevance of the research concepts, as well as examine the relationship between the concepts in the model. Besides, the author also uses the target group discussion technique with the convenient sampling method, in order to adjust the observed variables for the scale for the concepts in the research model to suit the space. The study period is Dong Thap tourist destination.

Quantitative research: In this phase, the author carried out two steps: (1) preliminary quantitative research and (2) formal quantitative research.

For the preliminary quantitative research step: for the purpose of evaluating the reliability of the scale before conducting formal quantitative research. To accomplish this goal, the author conducted a survey of 300 domestic tourists with convenient sampling method at 6 tourist destinations of the province. The author's time to conduct the survey is from January 1, 2020 to January 15, 2020.

For the formal quantitative research phase: with the goal of examining the relationship between concepts in the research model. To accomplish this goal, the author conducted a survey of 600 domestic

tourists with the norm sampling method (Quota) at 6 key tourist destinations of the province, the survey period was from February 1, 2020 to February 25, 2020.

1.6. Meaning of research

1.6.1. Theoretical meaning

Firstly, the study has made an overview of the theoretical basis of the research problem, as well as mentioned the background theories used to explain the relationship between the research concepts in the proposed model.

Second, the study also provides a rationale in explaining the conceptual approach to research. Specifically, destination image includes 02 components: cognitive image and emotional image; Future behavior is considered through return intent and electronic word of mouth.

Third, conducted test and measure the relationship between tourist motivation, destination image, satisfaction and future behavior of tourists. In particular, future behavior is approached by the author through 02 expressions: intention to return and electronic word of mouth. The research results help researchers and managers have a more complete and comprehensive view of the approach, as well as the process of evaluating and measuring the relationship between travel motivation, image destination, satisfaction and future behavior of tourists.

1.6.2. Practical meaning

First, the results of this study help stakeholders have a better understanding of visitor satisfaction, as well as the antecedents leading to visitor satisfaction with the tourist destination. From there, it is possible to carry out further research, as well as develop appropriate policies to improve visitor satisfaction.

Second, the results of this study help stakeholders to pay more attention to the antecedents that lead to the intention to return, especially the electronic word of mouth of visitors, which is of great significance in the

future. future tourist attraction. From there, it is possible to develop appropriate policies to maintain and attract tourists.

Third, the research results are a reference for the tourism destination managers in the country, especially the localities with similar characteristics to Dong Thap, can apply the model of the study and adjust accordingly to the characteristics of each locality in marketing tourism destinations to tourists.

1.7. Research structure

This thesis is presented in 5 chapters, specifically as follows:

Chapter 1: Overall Introduction; Chapter 2: Theoretical basis; Chapter 3: Research Design; Chapter 4: Researchs Result; Chapter 5: Conclusions and Managerial Implication.

CHAPTER 2: THEORETICAL BASIS AND RESEARCH MODEL

2.1. Theoretical framework used in the research

2.1.1. Theory of planned behavior (TPB)

The Theory of Planned Behavior (TPB) was proposed by Ajzen in 1985 as an extension of the theory of rational action (TRA) with the main purpose of predicting planned behaviors. planned and intentional (Ajzen, 1985). Specifically, TPB predicts intention based on three main factors: attitude towards behavior, subjective norm, and perceived behavioral control. In it, attitude towards behavior, refers to the degree to which an individual appreciates or underestimates a certain behavior; Norm, refers to the perception of pressure that society places on the individual to perform or not perform the behavior.

The theory of planned behavior explains that tourists, when they have a positive perception of the destination, are likely to recommend the destination to others and be behaviorally drawn towards the destination, whereas, on the contrary, the perceived negative The polarity of destination image can pull tourists away in terms of behavior from the destination (Ibrahim et al., 2021).

2.1.2. Extensible Technology Acceptance Model (ETAM)

An extension to the technology acceptance model (TAM) developed by (Venkatesh & Davis, 2000), outlines perceived usefulness and intended use as it relates to processes of social influence associations and cognitive tools.

In this thesis, the author uses the theory of extended technology acceptance model (ETAM) with the same purpose as the theory of technology acceptance model (TAM). However, the theoretical proposal of the ETAM model in this thesis to help explain the influence of antecedent factors on behavioral intention, specifically in this thesis is the electronic word of mouth intention. more grounded and detailed about the influencing factors.

2.1.3. Kotler's theory of consumer behavior

The theory of consumer behavior, this is considered an important theory and is used to explain the evolution of the behavior of consumers in general and tourists in particular. Specifically, based on this theory, the author will explain the following relationships: the relationship between cognitive image, emotional image for satisfaction; relationship between satisfaction and intention to return; relationship between satisfaction and electronic word-of-mouth intent; the relationship between travel motivation and satisfaction; The relationship between travel motivation for return intention and electronic word of mouth intention.

2.1.4. Lee's push and pull theory

The push-pull framework is a popular theory to explain why tourists decide to visit a destination rather than elsewhere, the type of experience they want to have, and the type of activity they want to do.

According to this theory, tourists are pushed by their internal forces and at the same time pulled by the external forces of a particular destination (Uysal & Jurowski, 1994). Therefore, this theory is considered suitable to investigate tourism motivations towards a culinary tourism destination as it provides a comprehensive understanding of motivations from both tourist and destination perspectives.

The use of Push-Pull theoretical framework in this thesis aims to explain why (motivation) tourists decide to visit the destination rather than elsewhere. Besides, also based on this theory to explain the relationship between travel motivation and satisfaction; relationship between travel motivation and behavioral intention (intent to return and online word of mouth).

2.2. Some concepts

2.1.1. Tourist Motivation concept

Liu and Kao (2018) conceptualize tourism motivation as the driving force that drives activities and continues to perform certain activities, in this case the activity of visiting one place to another. Scholars often define travel motivation as a psychosocial force that predisposes an individual to choose and engage in a tourist activity (Iso-Ahola, 1982).

2.1.2. Destination Image concept

Destination image can be viewed as a set of beliefs, ideas and impressions that people have about the attributes and/or activities available at a destination (Dadgostar & Isotalo, 1992).

An encouraging trend is that recent tourism literature acknowledges the common existence of both components in the mind of a typical tourist (Castro et al., 2007). At the same time, it is argued that the coexistence of both components can more accurately explain the destination image (Kim & Yoon, 2003; Martín & del Bosque, 2008; Zeng, Chiu, Lee, Kang, & Park , 2015). In addition, there is consensus among researchers that the cognitive-image component is an antecedent of affective image (Baloglu, 2000; Baloglu & McCleary, 1999; Gartner, 1994). Therefore, in this thesis, the author approaches destination image including 02 components: (1) Cognitive Image and (2) Affective Image.

Cognitive image: reflecting assessment of destination's perceived attributes (Papadimitriou et al., 2018).

Affective image: affective image is related to the values that individuals attach to the destination based on tourist motives (Stepchenkova & Mills, 2010).

2.2.3. Tourist Satisfaction concept

One of the most cited definitions is satisfaction as the degree to which it is believed that an experience evokes positive feelings (Rust & Oliver, 1994).

The author has synthesized the definitions of satisfaction, thereby finding that most of the definitions of satisfaction describe it as the emotional state of tourists after tourists perceive the travel experience. Le Chi Cong, 2016; Monferrer et al., 2019; Smith, 2020). Therefore, in this study, the author uses the definition of satisfaction based on Smith's point of view (2020), whereby satisfaction is defined as an emotion after tourists perceive the experience.

2.2.4. Future Beharvior concept

The future behavioral intention of tourists is a very important concept for tourism service providers as it is often related to tourist retention and tourist loyalty (Saha & Theingi, 2009).

However, return intention and word of mouth are commonly used variables to capture tourists' future behavioral intentions in tourism literature (Prayag & Ryan, 2012; Stylidis et al., 2011). 2017).

Return intention can be defined as a consumer's intention to experience a similar product, brand, destination or region in the future (Zeithaml et al., 1996). Intention to return is viewed as a tourist's willingness or plan to visit the same destination again in the future.

Electronic word of mouth (eWOM) is commonly recognized as one of the behavioral intentions of tourists. eWOM is said to be "consumer experience shared by customers who purchase products, experience services, or interact with a shared brand" (Ismagilova et al., 2017).

2.3. Experimental studies related to the topic

The empirical studies related to the topic focus a lot on the following 3 research directions: Research directions on tourism motivation affecting future behavior; Research direction on the impact of destination image on future behavior; Research direction on the relationship between tourist motivation, destination image, satisfaction and future behavior.

2.4. Research hypothesis

There are 13 research hypotheses mentioned: H_1: Motivation for travel has a direct and positive impact on emotional images; H_2: Tourism motivation has a direct and positive impact on destination satisfaction of tourists; H_3: Tourism motivation has an impact on tourists' intention to return; H_4: Travel motivation has a direct and positive impact on visitors' electronic word of mouth; H_5: Cognitive image has a direct and positive impact on emotional image; H_6: Perceived image has a direct and positive impact on visitor satisfaction; H_7: Emotional image has a direct and positive impact on visitor satisfaction; H8: Perceived image has a direct and positive impact on visitors' electronic word of mouth; H_9: Emotional images have a direct and positive impact on visitors' electronic word of mouth; H_{10}: Perceived image has a direct and positive impact on tourists' intention to return; H_{11}: Emotional images have a direct and positive impact on tourists' intention to return; H_{12}: Destination satisfaction has a direct and positive impact on tourists' intention to return; H_{13}: Destination satisfaction has a direct and positive impact on electronic word of mouth.
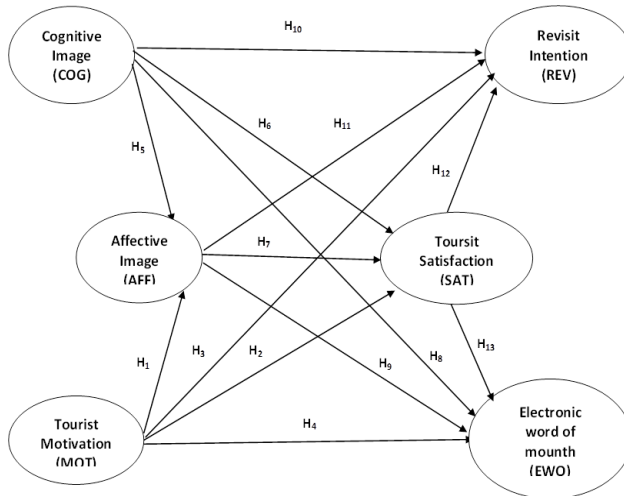
2.5. Research Model

Figure 2.4: Proposed research model

CHAPTER 3: RESEARCH DESIGN

3.1. Research process

The research process of the thesis is implemented by the author through 3 main steps: Step 1: Qualitative research; Step 2: Preliminary quantitative research; Step 3: Formal quantitative research.

3.2. Qualitative research

During this period, the sample size for the interview was 7 experts. Research results show that with 24 initially proposed observed variables, after conducting qualitative research, the total number of observed variables is 26.

3.3. Preliminary quantitative research

To achieve the research objective of this period, the author conducted a survey of 300 domestic tourists at 6 tourist destinations of the province, with a convenient sampling method. However, the valid sample size is 289 observations. On that basis, the author uses 02 analytical techniques: (1) Cronbach's Alpha reliability test and (2) EFA exploratory factor analysis.

Cronbach's Alpha test results: After evaluating the reliability of the scales through Cronbach's Alpha test, the results show that 25/26 observed variables are used to measure for 6 research scales. All have correlation coefficients of the total variable greater than 0.3 and Cronbach's Alpha coefficient of the scale is greater than 0.6. Therefore, these 25 observed variables were included in the analysis at the next exploratory factor analysis (EFA) stage.

Result of EFA exploratory factor analysis: With 25 observed variables meeting the requirements after performing Cronbach's Alpha reliability test and the author continued to perform EFA exploratory factor analysis. Accordingly, all 25 observed variables have convergent and discriminant values. At the same time, these 25 observed variables were extracted and explained for 6 representative factors with the total variance extracted was 59.361%.

3.4. Formal quantitative research

Data analysis used the two-step approach recommended by Anderson and Gerbing (1988). The first step involves the analysis of the measurement model, the purpose of which is to evaluate the reliability and validity of the measures before using them in the full model.

The second step has the goal of examining the structural relationships between the latent structures. To achieve this goal, the author uses structural equation modeling based on partial least squares analysis (PLS-SEM) research hypothesis.

CHAPTER 4: RESERCH RESULT

4.1. Overview of tourism activities in Dong Thap province

In 2019, Dong Thap tourism organized to pick up, pick up and serve over 3.9 million visitors, total tourism revenue reached VND 1,050 billion. Average spending for guests staying is 620,000 VND/guest. (Dong Thap Province People's Committee, 2020).

Over the past time, Dong Thap tourism has achieved achievements: The potential and strengths of tourism have been awakened, exploited and put into service for development. The province's key relics and tourist spots have basically built typical products in accordance with the positioning of the Provincial Tourism Development Project. Besides the achievements, there are also problems that need to be overcome: there are no new breakthrough high-quality products; many community-based tourist attractions do not operate regularly and continuously, with low service quality; human resources for tourism are often changed, unstable, and the skills of employees in all parts of the facility are uneven; Although the quality of accommodation facilities has been improved and can meet the increasing needs of tourists, due to their small size, it is not enough to accommodate large groups of tourists and most accommodation establishments. there is no restaurant and ancillary services, only 1 star standard.

4.2. Information about the research sample

The collection of data for the official quantitative research phase was carried out by the author through a survey of 600 domestic tourists coming to Dong Thap, with a total of 600 questionnaires, the total about 565 votes (in which the number of valid votes is 458 votes). Specifically, the actual sample structure information is 458.

4.3. Official quantitative research results

4.3.1. Evaluation of the measurement model

4.3.1.1. Internally consistent trust rating

The internal consistency assessment is evaluated through 02 criteria: (1) Cronbach's Alpha coefficient (CA) and (2) composite reliability (CR). All 6 scales have Cronbach's Alpha coefficient > 0.80, which proves that all 6 scales have good reliability. The aggregate reliability value ranges from 0.838-0.921, greater than 0.7, so the scales represent a good level of internal consistency (Hair et al., 2014).

4.3.1.2. Assess the degree of convergence accuracy

To assess how accurate the convergence is, the researchers consider the extrinsic loads of the indices, as well as the average variance extracted. All observed variables used to measure latent concepts have external load coefficients greater than the proposed threshold of 0.708, so they are accepted. All scales have AVE values > 0.50, so they are satisfactory.

4.3.1.3. Assessment of discriminant accuracy

The results show that the square root value of AVE (value lying on the diagonal) of each concept is larger than the corresponding correlation coefficients of that concept with other concepts in the research model. This demonstrates the discriminant value of the concepts. According to Garson (2016), the discriminant value between the two related variables is demonstrated when the value of the HTMT index is less than 1. Besides, Henseler et al (2015) argue that the HTMT index must be less than or equal to 0.90. The results show that the values of the Heterotrait-Monotrait

correlation index of each structure are less than 0.90. Therefore, it can be concluded that a degree of accuracy is achieved in discriminating between the two variables involved.

4.3.2. Structural Model Evaluation

4.3.2.1. Evaluation of VIF

According to Hair et al. (2019), if VIF is greater than or equal to 5, then the possibility of multicollinearity is very high and the model can be severely affected. All VIF coefficients are below threshold 3; The highest value of VIF is 2,203 (less than 3), showing that the latent variables do not have multicollinearity.

4.3.2.2. Structure path coefficient

Table 4.7: Results of assessing direct relationships between concepts

Dependent variables	Independent variables	Original Sample	T Statistics	P Values	Hypothesis	Hypothesis testing
AFF	← MOT	0,185	4,976	0,000		Accept
$(R^2 = 0,467)$	← COG	0,611	19,714	0,000	H_5	Accept
SAT	← MOT	0,010	0,297	0,767	H_2	Rejected
$(R^2 = 0,493)$	← COG	0,466	9,674	0,000	H_6	Accept
	← AFF	0,298	6,258	0,000	H_7	Accept
	← MOT	0,043	1,271	0,204	H_3	Rejected
REV	← COG	0,081	1,699	0,090	H_{10}	Rejected
$(R^2 = 0,617)$	← AFF	0,112	2,566	0,010	H_{11}	Accept
	← SAT	0,640	16,032	0,000	H_{12}	Accept
	← MOT	0,183	3,352	0,001	H_4	Accept
EWO	← COG	0,304	4,536	0,000	H_8	Accept
$(R^2 = 0,377)$	← AFF	0,027	0,474	0,635	H_9	Rejected
	← SAT	0,263	4,759	0,000	H_{13}	Accept

(Source: Compiled from the author's data analysis results)

4.3.2.3. Evaluation of coefficient of determination (R^2)

The coefficient R^2 is calculated for each endogenous variable and represents the explanatory level of the input variable. The coefficient R^2 of the model of variables affecting "emotional image – AFF", "visitor satisfaction – SAT", "electronic word of mouth – EWO" and "return intention –REV" is in threshold $0.67 > R^2 > 0.33$, so it can be concluded that the model is moderately explained.

4.3.2.4. Evaluate coefficient f^2

Except the AFF variable does not play an important role in explaining the variation of the dependent variable EWO. The variables COG, SAT, MOT are said to have a low level of explanation for the variation of the dependent variable EWO, as well as the variable AFF has a low level of explanation for the variation of the dependent variable SAT (0, 02 < f^2 < 0.15). Meanwhile, the COG variable is said to have a moderate level of explanation for the variation of the dependent variable SAT (0.15 < f^2 < 0.35). Besides, the variable COG is said to have a high level of explanation for the variation of the dependent variable AFF (0.35 < f^2), while the variable MOT is said to have a low explanation for the variation of the dependent variable AFF. variation of the dependent variable AFF. Finally, the SAT variable is said to have a high explanatory level for the variation of the dependent variable REV (0.35 < f^2).

4.3.2.5. Evaluate coefficient Q^2

The results show that the coefficients Q^2 are all greater than 0, which implies that the structural component model achieves predictive power. Besides, if comparing the value of coefficient Q^2 with the evaluation threshold, the accuracy of the forecast is average for the model containing the dependent variable AFF, SAT, EWO and REV (0.25 < Q^2 < 0.50).

4.3.2.6. Evaluate coefficient q2

The author found that: Cognitive image variable (COG) is moderately predictively related to emotional image dependent variable (0.15 < q^2 < 0.35), while travel motivation variable is found to be moderately predictive. (MOT) has a low predictive association with emotional image dependent variable (0.02 < q^2 < 0.15).

4.3.2.7. Analysis of differences in visitors' intention to return and electronic word of mouth based on demographic characteristics

Test results on the difference in intention to return and electronic word of mouth of domestic tourists based on demographic characteristics. Only the

control variable "income" has an effect on electronic word of mouth, while other control variables such as age, income, occupation have no influence, including the effect of the variable. "Income" to intention to return.

Table 4.13: Results of analysis of control variables in the PLS-SEM model

Relationships			Regression coefficient	P-Value	Result
Age	→	REV	-0,055	0,437	Rejected
Age	→	EWO	0,055	0,481	Rejected
Gender	→	REV	-0,024	0,636	Rejected
Gender	→	EWO	0,077	0,178	Rejected
Income	→	REV	0,065	0,311	Rejected
Income	→	EWO	-0,272	0,000	Supported
Job	→	REV	0,015	0,808	Rejected
Job	→	EWO	0,093	0,223	Rejected

(Source: Compiled from the author's data analysis results)

CHAPTER 5: CONCLUSIONS AND MANAGERIAL IMPLICATION

5.1. Conclusion

5.1.1. Conclusion of the study

The research results have achieved the set objectives, Specifically:

For objective 1: "*Theoretic framework of tourist behavior and clarifying views on tourism motivations, destination image, satisfaction and future behavior of domestic tourists*", the author has presents an overview of different definitions for research concepts, thereby comparing and choosing the appropriate definition for the research context of the thesis.

For objective 2: "*Analyze the relationship between tourism motivation, destination image, satisfaction and future behavior of domestic tourists towards Dong Thap tourist destination*", the author has done currently combines qualitative research methods (interviews and target group discussions) and quantitative research methods.

The formal quantitative research phase is carried out through two evaluation steps: (1) Evaluation of the measurement model and (2) Verification of the structural model.

To evaluate the measurement model, the author evaluates the internal consistency of reliability (considering two criteria, Cronbach's Alpha coefficient and composite reliability); evaluate the accuracy of the convergence (considering the external load and extracted mean variance) and evaluate the accuracy of the discrimination (consider 3 criteria: (1) the Fornell criterion -Lacker, (2) HTMT correlation index and (3) cross-load coefficient). In general, through the measurement model evaluation step, a total of 25 observed variables used to measure for 6 concepts in the model are satisfactory and ready for the structural model testing step.

The results of structural model testing show that: hypotheses H_1, H_3, H_4, H_5, H_6, H_7, H_8, H_{11}, H_{12} are accepted. While hypotheses H_2, H_3 and H_{10} are rejected.

In addition, this study also shows some indirect relationships. For example, cognitive images have an indirect impact on visitor satisfaction through emotional images; emotional image to electronic word of mouth through visitor satisfaction.

For objective 3: "*Propose governance implications related to destination image development to enhance satisfaction and promote future behavior of domestic tourists towards Dong Thap tourism destination*" , based on the results of testing the relationship between the variables in the model, and combined with relevant data, the author has proposed two managerial implications: (1) The managerial implication is to encourage communication. electronic mouth of domestic tourists and (2) governance implications to promote the intention to return of domestic tourists to the tourist destination Dong Thap.

5.1.2. New contributions of the thesis

5.1.2.1. New theoretical contributions

Firstly, in this study, the author has added the variable "Tourism motivation", thus contributing to fill the research gap, helping to explain tourist behavior more fully.

Second, the author approaches destination image including 02 components: cognitive image and emotional image, this is also a different approach compared to many previous studies that approach destination image only includes overall image. Therefore, this opens up a different approach to destination image, contributing to diversifying and perfecting the analysis framework of destination image.

Third, in this study, the author uses the norm sampling method (Quota), which increases the reliability when using the non-probability sampling method in general. In addition, also using PLS-SEM method, which has some advantages compared to 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, in this study the author considered the role of electronic word of mouth (EWO) as an expression 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 EWO as an endogenous variable instead of many previous studies that consider EWO 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.

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 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.

5.1.2.2. New practical contributions

Firstly, the proposed governance implications based on the relationship between the variables in the model to help destination managers, tourism business organizations, policy makers have business policies. appropriate destination marketing and sales, which increase satisfaction, facilitate return visitors, and encourage electronic word-of-mouth behavior among visitors.

Secondly, 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.

5.2. Management Implications

5.2.1. Governance implications for promoting electronic word of mouth by domestic tourists

Implications to improve the image of Dong Thap tourist destination: This implies that solutions to improve the image of Dong Thap tourist destination will increase the electronic word of mouth of tourists. traveler. Therefore, efforts should be made in positioning Dong Thap as a tourist destination with many cultural and historical landscapes; where there are many unique traditional dishes and special cultural festivals.

Implications to improve visitor satisfaction: focus on developing tourism infrastructure; complete the public transport system: proceed to establish tourist bus routes connecting all convenient routes for tourists to visit on their own. In addition, in tourist cities and tourist destinations, it is recommended to restore and improve some means of tourist transport such as cyclo, buggy, horse-drawn carriage or pilot application of solar electric buggy. to conform to green tourism and eco-urban standards; Training human resources for tourism.

5.2.2. Management implications to promote the return intention of domestic tourists to Dong Thap tourist destination

Implications to improve visitor satisfaction: solutions to enhance cognitive and emotional images of domestic tourists' Dong Thap tourist destination. Therefore, in order to promote tourists' intention to return, the author realizes that it is necessary to focus on implementing solutions as mentioned to improve tourists' perception of the image of Dong Thap tourist destination, especially cognitive images.

Implications to increase the emotional image of Dong Thap tourist destination: to increase the emotional image, it is necessary to first focus on solutions to increase the perceived image of the destination as presented and at the same time implement solutions to strongly influence tourism motivation of tourists when coming to Dong Thap tourist destination.

5.3. Limitations and directions for further research

Firstly, there are still other independent variables that can contribute to explaining the variation of these dependent variables but have not been mentioned in the author's research model. Therefore, future studies need to focus on discovering new independent variables and considering its effect on dependent variables.

Second, the study has not considered the unique characteristics of tourist destinations. Therefore, future studies need to focus on exploiting these different characteristics through expanding research space and survey time. Especially for spiritual destinations or festivals often held periodically during the year, so it is difficult to attract tourists on normal days.

Third, the study also only stops to consider whether tourists tend to spread word of mouth electronically or not, but have not yet explored which information sources they will share on. Therefore, future research is needed to identify the sources of information that tourists are more likely to share in order to implement more effective destination marketing strategies.

Fourth, limitations in the selection of survey subjects. Therefore, future research needs to expand the survey object so that the determination of tourist motivations of tourists coming to Dong Thap is more diverse. It is an opportunity for tourism managers to segment the market based on the different travel motivations of tourists when coming to Dong Thap.

DANH MỤC CÔNG TRÌNH ĐÃ CÔNG BỐ
THE AUTHOR'S PUBLICATIONS RELATED TO DISSERTATION

Publications on Vietnamese national journals

1. Huynh Quoc Tuan. (2020). Analyzing the relationship between destination image, satisfaction, and electronic word-of-mouth behavior of domestic tourists towards Sa Dec Flower Village. *Dalat University Journal of Science*, 118-140.

2. Huynh Quoc Tuan. (2020). Analyzing the relationship between destination image, satisfaction and return intention of domestic tourists to Dong Thap. *Economy & Forecast Review*, *12(36),* 43-49.

Scientific Research Project:

Topic: Analyzing the relationship between destination image, satisfaction and electronic word of mouth (EWOM) behavior of domestic tourists towards the destination of Sa Dec Flower Village.

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Implementation – acceptance period: 2019-2020

Place of acceptance: Dong Thap University

Acceptance test result: Pass.