NGUYEN PHAM HANH PHUC

STUDY ON THE RELATIONSHIP BETWEEN DESTINATION IMAGE, TRAVEL CONSTRAINTS, MEMORABLE TOURISM EXPERIENCES AND REVISIT INTENTION OF TOURISTS - CASE STUDY OF AN GIANG TOURISM DESTINATION

Major: Business Administration

Code: 9340101

INFORMATION ON NEW ACADEMIC AND THEORICAL CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

Ho Chi Minh City – 2023

Ho Chi Minh City, July 26, 2023

INFORMATION ON NEW ACADEMIC AND THEORICAL CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

Dissertation title: ***Study on the relationship between Destination Image, Travel Constraints, Memorable Tourism Experiences and Revisit Intention of tourists - Case study of An Giang Tourism Destination***

Major: **Business Administration**   Code: **9340101**

Ph.D. Candidate: **Nguyen Pham Hanh Phuc**   Course: **2017**

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

Scientific instructors 01: **Dr. Nguyen Xuan Hiep**

Scientific instructors 02: **Assoc.Pro.Dr. Nguyen Cong Hoan**

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

1. Academic contribution

Firstly, the author conducts research with the simultaneous consideration of the impact relationship between Destination image, Travel Constraints, Memorable tourism experience, Revisit Intention in An Giang province. In which considers the relationship between Travel Constraints, Memorable tourism experience and Revisit Intention with the intermediate variable is Destination image.

Second, for the elements of Destination image and Memorable tourism experience, besides examining the relationships between research concepts, the author also examines the connotations of concepts through the components in each of those concepts, from which the author has a more specific view of the impact level of the components of each research concept to be able to make more accurate suggestions.

Third, the author uses the normative sampling method instead of the convenience sampling method used in most previous studies.

Fourth, 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 instead of other methods in some previous studies still have many limitations. Compared with other structural model analysis methods, the PLS-SEM method is very effective with small sample sizes, especially in the case of modeling complex research topics with many causal relationships.

2. Practical contributions

Firstly, Based on the results, it basically shows that the research objectives have been solved. The hypotheses in the research model are accepted; that shows the relationships among the components of Destination image, Travel Constraints, Memorable tourism experience, Revisit Intention. The research model has a good fit that explains 63.5% of the variation of the research data. For the research results on the relationship between Destination image, Travel Constraints, Memorable tourism experience, Revisit Intention shows that: ***Travel Constraints*** have a negative impact on Destination Image ($\beta = -0.267$), Memorable Experience ($\beta = -0.624$), Intent to return ($\beta = -0.190$); ***Memorable tourism experience*** has a positive effect on Destination Image ($\beta = 0.678$), Revisit Intention ($\beta = 0.315$); ***Destination image*** has a positive effect on Revisit Intention ($\beta = 0.368$). From the research results, the author proposes a number of governance implications that businesses in the locality and surrounding areas as well as relevant authorities should consider in order to increase the intention to return of the business to An Giang province.

Second, the combination of academic-oriented research with application-oriented research, research has conducted to build and test the scale and research model of the relationship between Destination image, Travel Constraints, Memorable tourism experience, Revisit Intention (case study in tourism destination An Giang). Since then, based on the research results, some management implications are proposed to help destination management organizations and individuals operating in the field of tourism choose the appropriate method to attract tourists to An Giang on the basis of effectively exploiting tourism resources associated with destinations in An Giang.

PhD. Candidate

Nguyen Pham Hanh Phuc