

ENHANCE CULTURAL TOURISM EXPECTATIONS OF PERSONALIZED  
TRAVELERS IN HO CHI MINH CITY, VIETNAM

by

DOAN XUAN SON

DISSERTATION

Presented to the Swiss School of Business and Management Geneva

In Partial Fulfillment

Of the Requirements

For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

JANUARY, 2025

ENHANCE CULTURAL TOURISM EXPECTATIONS OF PERSONALIZED  
TRAVELERS IN HO CHI MINH CITY, VIETNAM

DOAN XUAN SON

Supervised by  
Luka Lesko, PhD

APPROVED BY



---

Dissertation chair: Vasiliki Grougiou, PhD

RECEIVED/APPROVED BY:

---

Admissions Director

## **Dedication**

I hereby declare that the thesis entitled “ENHANCE CULTURAL TOURISM EXPECTATIONS OF PERSONALIZED TRAVELERS IN HO CHI MINH CITY, VIETNAM” submitted " to SSBM, Geneva for the award of degree of Doctor of Business Administration, is my original research work. This thesis or any part thereof has not been submitted partially or fully for the fulfilment of any degree of discipline in any other University/Institution.

(MA. Doan Xuan Son)

## **Acknowledgments**

I wish to express my gratitude and appreciation to my supervisor, Dr. Luka Lesko, for his consistent advice and assistance during my research project. His mentorship and counsel throughout the research process facilitated the development and completion of this research endeavor. Had it not been for his invaluable and punctual assistance in providing crucial observations for my research, this research project would likely not have been finished in its current state. I express my gratitude to the research committee members and faculty members of the SSBM, Geneva. This work would not have been feasible without their insightful remarks and suggestions regarding study, which facilitated my learning about the subject. Their endorsement and motivation for investigation was invaluable to me. Lastly, I would want to express my gratitude to my parents for their invaluable support, guidance, and provision of education, which has enabled me to pursue my research. I would like to express my gratitude to my fellow DBA colleagues and to Mr. Tran Huynh Nguyen and Mrs. Nguyen Thi Kim Thoa, who have provided invaluable support and encouragement during my research endeavor. Lastly, I would want to express my gratitude to all my friends for their unwavering support during challenging times. I have consistently benefited from your advice daily. I will continue to place my trust in you for my future.

(MA. Doan Xuan Son)

## ABSTRACT

### ENHANCE CULTURAL TOURISM EXPECTATIONS OF PERSONALIZED TRAVELERS IN HO CHI MINH CITY, VIETNAM

DOAN XUAN SON

2025

Dissertation Chair : MA. Doan Xuan Son

Personalized travel allows you to put yourself first and take some time to relax and unwind, as well as venture out, explore, and do things you wouldn't normally do. The study's findings and lessons learned should help to effectively promote tourism and cultural events in Ho Chi Minh City, attracting more international travelers, especially those who love personalized travel. Furthermore, the thesis results can serve as a springboard for developing tourism in Ho Chi Minh City and Vietnam in general. Literature explores digital change, tourism experts, personalized travelers, cultural tourism, urban tourism, travel services, location management, and cultural tourism components, highlighting the impact of stakeholders and promoting Vietnamese culture. There is a shortage of standardized frameworks for assessing occupational skills standards in Vietnam's tourism sector, and limited options for personalized travel experiences in the existing literature. This study use convenience sampling for quantitative research, targeting readily available individuals, while purposive sampling is utilized for qualitative research, integrating both quantitative and qualitative methodologies

for thorough data collection. The tourist industry is experiencing substantial transformations as a result of technology innovations and globalization. Cultural tourism professionals require proficiency in communication, interpersonal skills, and specialized knowledge. Enhancing legal frameworks and policies is essential for advancing equity and optimizing the sharing economy. This research explores Vietnam's personalized tourism market trends from 2020-2027, focusing on Ho Chi Minh City and its potential advancement through technology applications. The study on cultural tourism in Ho Chi Minh City has limitations, including a small sample size, insufficient tourism expert participation, and insufficient data on diverse traveler perceptions, requiring further research.

## TABLE OF CONTENTS

<b>CHAPTER I: INTRODUCTION</b> .....	7
1.1 Introduction .....	7
1.2 Research background.....	9
a) Market overview-impact of the pandemic on tourism .....	9
b) The tourism sector's digital transformation following COVID-19.....	10
c) Personalized traveler's expectation- problem .....	12
d) Destination decision- making .....	12
e) Digital transformation and tourism experts' marketing strategies to conserve cultural values .....	14
f) Digital transformation impact personalized traveler's destination decision and experience improvement .....	15
g) Personalized travelers become more loyalty by digital contents.....	16
h) The digital marketing challenge for cultural tourism.....	17
1.3 Research problem .....	18
1.5 Significance of the research.....	20
1.6 Research purpose and questions .....	21
1.7 Operational definition terms.....	22
a) Digital transformation .....	22
b) Tourism expert.....	22
c) Personalized traveler.....	22
d) Traveler experience.....	23
e) Cultural tourism .....	23
1.8 Research design .....	24
<b>CHAPTER II: REVIEW OF LITERATURE</b> .....	25
2.1 Introduction.....	25
2.2 The cultural identity of Ho Chi Minh City .....	26
2.3 Ho Chi Minh City's tourism competitiveness.....	27
2.3.1 The role of essential travel services at Ho Chi Minh City .....	27
2.3.2 The role of operations related to the administration of destinations at Ho Chi Minh City .....	36
2.3.3 The role of resources and core elements at Ho Chi Minh City .....	38
2.4 The trend of personalized travelers .....	40
2.5 Tourism experts have been acknowledged for their role in promoting the vibrant essence of traditional folk culture to personalized travelers.....	42
2.6 The impact of digital transformation on the advancement of cultural tourism.....	45
2.7 The impact of sharing platforms on the advancement of cultural tourism.....	50
2.8 Gaps conductive from literature .....	54
2.9 Summary .....	55
<b>CHAPTER III: METHODOLOGY</b> .....	57
<b>3.1 Research Purpose and Questions</b> .....	57

3.2	Research Design .....	57
3.3	Operationalization of theoretical constructs.....	58
3.3	Research hypothesis.....	62
3.4	Population and sample.....	64
3.5	Participant selection.....	66
3.6	Instrumentation.....	68
3.8	Data analysis .....	70
3.9	Research design limitations .....	72
3.10	Summary .....	72
<b>CHAPTER IV: DATA ANALYSIS AND INTERPRETATION .....</b>		<b>74</b>
4.1	Introduction.....	74
4.2	Organization of data analysis.....	76
A.	Data collection analysis: Results from the questionnaire (pre-research survey) 76	
a)	Demographic information (Pre-research survey).....	76
b)	Reliability analysis (Pre-research survey).....	80
a)	Exploratory Factor Analysis (EFA) (Pre-research survey).....	83
c)	Descriptive analysis (Pre-research survey) .....	97
d)	Correlation analysis (Pre-research survey).....	99
f.	Results from the depth interview.....	101
e)	Summary (Pre-research survey) .....	104
B.	Data collection analysis (post-research).....	105
I.	Demographic information (post-research) .....	105
b)	Reliability analysis (post-research) .....	108
c)	Exploratory Factor Analysis (Post-research) .....	111
d)	Regression analysis (post-research).....	114
e)	Descriptive analysis (post-research).....	119
f)	Correlation analysis (post-research) .....	121
g)	Summary (post-research).....	123
4.3	Summary of findings .....	124
a.	People factor .....	124
b.	Technology factor.....	125
c)	Business strategic.....	126
d.	Legal framework.....	127
4.4	Conclusion of Result .....	128
<b>CHAPTER V DISCUSSION, SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS .....</b>		<b>130</b>
5.1	Discussion of results.....	130
5.1.1	Discussion of factors affecting to personalized travel in data collection, processing and analysis regarding cultural tourism in Ho Chi Minh City.....	130
a)	<i>The trend of personalized travel.....</i>	130
b)	<i>Premise for developing personalized tourism.....</i>	130
5.1.2	Discussion of factors affecting to develop personalized travel in data collection, processing and analysis regarding cultural tourism within tourism businesses in Ho Chi Minh city .....	130
a)	<i>People: The Human Element in personalized travel .....</i>	130
b)	<i>Technology: Ensuring efficiency, security, and flexibility.....</i>	131



c) <i>Business Strategy: Strategic Alignment for personalized travel</i> .....	131
d) <i>Legal Framework: Navigating legal dimensions in personalized travel</i>	132
5.1.3 Discussions of the extent of adoption of digital technologies in data collection, processing and analysis regarding personalized travel in cultural tourism in Ho Chi Minh City .....	133
a) <i>People: The human element in personalized travel</i> .....	133
b) <i>Technology: Strategic investments and upgrades</i> .....	134
c) <i>Business strategy: Aligning with digital dynamics</i> .....	134
d) <i>Business results: Tangible outcomes</i> .....	134
5.2 Recommendations, research contributions, limitations and future research	135
5.2.1 Recommendations.....	135
5.2.2 Research contributions.....	135
a) Contribution to knowledge .....	135
b) Contributions to business practices .....	136
c) Limitations and future Research.....	137
5.5 Conclusion .....	138
<b>APPENDIX A INTERVIEW CONSENT FORM</b> .....	141
<b>APPENDIX B INTERVIEW TRANSCRIPTS</b> .....	145
I List of interviewers .....	145
II. List of interview Questions.....	145
III. Interview transcripts (Researcher translated into English language) .....	146
<b>APPENDIX C SURVEY QUESTIONS -PRE-RESEARCH SURVEY</b> .....	154
<b>SURVEY QUESTIONS -POST-RESEARCH</b> .....	160
<b>REFERENCES</b> .....	167
Figure 1 The Heritage cycle (Thurley 2005).....	13
Figure 2 The consumption of tourism product by tourists.....	41
Figure 3 Conceptual model and hypotheses .....	63
Figure 4 Number of international travel businesses (2019, 2022, 2023) .....	64
Figure 5 Data Collection Method .....	70
Figure 6: Data analysis process .....	71
Table 1 Concepts in the research questions .....	58
Table 2 Description of variance .....	59
Table 3 Calculate Z-score for 95% confidence interval.....	65
Table 4: Timeline for date collection .....	70

Table 5 Language of Respondents (Source: Primary Data).....	76
Table 6 Objective of Respondents (Source: Primary Data) .....	77
Table 7 Nation of Respondents- Traveler (Source: Primary Data).....	77
Table 8 Gender of Respondents- Traveler (Source: Primary Data).....	78
Table 9 Marital status of Respondents- Traveler (Source: Primary Data).....	78
Table 10 Preferred travel type of respondents- Traveler (Source: Primary Data).....	78
Table 11 Occupation of respondents- Traveler (Source: Primary Data).....	79
Table 12 Tourism activities of respondents (Source: Primary Data) .....	79
Table 13 Reliability Statistics (PT).....	80
Table 14 Item-Total Statistics (PT).....	81
Table 15 Reliability Statistics (TA-TE).....	81
Table 16 Item-Total Statistics (TA-TE).....	82
Table 17 KMO and Bartlett's Test (PT).....	83
Table 18 Rotated Component Matrix <sup>a</sup> (PT).....	84
Table 19 Total Variance Explained (PT).....	85
Table 20 KMO and Bartlett's Test (TA-TE).....	86
Table 21 Rotated Component Matrix <sup>a</sup> (TA-TE).....	87
Table 22 Total Variance Explained (TA-TE).....	87
Table 23 Model Summary <sup>b</sup> (PT).....	88
Table 24 Coefficients <sup>a</sup> (PT) .....	89
Table 25 Reliability Statistics (PT Factor analysis) .....	91
Table 26 Coefficients <sup>a</sup> (PT Factor analysis).....	91
Table 27 Model Summary <sup>b</sup> (TA-TE).....	92
Table 28 Coefficients <sup>a</sup> (TA-TE).....	93
Table 29 Reliability Statistics (TA&TE Factor analysis).....	94
Table 30 Coefficients <sup>a</sup> (TA-TE Factor analysis) .....	95
Table 31 Descriptive Statistics (PT) .....	97
Table 32 Descriptive Statistics (TA-TE).....	98
Table 33 Correlations <sup>b</sup> (PT).....	99

Table 34 Correlations <sup>c</sup> (TA-TE) .....	100
Table 35 Objective of Respondents (Source: Primary Data) .....	105
Table 36 Objective of Respondents (Source: Primary Data) .....	105
Table 37 Nation of Respondents- Traveler (Source: Primary Data).....	106
Table 38 Gender of Respondents- Traveler (Source: Primary Data).....	106
Table 39 Marital status of Respondents- Traveler (Source: Primary Data).....	107
Table 40 Preferred travel type of respondents- Traveler (Source: Primary Data).....	107
Table 41 Occupation of respondents- Traveler (Source: Primary Data).....	107
Table 42 Tourism activities of respondents (Source: Primary Data).....	108
Table 43 Reliability Statistics (PT).....	108
Table 44 Reliability Statistics (TA-TE).....	109
Table 45 Item-Total Statistics (PT).....	109
Table 46 Item-Total Statistics (TA-TE).....	110
Table 47 KMO and Bartlett's Test (PT).....	111
Table 48 Total Variance Explained (PT).....	111
Table 49 KMO and Bartlett's Test (TA-TE) .....	112
Table 50 Total Variance Explained (TA-TE).....	112
Table 51 Rotated Component Matrix <sup>a</sup> (PT) .....	113
Table 52 Rotated Component Matrix <sup>a</sup> (TA-TE).....	113
Table 53 Model Summary <sup>b</sup> (PT).....	114
Table 54 Model Summary <sup>b</sup> (TA-TE).....	114
Table 55 Coefficients <sup>a</sup> (PT).....	115
Table 56 Reliability Statistics (PT Factor analysis) .....	115
Table 57 Coefficients <sup>a</sup> (PT Data analysis).....	116
Table 58 Coefficients <sup>a</sup> (TA-TE).....	117
Table 59 Reliability Statistics (TA-TE Factor analysis).....	118
Table 60 Coefficients <sup>a</sup> (TA-TE (Data analysis) .....	118
Table 61 Descriptive Statistics (PT) .....	119
Table 62 Descriptive Statistics (TA-TE) .....	120

Table 63 Correlations <sup>b</sup> (PT).....	121
Table 64 Correlations <sup>c</sup> (TA-TE).....	122

# **CHAPTER I:**

## **INTRODUCTION**

### **1.1 Introduction**

This study aims to explore strategies for fostering cultural tourism in Ho Chi Minh City by facilitating connections between local tourism or cultural experts and personalized travelers. The objective is to create a distinctive cultural tourism product that enhances the overall image of Ho Chi Minh City as a great tourist destination. Cultural tourism refers to a form of tourism where travelers seek to gain knowledge and appreciation of the culture and national history of the destination country by exploring its cultural legacy, historical artifacts, traditional festivals, and cultural customs (Lasahido & Saputra, 2021). Cultural tourism is a diverse industry that not only stimulates economic expansion but also fosters the conservation of culture and the advancement of society. By utilizing cultural assets, places can develop distinctive and competitive tourism packages that are advantageous to both local populations and tourists. To fully optimize the advantages of cultural tourism and safeguard cultural assets, it is imperative to implement sustainable methods and possess a profound comprehension of local cultures (Ristić, 2018). Cultural tourism encompasses various forms of tourism, including historical site tourism, old town tourism, festival tourism, and tourism centered around notable cultural heritage (Csapo, 2012). Intangible cultural heritage plays a crucial role in generating resources for the promotion of tourism, resulting in economic gains, and enhancing the reputation of the local area (Petronela, 2016). Tourism experts not only produce visually appealing artworks, but also make significant contributions to the preservation and advancement of the nation's cultural values. This is achieved through the cultivation and transmission of knowledge, which begins at a young age and is then passed down to future generations. Within the framework of the threat of extinction, various forms of heritage are at risk of disappearing because of the influence of human activity on the

conservation and promotion of intangible cultural heritage. The preservation, education, and promotion of history rely heavily on the community, with tourism experts playing a major role. Most tourism experts are typically older individuals who possess extensive experience and expertise in the domains of culture and tourism. They are highly regarded by both the community and society at large, making it effortless to rally and engage community members in the preservation of legacy. There is a high demand for tourism experts to play a crucial role in spreading and promoting sustainable vitality for heritage. The tourism industry plays a significant role in the overall national economic output of numerous countries and is often seen as a crucial economic sector. Vietnam is no exception in this regard. The tourism industry is recognized as one of the three crucial economic sectors, fostering the growth of complementary economic sectors, and making significant contributions to the implementation of social security measures (Shih & Do, 2016). Hence, Vietnam's strategic economic objective is to revive and advance the tourist sector soon. In 2023, the world economy remains turbulent and challenging due to the ongoing impact of the COVID-19 pandemic. It is experiencing a decline in Gross Domestic Product (GDP) growth, an increase in bad debt, a gloomy outlook for trade and investment turnover, as well as unwanted consequences from geopolitical instability and non-traditional security challenges. The economic repercussions of COVID-19 persist, inflicting enduring misery on numerous economies. Despite the prevailing global economic downturn, new tourism initiatives have been and continue to be put into effect. Vietnam's tourism industry has had a robust rebound, yielded excellent outcomes, and set the stage for a potential breakthrough in 2023. The Ho Chi Minh City Department of Tourism's report states that the city's tourism sector generated a total revenue. The projected GDP of Ho Chi Minh City in 2023 is reached more than 1,62 million billion VND, an increase of more than 5,8% compared to 2022, but 1,7-2 percentage points lower than the target (Telecommunication, 2024). In 2023, it received recognition as

"Asia's Leading Festival and Event Destination," and was included in the world's Top 100 City Destinations Index 2023 (VietnamPlus, 2024). Urban tourism is increasingly popular worldwide because to its accessibility, cultural variety, and security. Hanoi, the capital of Vietnam, and Ho Chi Minh City are the two most significant urban centers in the country, drawing international tourism. Promoting cultural tourism is essential for sustainable tourism development. Cultural tourism initiatives enhance national cultural values and are vital for local communities. Vietnam is prioritizing the advancement of cultural tourism; yet, a sustainable brand necessitates integrated solutions. The Mars Night tour, a renowned daytime or nighttime excursion, examines Hoa Lo prison in Hanoi, highlighting Vietnamese culture for international travelers. The significance lies not only in the impact of media, but also in the innovative organization of tours and excursions by the young generation Z organizers (TITC, 2022). The research explores the connection between cultural tourism experts and travelers in Ho Chi Minh City, aiming to create a unified framework that promotes a creative ecosystem. It focuses on establishing ties with local experts, enabling personalized travel decisions, and providing a profound understanding of local culture. The goal is to create a unified framework with clear regulations and standards for experts and collaboration between public and commercial sectors.

Key words: Personalized traveler (PT), Travel agent (TA), Tourism expert (TE)

## **1.2 Research background**

### **a) Market overview-impact of the pandemic on tourism**

The COVID-19 pandemic significantly impacted the tourism industry in Vietnam, leading to a 41.53% decrease in tourism revenue from \$32.5 billion in 2019 to \$13.5 billion in 2020 (Nguyen & Van , 2021). According to data from the General Statistics Office (GSO, 2020), the expected number of international tourist arrivals in 2020 is 3.83 million, which is a decrease of 78,7% compared to 2019 in the same period. Among these arrivals, around 96%

are international visitors. During the last quarter of 2020, there was a roughly 56 million declines in the number of domestic tourists. It is projected that the country's tourism earnings will amount to approximately VND 312,200 billion, down 58.7% (TITC, 2021). Despite regions' proactive efforts in managing the COVID-19 epidemic, its impact remains significant. After the initial 5 months of 2021, only approximately 50% of the total travel enterprises in Ho Chi Minh City are still functioning in their usual manner (VNA, 2021). Simultaneously, a significant proportion of employees in the tourism sector have been compelled to resign or transition to alternative positions. Employment in a different position. According to a poll conducted by the Tourism Advisory Council, 18% of the travel and tourism organizations surveyed had terminated all their employees. Additionally, 48% of businesses have allowed 50% to 80% of their workers to resign, while 75% of businesses have implemented suitable financial support measures for employees who become unemployed (Chau, 2022). Between the end of 2020 and May 2021, over 40% of employment opportunities in the tourist sector experienced a decline in comparison to the same timeframe in 2019 (Vu, 2021). This reduction corresponds to roughly 800,000 jobs lost in the hotel service industry, travel and tourism enterprises, and hotel sector over the past 16 months. The labor capacity of those employed in the tourism business has decreased by an average of 40% in comparison to pre-COVID-19 levels (Barnes, 2023).

**b) The tourism sector's digital transformation following COVID-19**

The digital transformation in the tourism sector entails shifting from conventional business models to customer-focused approaches, utilizing data-driven digital value chains. The objective is to utilize premium resources to deliver effective services for tourists, guaranteeing their contentment. This transformation has become a crucial strategy for companies in the sector. It is necessary to achieve this transformation to remain competitive and meet the ever-evolving demands of customers (Topsakal, et al., 2022). This topic holds



significant strategic importance within the framework of the fourth industrial revolution and the COVID-19 pandemic, both of which have extensive worldwide ramifications. Successful digital transformation necessitates the implementation of a comprehensive and enduring strategy that will significantly impact all aspects of a firm, including its organizational structure, personnel, and business model. Technological advancements play a crucial role in providing travelers with novel, appealing, and easy experiences. AR (Augmented Reality) or VR (Virtual Reality) technology has significantly enhanced the way travelers experience destinations, providing new perspectives on tourism (Lim, et al., 2024). Subsequently, the growing substitution of traditional activities with activities in the digital realm and tourism sector is not a mere indulgence. Digital transformation, the implementation of digital technology in the context of tourist development, is a crucial determinant of survival and the optimal answer for tourism industry amidst the challenges posed by the COVID-19 pandemic (Li, et al., 2022). The recognition of digital transformation in the tourism sector will yield several benefits and significant opportunities for the growth of Vietnamese tourism. Travel agencies and tourism organizations in Vietnam are currently aggressively implementing technological solutions and establishing rules to speed up conversion and enhance the travel experience for travelers. The primary emphasis has been on implementing fundamental solutions to bolster the tourism industry and its administration (VietnamPlus, 2023). A tourism database system has been established, facilitating data connectivity between towns and other relevant ministries and agencies (FPT-Digital, 2022). The digital platform has been created to assist travelers with a variety of useful services. The implementation of the electronic ticket system has facilitated ticket management at tourism regions and attractions, leading to enhanced tourist experiences and environmental conservation.

**c) Personalized traveler's expectation- problem**

Personalization has emerged as a crucial catalyst in nearly every industry, including the travel hospitality sector. With the changing expectations of consumers, travelers today anticipate customized experiences that specifically address their unique requirements and preferences. Hotels and resorts are going the extra mile to provide exceptional and unforgettable experiences, offering personalized recommendations based on previous travel history, customized room amenities, and bespoke dining selections (CapitalBastenburgh, 2023). This instills in them a desire to partake in more distinctive excursions rather than conventional guided tours. However, the assortment of scheduled tours currently offered is insufficient to cater to the distinct requirements of every individual. Personalized travel services enable individuals to select their preferred means of transportation, lodging, destination, and departure date and time, facilitating a private holiday experience with family or friends, rather than conforming to a fixed group vacation plan.

**d) Destination decision- making**

The stage of tourist destination selection, as described by (Um & Crompton , 1990), refers to the process of choosing a specific tourist destination from a range of options that cater to the preferences and requirements of tourists. (Fu, 2005) defines the decision stage in choosing a tourist destination as the point at which travelers make their final decision from a list of explored alternatives and become actual travelers in the tourism industry. Cultural tourism is a type of tourism that draws travelers to certain cultural destinations within a country or region. Engaging in cultural tourism allows visitors to not only visit but also enhance their comprehension and expertise in the realm of culture. Cultural tourism is almost as diverse as culture itself in that it can embrace practically any activity connected with, or peculiar to, a country, area, city, or town: art, cinema, language, sport, religion, architecture, gastronomy, nature, or any kind of folklore (Iberdrola, 2021). The economic impact of culture and heritage

tourism extends beyond direct expenditure levels, resulting in enhanced advantages for the economy. Simon Thurley, an expert from English Heritage, has demonstrated in his Heritage Cycle that heritage tourism yields advantages that go beyond purely economic ones (Thurley, 2005).

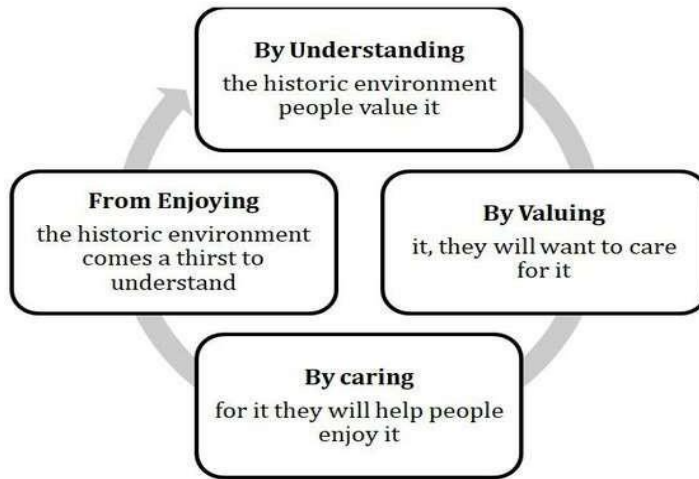


Figure 1 The Heritage cycle (Thurley 2005)

Tourism can contribute to the preservation of cultural heritage through the implementation of sustainable policies, the generation of economic advantages, and the establishment of virtual traveler communities (Duncan, 2009). Ho Chi Minh City, referred to as the "Pearl of the Far East," serves as Vietnam's principal economic center and its most populous city. It is celebrated for its cultural landmarks and street food culture and is regarded as an ideal location to investigate Vietnam's history. The city's historical sites, including the Notre Dame Cathedral, the Cu Chi Tunnels, and the War Remnants Museum, have been subject to careful preservation and restoration efforts. The Cathedral, an amalgamation of Roman architecture and Gothic artistry, reflects the city's profound past. The Cu Chi Tunnels served as battlegrounds during the resistance fight, while the War Remnants Museum contains an extensive collection of documents and relics pertaining to the conflict. Ho Chi Minh City has been selected as one of Asia's foremost tourist attractions in 2023 by the esteemed US travel magazine Fodor's Travel (VOV, 2022).

**e) Digital transformation and tourism experts' marketing strategies to conserve cultural values.**

Tourists relate to businesses that align with their values, desires, and needs using social media networks, which are vital competitive tools in tourism marketing (Prasad & Kajol, 2018). Tourism enterprises should actively involve tourists in integrated multi-channel communication and motivate them to share positive experiences and provide recommendations to other users. Hence, the ability to engage with travelers in real-time through social media platforms has significant consequences for the travel sector (Sharma, 2022). Given the wide range of tangible and intangible cultural heritage systems present across Vietnam, there is a significant focus on preserving and promoting heritage values. This attention comes not only from the fields of social sciences and humanities, but also from various levels of management, communities, and particularly media and press agencies. In recent times, this work has not only been a subject of research but has also garnered significant interest from several perspectives. The introduction of museums and cultural assets through social networking platforms has led to significant recent growth (Hoang, 2023). This development has created fresh prospects for the promotion of cultural tourism and the preservation of heritage. The significance of digitalization has been increasingly underlined in recent years. We have observed a multitude of museums and monuments being constructed in various formats with the aim of engaging young individuals. These formats include videos, live performances, games, competitions, online events, and dissemination through social media platforms. Utilizing social networks to revive cultural heritage not only yields economic and tourism advantages, but also represents a contemporary and innovative approach that fosters national pride and serves as a catalyst for the preservation and growth of cultural property (Dwivedi, et al., 2023).

**f) Digital transformation impact personalized traveler's destination decision and experience improvement**

The use of advanced smart tourism technology enhances the effectiveness of travel decision assistance, leading to higher levels of satisfaction. However, the impact of self-efficacy on satisfaction varies depending on the route taken, with a positive effect on the central route and a negative one on peripheral routes (Chul, et al., 2017). Information Communication and Revolutionizing Tourism revolutionizes industry, transforming the development, management, and marketing processes, requiring agile strategies to enhance innovation and competitiveness (Buhalis & O'Connor, 2015). Various countries globally have implemented smart tourism strategies to enhance tourism highlights, benefits, and competitiveness. Europe is widely regarded as the preeminent and highly competitive region in the contemporary period of tourism. Several destinations in Asia, including Japan, Korea, Thailand, Malaysia, and Singapore, have made significant investments in smart tourism. This includes the implementation of e-wallet applications, QR scanning, and fingerprinting technologies to facilitate the booking of services and making reservations (Yulius, et al., 2023). Virtual reality technology is utilized in multiple facets of tourism, encompassing check-in processes, hotel reservations, and holiday experiences. Travelers are attracted to locations that provide authentic experiences, aesthetically pleasing environments, and opportunity for discovery. Environmental conditions, climatic factors, and the design of aesthetically pleasing locations and tourist attractions affect tourist satisfaction. Smart tourism entails the storage and exchange of diverse tourism services over the internet and cloud computing infrastructure prior to travelers arriving at their location. Research and development grounded on real-life experiences strengthen this approach by offering a diverse array of services to improve travel experiences and deliver a more personalized journey. Vietnamese provinces and municipalities have undertaken comprehensive research and deployed various intelligent

software and services to accommodate tourists. Prominent cities encompass Hanoi, Da Nang, and Ho Chi Minh City. In 2018, Hanoi introduced two intelligent utility software applications to enhance tourism: an automated interpretation system at the Temple of Literature - Quoc Tu Giam historical monument and a guide program at the Thang Long Imperial Citadel. Da Nang has utilized electronic marketing strategies to enhance tourism demand and has prioritized the development of software applications and tools to promote smart tourism. Ho Chi Minh City has established a smart tourist operating center system, utilizing the smart tourism software "Vibrant Ho Chi Minh City" in conjunction with supplementary utility software applications. To exploit the unutilized potential of Vietnamese tourism, it is essential to engage in active collaboration with tourism firms and create sophisticated software and tools. Notwithstanding the growing clientele in the internet sector, the online tourist industry in Vietnam continues to encounter specific challenges. The market is currently being dominated by online multinational brands, such as Agoda.com, booking.com, Traveloka.com, and Expedia.com, which collectively generate over 80% of the income (Nhung, 2018). The digital transformation of the tourism business is an unavoidable trajectory in the era of new technologies and media. The tourist business prioritizes tourists' satisfaction in the utilization of travel services. Consequently, it is imperative to conduct systematic and scientific research on the application of psychology in tourism.

**g) Personalized travelers become more loyalty by digital contents**

YouTube's varied content addresses different travel needs, especially for Gen Z, who value the authentic, engaging, and vibrant material available on the platform, enhancing their travel experiences. Over 50% of individuals belonging to the Gen Z demographic utilize YouTube while they are on their travel journey, which is 12 times more probable compared to the average YouTube traveler (TravelPerk, 2024). Gen Z travelers utilize YouTube throughout the initial "Dream" and "Plan" phases to seek inspiration, but during the subsequent "Arrange"

and "Book" stages, they rely on YouTube to find genuine recommendations from reputable creators and individuals in the travel industry on the platform. Conversely, the cohort of tourists seeking opulent experiences typically bypasses the planning phase and promptly reserves accommodations or enlists the assistance of tour operators. Consequently, individuals frequently seek online video content that has the capacity to ignite their enthusiasm for travel. Within the luxury travel community, 56% of travelers consider YouTube to be increasingly significant in their trip experience (Lambah & Bhattacharya, 2022). The Vietnam tourism marketing initiative on YouTube has achieved considerable success, with two videos, "Vietnam - Country, People" and "Vietnam - Cultural and Tourism Destination," accumulating 1 million views in a brief timeframe. The initiative, orchestrated by the Tourism Information Center (General Department of Tourism) in partnership with Google Group and Vinpearl, showcases prominent video makers including Khoai Lang Thang, Chan La Ca, Miss H 'Hen Niê, Fly Around Vietnam, Flycam 4K, Minh Travel, and Opps Banana. The program seeks to satisfy passengers' need for knowledge, foster relationships, and stimulate enthusiasm for travel post-pandemic, so contributing to the revitalization of the tourism sector. The program is conducted in partnership with Google Group and Vinpearl, with assistance from several content creators. In the future, the Information Center for Tourism (General Department of Tourism) and other organizations will persist in producing distinctive videos that encompass several facets of tourism, such as maritime and insular tourism as well as cultural tourism.

#### **h) The digital marketing challenge for cultural tourism**

Digital marketing has greatly enhanced tourism promotion, enabling the effective and efficient engagement of target audiences. This minimizes expenses by effectively recognizing and accessing client information, allowing tourist businesses to provide tailored services to travelers. Personalized experiences foster confidence among passengers, transforming them

into devoted customers. Digital marketing plans evaluate and track the efficacy of methods, enabling regular improvements and enhancing satisfaction levels. Presently, the majority of tourism firms have adopted internet applications for the promotion and execution of economic activities. Nonetheless, the application of information technology in most organizations remains moderate, inadequately using its advantages in marketing and customer acquisition. The Vietnam Tourism Association indicates that the majority of hotels, especially those of premium and international brands, proficiently employ information technology in their business operations. Notwithstanding the accessibility of CRM software and online payment systems, numerous Vietnamese tourism firms continue to employ antiquated procedures that are both inefficient and expensive. Numerous firms have experienced diminished earnings, client attrition, and heightened expenses due to insufficient understanding of data security, inadequate technological integration in management, and slower operational processes relative to competitors. Travel enterprises can get advantages by collaborating with esteemed companies in the sector, like Saigontourist, Vietravel, Vietrantour, and Viet Media Travel. Vietnam tourism has integrated information technology into multiple facets of its operations, providing an extensive array of products and services. The application of information technology in tourism business operations, excluding air travel, is markedly constrained. Euromonitor International reports that the implementation of information technology at tourism attractions in Vietnam is predominantly lacking. Between 2012 and 2016, the e-commerce payment rate for trip transportation units in Vietnam was about 2%-3%, with a predicted compound annual growth rate (CAGR) of 5% anticipated for the period from 2017 to 2022.

### **1.3 Research problem**

Ho Chi Minh City in particular and the South Vietnam region in general with a history of just over 325 years since 1698 (The Editors of Encyclopædia Britannica, 2016) is too young to be



able to exploit its full potential. prettiness. Most of the architectural works stretching across southern Vietnam are works built during the French colonial period, or carrying the Oc eo culture (Kang, 2020). This leads to the fact that, if you want to develop cultural tourism by exploiting the beauty of architectural works, tourism in the South of Vietnam will be less competitive than the North and Central Vietnam. So the author realizes that we can exploit other aspects of the culture such as food, lifestyle, meditation, etc. There are 8 components affecting the decision to choose Ho Chi Minh City as a tourist destination for North American tourists such as cuisine, prices, locals, motivation, destination image, social network, and value (Ho, 2022). According to (Ritchie & Crouch, 2000), activities and attractions can reinforce the unique nature of a destination's product appeal and act as the primary motivators for selecting one destination over another. The author suggests an online system that links travelers with hotel enterprises or service providers to secure accommodations or services. The online platform seeks to create a solution that links travelers with experts in areas such as tea ceremony, meditation, architecture, and history. The author seeks to leverage personalized travel experiences to assist regions with restricted age and diversity in tourism. The project seeks to enhance local tourism, contribute to income for the regional economy, and assist local authorities in leveraging cultural elements to attract travelers.

#### **1.4 Aim and objectives of the research.**

The purpose of this study is to examine the level of interest of personalized traveler different types of cultural tourism in Ho Chi Minh City. The study reveals that the transformation initiative about social media in tourism has caused a new approach to tourism to develop strongly. Subsequently, travel agencies will construct distinctive trip itineraries that offer affordable rates, great adaptability, and can readily be modified based on the preferences of tourists. To accomplish this, travel agencies must seek out a novel technological platform that caters to the preferences of the tourism market. This platform will serve as a fresh approach

to tourism, with the specific goal of strengthening the connection between cultural tourism professionals and impromptu tourists. By leveraging the expertise and experience of numerous tourism experts, each with their own unique insights into cultural tourism, we can establish a robust tourist community that actively contributes to the development of the local tourism economy. Tourists can more easily select travel items that align with their financial constraints and individual preferences.

### **1.5 Significance of the research**

The concept of "tourist capacity" was formed to refer to countries that are poor in resources but have strong tourism development, one typical example is Singapore (Hung, 2015), urban tourism refers to major tourism activities, city tourism, and tourism planning in cities and urban destinations with an economic income that includes non-agricultural activities in all cultural process development. In this type of tourism, the tourist seeks to participate in urban activities that have been identified as central phenomenon points in the city. There are numerous sustainable studies and development opportunities that could provide an answer. To be more specific, we could say that the variety of cultural activities, safety, and various cited destinations that a tourist could visit in a single city. In response to the significant urban tourism impacts, many cities are investing in sustainable development activities, as well as explicitly developing destination management careers that focus on improving the city's positive public image for decades. As per the VNAT, Vietnam's cultural tourism offerings have a significant role in establishing a national identity, enhancing its competitiveness, and drawing in international tourists seeking to gain knowledge about Vietnam's country, people, history, and culture. The authority further stated that the development of cultural tourism in Vietnam is hindered by various problems, including intense competition in destinations, tourism products, and services, an inadequate legal framework, limited promotion efforts, and a scarcity of human resources. (VietnamPlus, 2023). Cultural tourism is typically classified

into two types: cultural tourism with specific goals, which typically include experts, scientists, researchers, pupils, and students, and cultural tourism with the broad goal of including people who enjoy learning, expanding their knowledge of the world, and experiencing new things (Stebbins, 1996). Exploiting cultural values for the development of cultural tourism benefits the parties involved in providing cultural tourism products by contributing to the propaganda and promotion of the destination's cultural values, raising the sense of responsibility for preserving and promoting cultural values, and creating more funds for preserving and promoting the tangible and intangible cultural values of the welcoming locality (Saqib, 2020). The author aims to improve the comprehension and valuation of cultural tourism with an emphasis on academic research and educational objectives. At present, tourism sharing platforms in Vietnam mostly emphasize online hotel reservations and evaluations. They lack strategies for cultivating local cultural tourism and linking personalized travelers with tourism experts. The author seeks to leverage cultural qualities to enhance cultural tourism, yielding economic advantages for stakeholders and facilitating its proliferation. Their objective is to advocate for destination cultural values, enhance responsibility for the preservation and promotion of these values, and secure resources for the conservation and promotion of both tangible and intangible cultural assets and local artifacts.

## **1.6 Research purpose and questions**

The primary objective of this research is to investigate methods for effectively connecting cultural tourism experts with individualized travelers by enhancing the efficiency of technology in the tourism industry. Additionally, this research aims to enhance the knowledge and abilities of young students, regardless of their background in tourism, by improving their communication and language skills. More specifically, the following research questions need to be addressed:

- How to connect tourism experts and personal travelers based on a sharing platform?

- Characteristics of a sharing platform can be applied in Ho Chi Minh City. What is the most critical factor of a sharing platform applied in Ho Chi Minh City?

## **1.7 Operational definition terms**

### **a) Digital transformation**

The tourism sector is experiencing a digital change, shifting from antiquated methods to a contemporary framework. The efficacy of this strategy relies on market dynamics and a resilient supply chain structure, rendering digital transformation essential in the contemporary rapid-paced environment. The influence of digital transformation on businesses is undeniable, as it allows them to stay competitive in the market and meet the ever-evolving needs of customers (Moore & Pratt, 2023). The market is experiencing a steady upward trend. Digital transformation involves a complete overhaul of how individuals and organizations circle life, conduct business, and manage operations, all driven by digital technology. In the travel industry, digital transformation is a significant shift that impacts various aspects of the business, including how tours are managed and conducted through digital platforms. It represents a new way of living and doing business in this industry (Premuzic, 2021).

### **b) Tourism expert**

The community of tourism experts has broadened to include folk culture artisans, traditional cuisine specialists, historical researchers, and architectural scholars, all of whom possess significant or specialized knowledge in diverse cultural aspects of society. Travel bloggers, renowned reviewers who have received recognition and rewards for their contributions to local tourism development, are also regarded as travel experts by the public (Hai, 2021).

### **c) Personalized traveler**

It refers to a form of tourism where individuals independently make decisions about their vacation, select services and destinations based on their interests, and prioritize personal experiences (Pham, 2016).

**d) Traveler experience**

The traveler's experience includes all interactions the traveler engages in with a product, service, or brand throughout their trip. It encompasses both direct and indirect involvement with marketing, sales, and traveler support across multiple channels. The experience underscores emotions and the influence of each interaction on the brand's perception. Decisions taken at each encounter point can profoundly influence the organization's success. The traveler experience arises from the contact between travelers and travel agent, making it essential for businesses to evaluate how these actions will affect their success. Recent research in tourism experience seeks to establish a scale for measuring the components of tourism experience and its influence on tourist satisfaction, rather than merely evaluating the relationship between factors such as service quality and destination attributes with satisfaction and behavioral intentions across various service contexts (Bui, et al., 2020).

**e) Cultural tourism**

Cultural tourism is a form of tourism that seeks to understand and value the culture and national history of the country being visited (Baquero & Rivelles, 2020). This is done through exploring cultural heritage, historical artifacts, traditional festivals, customs and traditions, community organizations, and the way of life of the local people. Tourism goods are constructed using cultural tourism resources. As to Law 09/2017/QH14 on tourism in Vietnam, the category of humanistic tourism resources encompasses cultural traditions, cultural aspects, folk arts, historical relics, and architecture. The law permits the utilization of artistic creations and cultural legacies for the sake of tourism (Thuvienphapluat, 2017).

## **1.8 Research design**

This research thesis has been divided into five chapters. The structure of the thesis is as follows:

Chapter 1-Introduction: This chapter presents an overview of the thesis, which examines the context of the research, including personalized traveler's experience and its challenges, destination decision making, and the digital change in cultural tourism in Ho Chi Minh City. This chapter will outline the primary goal of the dissertation, as well as the objectives and importance of the study. Subsequently, this study also examines the specific terminology utilized to define operations in this research.

Chapter 2 - Review of Literature: This chapter examined the literature that is pertinent to the research variables, focusing on the aims and operational definition terms.

Chapter 3, titled Methodology provides a detailed explanation of the methodology used in the study. It outlines the research strategies employed to examine the data and draw conclusions.

Chapter 4 - Data Analysis and Interpretation: This chapter examines the data gathered from the survey and discusses the findings to draw conclusions.

Chapter 5 of this research report presents the findings, conclusion, and suggestions. The chapter follows a sequence that includes literature reviews, analysis of data results, and future recommendations before presenting the conclusion.

## **CHAPTER II:**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

According to the definition of the World Tourism Organization (United Nations, 2010), there are the following definitions : Tourism is a social, cultural, and economic phenomenon that involves people moving to countries or places for personal or business/professional purposes, known as visitors. This movement can involve residents or non-residents, and some activities may involve tourism expenditure. The concept of "tourist capacity" was formed to refer to countries that are poor in resources but have strong tourism development, one typical example is Singapore (Hung, 2015). Ho Chi Minh City has undergone substantial transformations in its tourist sector, recording over 35 million foreign and domestic arrivals in 2022. This is attributable to the diversity of cultural activities, safety, and numerous sites accessible to tourists. Numerous cities are investing in sustainable development and destination management professions to enhance their favorable public image and mitigate the substantial repercussions of urban tourism. Along with some World Tourism Organization (WTO) and "Asia's Leading Tourism Authority" awards, it is the most popular domestic tourist destination, as like the most appealing in the region during the peak summer tourist season. In 2023, Ho Chi Minh City's tourist sector seeks to enhance quality and diversify its offerings, concentrating on particular tourism items. Ms. Nguyen Thi Anh Hoa, the director of the city's Department of Tourism, delineates various challenges within the tourism sector, such as internal limitations of the management agency, insufficient traffic infrastructure, absence of wharves and piers for aquatic tourism offerings, and a specialized port for international vessels. The city has escalating competition from both foreign and domestic tourist markets, compounded by a lack of diversity in its tourist market structure, which is dependent on many

Northeast Asian markets that are gradually reopening. The agency seeks to convey its objective of advancing tourist incentives and digital tourism apps to address these difficulties.

## **2.2 The cultural identity of Ho Chi Minh City**

Gia Dinh - Saigon - Ho Chi Minh City is a cultural epicenter that has developed over three centuries, amalgamating influences from the North, South, East, and West. It is an eco-friendly city characterized by Western urban architecture and vibrant cultural diversity. The city has a confluence of Vietnamese, Chinese, Cham, Khmer, Indian, French, and American cultural influences. From the 17th to the 19th century, cultural and religious edifices embodying unique Southern characteristics were established to extend the nation's boundaries and safeguard against foreign incursions. These structures also promoted connection and integration with external cultures. Prominent edifices comprise Thong Tay Hoi Communal House, Minh Huong Communal House, Giac Lam Pagoda, Ba Thien Hau Pagoda, Giac Vien Ancestral Temple, Nghia An Assembly Hall, Quang Trieu Assembly Hall, and Notre Dame Cathedral. These structures constitute a sequence of lively cultural festivals. During the late 19th and early 20th centuries, numerous significant architectural structures were constructed in the French style in Vietnam (Hahn, 2017). Ho Chi Minh City, Vietnam's premier economic, cultural, tourism, scientific, and technical center, features a plethora of historical architectural landmarks, including Nha Rong Wharf, Reunification Palace, City Central Post Office, Opera House, City People's Committee Headquarters, and Ben Thanh Market. Since 1975, the city has constructed attractions such as Thao Cam Vien, Dam Sen, and Suoi Tien to entertain both inhabitants and tourists. Moreover, historical and revolutionary artifacts have been preserved to facilitate the study of the city's history. Presently, Ho Chi Minh City is actively prioritizing the development of nighttime entertainment, gastronomic, and service tourism offerings to introduce novel and distinctive items that cater to the discerning needs of travelers (Ho, 2022). According to the research conducted by (Vu, 2017), the attraction of international tourists in



Vietnam is influenced by 7 groups of factors, including: (1) Tourism resources; (2) Infrastructure; (3) Culinary tourism; (4) Cultural and social aspects; (5) Workforce; (6) Development policies; and (7) Tourism environment. According to Mr. Nguyen Xuan Hiep (2016), the decision to choose a tourist destination in Ho Chi Minh City also depends on 6 groups of factors, including: (1) Infrastructure; (2) History and culture; (3) Relaxation value; (4) Political and economic factors; (5) Cuisine and shopping; and (6) Landscape environment (Nguyen , et al., 2016). Tourism resources, infrastructure, culinary experiences, cultural attractions, and entertainment possibilities are important factors that greatly contribute to the appeal of international visitors to Ho Chi Minh City. Visiting Friends and Relatives (VFR) travel constitutes a substantial and important segment of tourism. The appeal of the destination might also have an affecting influence on VFR excursions (Backer, 2012). Initiatives are underway to enhance and promote nighttime entertainment, gastronomy, and service tourism to accommodate the varied interests and requirements of travelers.

### **2.3 Ho Chi Minh City's tourism competitiveness.**

#### **2.3.1 The role of essential travel services at Ho Chi Minh City**

The competitiveness of destinations in the accessible tourism market is chiefly influenced by supportive factors including accessibility, infrastructure, and stakeholder commitment, subsequently followed by resources and attractions such as landscape, climate, activities, culture, history, tourism service providers, and events, as well as quality factors encompassing value for money, safety, perception, and image (Medarić, et al., 2021).

##### **a) Accommodations**

The accommodation sector is recognized as a crucial driver of job creation and economic progress, particularly in the context of local economic development. It is widely acknowledged as a key factor in the promotion of tourism (Sharpley, 2000). The hotel industry in Vietnam is a profitable sector that produces significant revenue and profits; however, it

significantly depends on local resources such as land, water, electricity, and food. This sector also contributes to environmental degradation via waste, water contamination, noise, and air pollution. The insufficient focus on service quality has considerable repercussions for the whole tourism sector and individual accommodation entities. The hotel market in Vietnam is varied, offering multiple classifications to accommodate the distinct demands and budgets of travelers. Tourists are progressively adopting the notion of leisure tourism, resulting in the country's progressive expansion and an escalating demand for services. They are prepared to pay a significant sum for premium hotel services. Vietnam's myriad tourism attractions offer abundant options for holidaymakers to reside in hotels. The establishment and administration of hotels are profitable thanks to the increasing demand for tourism and the surge of international visitors. Nevertheless, the hotel business is unable to compete with rivals by enhancing service quality, providing exceptional customer care, and offering post-purchase assistance. This not only enhances the brand's market presence but also creates new opportunities for growth in the hospitality sector. Many travelers, particularly young ones, are increasingly drawn to green tourism, which encompasses eco-friendly sites and agricultural tours, to safeguard the environment (Talalova, et al., 2021). The green economy initiatives in the management of tourism in Indonesia seek to promote economic growth while simultaneously safeguarding the environmental ecosystem to ensure the long-term viability of tourism (Nugroho, et al., 2023). The Green Hotel model is becoming favored in the worldwide hospitality sector for its responsibility, environmental sustainability, and economic benefits. This paradigm has altered visitor behavior and expectations toward sustainability, rendering eco-friendly activities imperative for hotel management and operations. In Vietnam, businesses have implemented tactics to conform to this trend. Implementing sustainable practices in facility management can lead to reduced energy consumption, increased productivity, and minimized waste, hence creating long-term value

for the organization. Implementing quality and environmental management techniques in hotels can boost competitive advantage by reducing costs and differentiating from competitors. This method also aids in reducing obstacles to the execution of environmental management activities (Azorín, et al., 2015). Current study in the Vietnamese hotel business indicates the emergence of two prominent trends in environmentally friendly practices: green building and green operations. However, the implementation of construction measures for sustainable accommodation facilities remains uncertain in many large hotels in Vietnam, posing a challenge for hotel management. From the very beginning, focused on sustainability. Consequently, a growing number of hotels are choosing to adopt the environmentally friendly operating trend. The research identified five primary obstacles that Vietnamese hotels face when implementing "green practices": limited investment money, unfavorable location, restrictive rules, and implementation guidelines, lack of guest feedback, and staff involvement (Nguyen & Bui, 2020). While it is evident that investing in high-energy equipment might lead to a decrease in long-term production expenses, the significant upfront costs may provide a challenge for firms in recruiting investments. Furthermore, hotels located in central, highly crowded urban regions are facing challenges in addressing the problem of environmentally friendly buildings at the fundamental level. According to the research, the absence of guidance and support from authority locality and local agencies hinders firms from implementing their operations in a coordinated and efficient manner. Practices that are environmentally friendly and can be maintained over a long period of time. Within the context of sustainable growth in the hotel industry, there is a growing focus on the food and beverage (F&B) sector, with a trend towards sourcing items from natural and environmentally friendly sources. The favorable transformation has generated fresh prospects for ambitious and innovative young individuals seeking to engage in commerce with sustainable products. This not only facilitates the advancement of industry but also enhances environmental

conservation. According to the most recent analysis on travel trends in 2024 by Booking.com, culinary experiences have been identified as one of the prominent travel trends. This data was derived from a survey conducted among around 28,000 tourists across 33 different countries and territories (Hoyes, 2023). Ho Chi Minh City, the largest city in Vietnam, is drawing enterprises owing to its prospects in urban development and tourism, especially urban and eco-tourism. During the initial six months of 2023, the hotel room occupancy rate in the city attained 64%, signifying a notable recovery of over 92% relative to the first half of 2019, prior to the COVID-19 pandemic. This rate exceeds 92% of the occupancy level documented in the initial six months of 2019, as reported by Savills Vietnam (VietnamPlus, 2023). The research conducted by Savills Vietnam Company indicates that the hotel visitor market in Ho Chi Minh City during the first half of 2023 is substantially influenced by the lodging sector, which plays a crucial role in economic development and job creation. Nevertheless, hotel services have a considerable environmental impact owing to resource use and pollution.

**b) Food & Beverage service**

Vietnam has consistently received recognition from culinary fans and worldwide experts, winning numerous culinary tourism prizes organized by World Travel Voting prizes and other important organizations for five consecutive years, from 2019 to 2023 (TITC, 2023). Experts unanimously agree that Vietnamese cuisine possesses a solid basis for achieving international recognition and being showcased at esteemed banquet events. The culinary aspect plays a significant role in enticing travelers to various countries and destinations. According to Mr. Ha Van Sieu, the Deputy Director of the Vietnam National Tourism Administration, asserts that cuisine is of paramount importance in eliciting emotional responses from tourists in every part of Vietnam (Bang, 2023). The "One Food in Hue" project in Vietnam aims to promote Hue food and enhance its global recognition. Launched in October 2023, the project focuses

on the robustness of Thua Thien Hue's tourism industry in the 4.0 era. An AI ambassador, O Thuc, has been developed to provide free assistance in Hue cuisine, culture, tourism, and fishing-related matters. Users can engage with O Thuc through the chatbot function on the "Mot Food in Hue" project fan page. The project aims to foster development and advancement in the Hue tourism industry, enhancing the global recognition of Vietnam's products and brands (Hoang, 2023). Vietnam's culinary tourism has won numerous awards, including World Travel Voting prizes, from 2019 to 2023. The "One Food in Hue" project, launched in October 2023, uses AI to promote Hue food and culture. An AI ambassador, O Thuc, provides free assistance on Hue cuisine, culture, and tourism.

**c) Travel agency**

Travel agencies play a crucial role in marketing destinations and tourism services to domestic and international travelers. They integrate trips and routes, facilitating the creation of attractive tourism offerings. They promote tourism development by granting travelers access to the nation's culture and landscapes. In Ho Chi Minh City, numerous locals have yet to utilize the river bus service or distinctive tourism options, despite initiatives by budget travel businesses. On April 9, 2024, more than 80 individuals engaged in the inaugural stimulus trip, which included three travel companies: Vinagroup International Company, Thien Nhien Travel Company, and Kiwi Travel Company (Workers, 2024). The Ho Chi Minh City Tourism Festival is an initiative designed to promote the city's attractions and tourism offerings to residents and visitors alike. Participants must uphold superior service quality, provide a diverse range of items, and enhance their tour offers. Urban tourism is strongly endorsed for the business sector, given the interconnection between travel agencies and other tourism service providers. The expansion of travel companies is affected by innovative tours and the advancement of other tourism service organizations. Acquiring package tour plans

from travel companies conserves time and diminishes expenses related to information gathering, organization, and trip arrangements.

**c) Transportation service**

Transportation is a key issue in promoting tourism and plays a significant role in the "three-body theory of tourism" (Chen, et al., 2020). Transportation has a crucial role in promoting trade, improving access to livelihoods, education facilities, and other amenities, and has been a fundamental activity in human civilization throughout history (Anilkumar, 2017). Roads are regarded as a crucial infrastructure base for facilitating the growth of tourism. Jameel Khadaroo posited that the caliber, volume, allocation, and strategic organization of roadways would have a substantial impact on the effectiveness, security, and convenience of transportation, hence exerting a considerable influence on the advancement of the tourism sector (Khadaroo & Seetana, 2007). In addition to distinctive modes of transportation, tourists are also drawn to more widely used methods that primarily serve for transit objectives. In popular tourist destinations like Hanoi, Ho Chi Minh City, and Da Nang, there is a wide range of transportation options available to cater to the needs of tourists. Traditional taxis and technological taxis are frequently preferred by tourists as a mode of transportation (Lokhandwala & Hua, 2018). Taxis provide ease, flexibility, and privacy, enabling travelers to move at any time without a fixed itinerary or reliance on bus or train stations. They offer enhanced comfort and privacy relative to alternative public transportation options. Nonetheless, taxi costs are considerably elevated compared to alternative modes of transportation. The pervasive problem of taxis perpetrating fraudulent activities against both local and foreign clients adversely affect the tourism industry. The rivalry for consumers engenders pervasive discontent among individuals, culminating in insufficient traffic safety. The pervasive occurrence of cab fraud and competition for clientele intensifies the problem, impacting the entire tourism sector. The Ho Chi Minh City Taxi Association reports that the

brands most counterfeited by automobile firms are Mai Linh and Vinasun (Trung & Thien, 2022). Instances have occurred where the proprietors of the two automobile companies deliberately introduced counterfeit taxis to the location with the intention of initiating legal action. A representative officer of Tan Son Nhat International Airport reported multiple infractions within the premises, including failure to pick up passengers for short distances, vehicles engaging in negotiations with passengers instead of blaring, and misappropriation of guests' funds. Tan Son Nhat International Airport has implemented laws stipulating that cab drivers employed by a company would be prohibited from operating if they commit two significant infractions in a single day or five significant infractions within a month. In the future, the Port Authority will collaborate with the police to carry out a comprehensive examination aimed at rigorously addressing drivers who violate regulations and compelling companies to refrain from removing taxi insignia and clocks from their vehicles. If a taxi company possesses a substantial number of vehicles that are in violation of regulations, its license to operate in the transportation industry will be rescinded. In addition to constructing parking facilities for taxis, the Department of Transport is urging units to enhance the professional and ethical training of drivers to mitigate the risk of taxi drivers being terminated by their employers (Thai, 2022). The service of touring Ho Chi Minh City in double-decker buses is still available, although ticket rates are rather high and subject to weather conditions, which has hindered their anticipated growth (Vietnam-Insider, 2020). When examining Vietnam's tourism sector, it becomes apparent that there is a lack of a widely favored mode of transportation for both local and international tourists. In addition to the lack of trust in public transportation, the increased reliance on personal vehicles for daily commuting exacerbates traffic congestion and contributes to environmental pollution (Nguyen, 2019). When discussing tourism in Vietnam, travelers will quickly associate a certain mode of transportation with it. Like Korea, buses are a widely favored mode of transportation among

tourists. Tourists in Thailand commonly utilize buses and sky trains for transportation (Thangkitwuttikul, et al., 2019). While Vietnam does have a variety of modern transportation options, they primarily serve as modes of transportation and travel, and hence do not fully meet the standards of the tourism business (Tran, 2019). Simultaneously, each category of vehicle possesses distinct benefits. The taxi possesses several benefits, although it also exhibits drawbacks, such as exorbitant cab fares and sluggish vehicle performance. Hence, it is imperative to address the prevailing issues to utilize traffic as a catalyst for fostering tourism growth (TuoiTreNews, 2019). Primarily, the tourist transit system must be strategically situated and interconnected with popular tourist destinations (Vietravel-Airlines, 2023). Road networks facilitate the connection between several tourist destinations, allowing travelers to easily access various tourist services along the route without the need to navigate transportation logistics (Rodrigue, 2023). Meanwhile, it is crucial to improve the foreign language skills of bus servers operating inside road transport routes, namely in the bus transport system. To facilitate the use of buses by foreigners, it is important to include hospitality mindset not only for human aspects such as bus drivers, bus assistants, and ticket sales staff, but also for bus stop signs and stop signs on the bus (VNS, 2022). It is necessary to promote the improvement of transportation methods in the transportation industry to create a good impression on tourists. At the airport, travelers are exposed to a culture characterized by polite and considerate communication. However, international tourists often feel confused and entertained by the disorderly and below-average conditions of Vietnamese traffic culture when it comes to road traffic (Nguyen & Nguyen, 2021). The progress in electric motors, battery technology, wireless charging, and autonomous driving is creating fresh opportunities for the implementation of electric power in transportation. (Holland, et al., 2021). In addition to this, there are several other untapped or underutilized methods of promoting tourism. Railway lines in Vietnam are strategically distributed around the country, facilitating seamless



inter-provincial transport (General Statistic Office, 2021). Train travel, especially the Thong Nhat railway, possesses considerable tourist allure, extending 1,730 km. The North-South railway line satisfies all requisite criteria for an optimal railway. Prior to COVID-19, the railway sector harnessed this potential through collaborative partnerships, albeit solely for tourism excursions. The escalation in domestic airfare has resulted in a 10-15% surge in travel costs, rendering train travel a burgeoning trend. The railway industry is making efforts to innovate and collaborate with tourism firms to enhance the quality and establish a connection between tourism and the preservation of historical property (VNS, 2024). The asynchronous development of transportation infrastructure in provinces with challenging topography in the mountainous and midland regions, which possesses significant potential for tourism, culture, and mining, is impeding the growth of the tourism industry (Prideaux, 2000). Investing in the development of vehicle systems and transportation infrastructure is vital (Khadaroo & Seetanaah, 2008). To enhance the Tourism industry's role as a significant economic catalyst, there is a strong emphasis on investing in and improving the transportation infrastructure to ensure long-term viability and readiness for the future (Riggs, 2019). The tourism sector in Vietnam encounters difficulties stemming from its transportation infrastructure, which is essential for trade, livelihoods, and education. Roads are crucial for the growth of tourism, and their quality, capacity, and organization are determined by their efficiency. Tourists affect the conventional and contemporary taxis; nonetheless, taxi fares surpass those of alternative transportation alternatives, and fraudulent practices adversely affect the industry. The Port Authority and law enforcement agencies are collaborating to resolve these concerns by enforcing laws and enhancing driver training. The nation's transportation infrastructure must be properly positioned and linked to tourism attractions, while improving foreign language skills and promoting a hospitable culture. Electric motors, battery technologies, wireless charging, and autonomous driving can augment tourism. Nevertheless, the uneven

development in hilly and midland areas obstructs railway lines and train movement. Investment in vehicular systems and transportation infrastructure is crucial for enduring sustainability and future readiness.

### **2.3.2 The role of operations related to the administration of destinations at Ho Chi Minh City**

Ho Chi Minh City possesses various benefits for tourism growth; however, in light of the COVID-19 epidemic, prioritizing human resource development is essential for developing the city into a leading Southeast Asian tourism destination. Human resources are crucial for enhancing competitiveness and promoting success for enterprises, individuals, and the tourist sector overall. It is well acknowledged that human capital is considered the most precious asset of governments and organizations (Fugar & Mensah, 2013). This element has played a crucial role in the growth and progress of Vietnam's tourist industry in the last six decades. It has helped in the creation of new and distinctive tourism offerings, contributing to the establishment of the Vietnamese tourism brand. Thus, enhancing the caliber of human resources is essential for ensuring the long-term growth and progress of the tourism industry. During the last 3 years, the COVID-19 epidemic has significantly affected the tourism sector of the country, with a special emphasis on the tourism business in Ho Chi Minh City. The changing workforce dynamics in the tourism sector, along with the emergence of new criteria for the competencies and expertise of tourism professionals, are placing further demands on the City's "clean industry". The COVID-19 pandemic has caused a reorganization of labor resources across industries, fields, and regions, resulting in disruptions and interruptions in the provision of tourism services. Following the Covid-19 outbreak, the tourism business is confronted with numerous obstacles, notably a scarcity of human resources, particularly those with specialized expertise. The urgent nature of human resource quality challenges persists due to the quick recovery and growth (VNS, 2024).

The tourism sector in Ho Chi Minh City is experiencing a human resource deficit attributable to ineffective cooperation between businesses and tourism training institutions. The absence of suitable alignment regarding scale and caliber results in an inequitable distribution of training within the service and tourism sectors. Certain new training institutes emphasize the education of tourism experts, whereas others neglect administrative professionals. The city does not possess a specialized university for tourism education, and only a limited number of universities and colleges provide tourism instruction. These institutions lack formal recognition and fail to comply with municipal regulations. This impacts on the quality of training for human resources in the tourism sector. The workforce has a deficiency in specialty and expertise in disciplines such as socioeconomics, geography, and history. There is a deficiency of clarity around the objectives and requirements of tourism-related employment. Moreover, there exists a lack of competency in other languages and an insufficiency in "soft skills" including negotiating, problem-solving, and collaborative capabilities. This can impede communication, foster trust, and provide superior service quality for international travelers. Companies in the tourism sector must implement training and retraining initiatives to tackle this problem. Moreover, among the tourism workforce, only 43% received professional training in tourism, and just 9.7% hold university and postgraduate degrees (VNA, 2024). A significant number of tourism enterprises in Ho Chi Minh City are facing difficulties in recruiting skilled personnel to fulfill the growing demands of the tourism industry. The lack of quality assurance in training has had a significant effect on the quality of tourism services, tourist contentment, and the ability to attract skilled workers to the city. The COVID-19 epidemic has impeded the progress of tourist development in Ho Chi Minh City due to a scarcity of skilled individuals in the field. The tourism business in the city encounters obstacles such as an unequal allocation of training resources, the absence of a specialized university for tourism education, and a deficiency in knowledge about

socioeconomics, geography, and history. Furthermore, there is an insufficiency in foreign language fluency and interpersonal skills, which might impede effective communication and the delivery of high-quality service. To tackle these problems, the city must give priority to the development of human resources, implement training and retraining programs, and guarantee the quality of training.

### **2.3.3 The role of resources and core elements at Ho Chi Minh City**

Ho Chi Minh City, with a historical legacy spanning 300 years, has emerged as a center for culture, economy, science, technology, and tourism in Vietnam. The city is committed to safeguarding and promoting the distinctive elements of Vietnamese national identity and humanistic principles. It provides several tourism alternatives, encompassing urban tourism, historical and cultural exploration, resort tourism, and ecological tourism. The city features notable sites such as the Ho Chi Minh City Post Office, Notre Dame Cathedral, Reunification Palace, Nha Rong Wharf, and Ben Thanh Market. Following the pandemic, Ho Chi Minh City has concentrated on revitalizing inter-regional tourism initiatives and enhancing distinctive local tourism experiences to entice visitors. In 2023, Ho Chi Minh City's tourism sector had substantial growth, with overseas arrivals totaling 5 million, domestic tourists numbering 35 million, and overall tourism income amounting to 160 trillion VND, reflecting a 22% rise. The city's tourism sector seeks to draw 6 million international tourists, 38 million domestic tourists, and achieve a total tourism revenue of 190 billion by 2024. By 2023, Ho Chi Minh City has been acknowledged as one of the top 100 favored tourism locations worldwide. The notion of "each district as a distinct tourism product" seeks to optimize all available resources to bolster the city's tourism sector. The city has launched 30 innovative tourism initiatives from several districts, augmenting the growth and diversity of choices for both domestic and foreign visitors. Alongside the development of conventional local tourism offerings, Ho Chi Minh City is proactively endorsing attractions like waterway tourism. By

2030, the city's tourism sector intends to develop waterway tourism as a unique offering that accentuates the charm of the city's scenic sites. Ho Chi Minh City's river and canal network is densely concentrated, presenting opportunities for the expansion of urban waterway tourism and the creation of river routes linking Southeast provinces, the Mekong Delta, and Cambodia. Ho Chi Minh City, the capital of Vietnam, features an extensive network of rivers and canals over 1,000 kilometers, facilitating river tourism prospects. The city's "Cruise Tour to See Saigon - Pearl of the Far East" and "On the Wharf Below" boat trips provide distinctive perspectives of the riverfront. Waterway tourism is anticipated to yield around 300 billion VND annually and is likely to expand at an average pace of 10% in the forthcoming years. The significance of night tourism in Ho Chi Minh City is attributed to its broad array of restaurants, pubs, culinary districts, lively pedestrian walkways, and Western-style avenues. Enterprises must undertake comprehensive research and development to seize this potential, including broadening their product offerings, such as arranging guided nocturnal tours of Saigon utilizing vehicles like Vespas, motorbikes, or bicycles. Ho Chi Minh City could similarly provide meticulously organized and well financed recreational activities and evening shows, like to those in Thailand, China, and Korea. By 2030, the city intends to highlight river tourism and nocturnal entertainment as one of its three foremost tourism attractions. There are more than 32,000 food service establishments, 22 designated night routes, and many peripheral regions are launching nocturnal tourism initiatives. Ho Chi Minh City's extensive 300-year heritage functions as a pivotal hub for culture, economy, science, technology, and tourism in Vietnam. By 2024, the city intends to attract 6 million international tourists and 38 million domestic tourists, resulting in a total tourism revenue of 190 billion. The city has introduced 30 creative tourism initiatives from several areas, augmenting the breadth and variety of options for both domestic and international visitors.

## **2.4 The trend of personalized travelers**

A significant number of contemporary tourists have a keen interest in distinctive experiences that are customized to their individual preferences. Upon encountering an advertisement on the Internet, individuals form a specific set of expectations on the desired characteristics of their upcoming journey. While certain people seek destinations for leisure and tranquility, others are in search of the most vibrant and exciting locations for nightlife (mysmartjourney.com, 2023). In the present day, one can simply conduct a search on Google or social networks to discover numerous famous vloggers or students who have embarked on self-guided journeys, offering a plethora of captivating anecdotes. A personalized traveler interest demands suggestion model utilizing deep neural networks (Tang, 2022). This is also a compelling factor that entices numerous families and even young individuals to partake in self-guided tours. Furthermore, the ability for family travelers to be self-sufficient has grown increasingly effortless, as they can easily obtain information, schedule their meals, and rest breaks, and experience a period of leisure with their entire family. Self-sufficient travel provides guests the freedom to choose their own departure time according to their preferred timeframe. At a certain site, individuals have the option to spend more or less time based on their individual preferences. The expense of the vacation is entirely self-governing and adaptable. In comparison to traveling independently, the primary benefit of this tour is its cost-effectiveness and enhanced quality of experiences (Pullman, 2017). Currently, personalized travelers have the convenience of effortlessly searching for flight tickets, bus tickets, and affordable accommodation packages offered by lodging and resort companies at any given moment. However, the emergence of self-organized and self-travel has presented a multitude of issues for the tourist business, particularly for travel agencies. Hence, without adapting to emerging trends, the tourism industry will encounter greater challenges. In addition to that, abstaining from participating in the trip also aids vacationers in minimizing

service expenses for the travel organization. Approximately 80% of Vietnamese tourists are projected to choose self-sufficient travel during the initial half of 2023, with a further upward trend anticipated (TheOutboxCompany, 2023). According to certain viewpoints, a significant number of tourists opt for solo travel over guided excursions due to their own interests and personalities. For instance, individuals who have a passion for exploration or a desire to take risks seek to equip themselves and encounter a wide range of experiences in accordance with their individual preferences. Individuals that prioritize privacy, tranquility, or exhibit cautiousness in their expenditures seldom choose tours. Essentially, these travelers seek personalized experiences, particularly the ability to make decisions and get pleasure during their journey. Personalization is also an important aspect of hospitality and tourism.

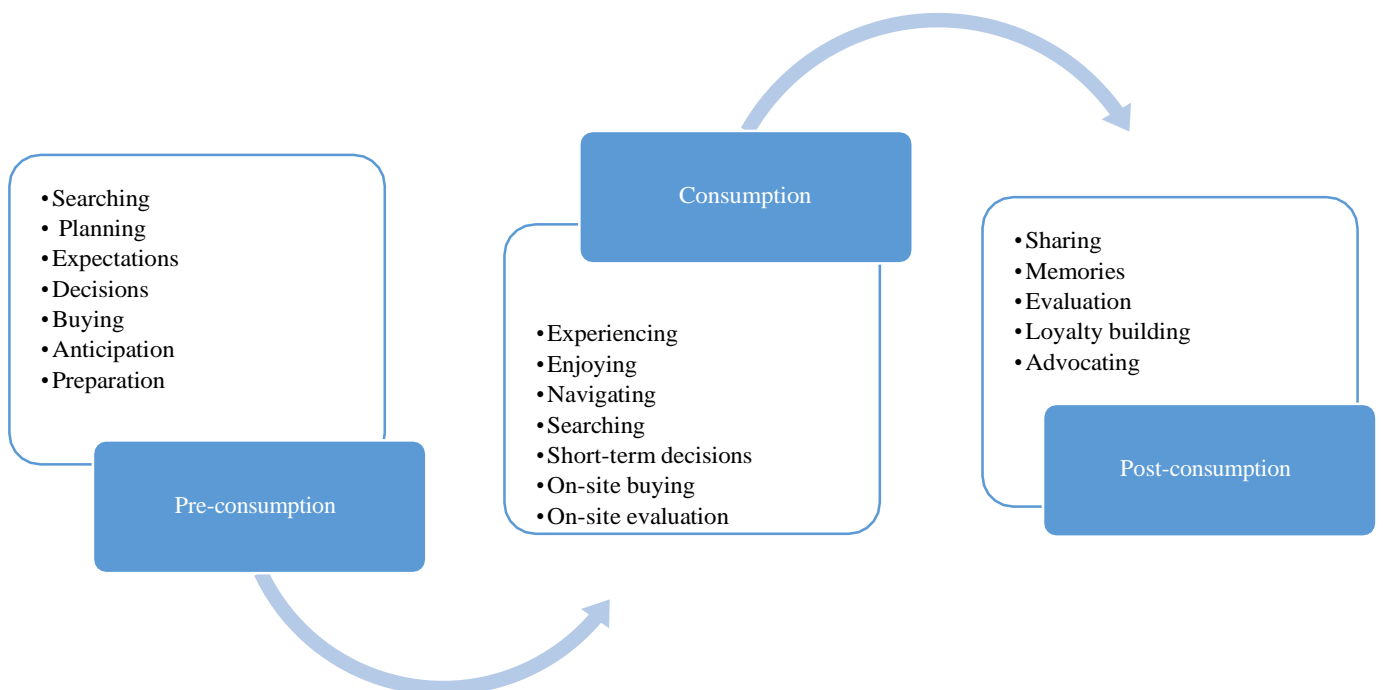


Figure 2 The consumption of tourism product by tourists

Figure 2 delineates the process from the moment traveler resolves to embark on a trip until their return home. Tourists make decisions at three stages, each of which influences the overall outcome of their travel experience. A hospitality and tourism business that offers flexible travel or stay experiences tailored to customers' needs stands a better chance of

satisfying customers, leading to repeat purchases or visits (Azzahra, 2023). Rather than perceiving the travel trend as a difficulty, numerous travel businesses are capitalizing on new opportunities by offering self-guided tour goods, effectively leveraging the psychology of this traveler segment. Offering products that cater to the requirements of personalized travelers, and those who do not rely on guided tours can empower customers to take an active role in their personal quest for self-discovery. A select few companies now dominate the online travel market, utilizing their extensive size to offer superior experiences to customers seeking to make travel arrangements on the internet (Sohie, 2023). In response to the increasing popularity of independent travelers, numerous tourist accommodation enterprises have intensified their efforts in online promotion and marketing to appeal to a larger audience of retail and self-sufficient tourists (Mallick, 2023). Personalized travel provides distinctive experiences for travelers; yet it is not often embraced due to issues such as health limitations, discomfort, and safety apprehensions. A calendar, as a temporal organization tool, facilitates the exploration of unknown locales and provides many advantages. Personalized travel is gaining popularity, as many individuals prefer leisure, vibrant nightlife, and energetic destinations. Personalized travel provides a cost-efficient and enhanced experience; nonetheless, they present difficulties for travel businesses. Numerous tourists opt for solitary journeys based on their hobbies and preferences, whereas others emphasize privacy and tranquility. Certain travel businesses are providing self-guided tour alternatives to accommodate this demographic. Notwithstanding these problems, tourism persists in appealing to unique tourists, particularly those with health issues, pain, or safety apprehensions. Notwithstanding these obstacles, tourism persists in drawing travelers from all regions.

**2.5 Tourism experts have been acknowledged for their role in promoting the vibrant essence of traditional folk culture to personalized travelers.**



Folk artisans are individuals who possess folk knowledge, talent, understanding, creative ability, and the ability to transmit in one or more areas of folk culture. Regarding the task of preserving and promoting the traditional cultural heritage of ethnic groups, it can be affirmed that the folk games of the artisans play a crucial role (Trieu, 2022). Tourism experts have a crucial role in safeguarding and promoting cultural heritage values within society. Tourism experts have a crucial role in both producing distinctive artistic goods and preserving and promoting the cultural heritage of their country. Amidst the era of industrialization, modernization, and international integration, folk artists utilize elements from their local community and engage in activities such as crafting, presenting, and adapting artistic works that are rooted in their cultural environment (Winkelman, 1965). For millennia, folk artists, including storytellers, singers, and minstrels, have served as conduits for communicating and spreading news and information through direct, in-person connections (Kodavath, 2015). Preserving cultural history contributes to tourism expansion, economic advantages, and the enhancement of a region's reputation. It safeguards distinctive traditional cultural attributes from antecedent generations, facilitating the learning and advancement of future generations. Ho Chi Minh City, Vietnam, is acknowledged by UNESCO for its two intangible cultural heritages: Ca tru singing and Southern Don Ca Tai Tu art (VNS, 2023). Three intangible cultural heritages have been incorporated into Vietnam's national list: the Nghinh Ong Festival in Can Gio district, the Nguyen Tieu Tet festival in District 5, and the Khai Ha Festival in Binh Thanh district. The department is orchestrating the compilation of documentation and suggestions for the incorporation of Lion and Dragon Performance Art and the Ky Yen Dinh Than Thu Duc Festival into the registry of national intangible cultural resources, collaborating with other agencies to achieve advancement (Luu, 2023). Each tourism expert's lifetime of experiences, talents, emotions, thoughts, and creativity is manifested in every role, work, and project they undertake, giving them life and expression.

Tourism experts are not only the essence but also the preservers of ancient crafts, making them invaluable "living treasures" (Tuyet, 2019). They serve as the stable foundation for the existence and advancement of all artistic expressions. The designation of Folk Artist, bestowed by the Vietnam Folk Arts Association, is considered as a tourism experts, exclusively reserved for individuals who have made significant contributions to the preservation and advancement of intangible cultural heritage (dangcongsan.vn, 2015). Tourism experts are essential in preserving and promoting traditional cultural values in Vietnam, such as Vi Giem folk songs, Don Ca Tai Tu, Cai Luong, Ca Tru singing, Chau Van singing, Cheo Tau singing, Folk singing, Dum singing, Then singing, and Trong Quan singing. Nonetheless, the preservation and promotion of these intangible cultural assets encounter obstacles owing to ambiguous community engagement in the participation process. So, the active involvement of communities in protecting their own cultural property is a key characteristic of UNESCO's 2003 Convention on the Safeguarding of Intangible Cultural property (Jack, 2022). The community plays a significant role in preserving cultural heritage areas by identifying boundaries, and cultural markers, and implementing a self-organizing system supported by professional associations (Sutrisno, et al., 2021). Folk artisans and tourism experts are essential in conserving and advancing traditional cultural heritage. They produce unique artistic products and contribute to the development of tourism, boosting economic benefits and improving the reputation of the region. User-generated content and local expertise are integrated to map nature dependency (Spalding, et al., 2023). UNESCO acknowledges Ho Chi Minh City for its intangible cultural heritages, including Ca tru singing and Southern Don Ca Tai Tu art. Tourism experts uphold traditional craftsmanship; nonetheless, community involvement is essential for preservation, according to UNESCO's 2003 Convention on the Safeguarding of Intangible Cultural Heritage.

## **2.6 The impact of digital transformation on the advancement of cultural tourism**

Tourism utilizes network technology for e-commerce and personalized travel search services, utilizing big data for data mining and classification, demonstrating its potential for technical support in tourism development (Zhang, et al., 2021). Social media content often inspires destinations, increasing fear-of-missing-out anxiety (FOMO) for travelers by generating travel intention (Harahap, et al., 2024). Industry 4.0 encompasses advanced technologies and concepts such as big data analytics, intelligent robotics, simulation, system integration, the internet of things, cyber security, cloud computing, flexible manufacturing, and augmented reality. Artificial neural networks are widely used for online travel planning, influencing factors like transportation mode, destination intent estimation, budget limit, and crowd density forecasting (Li, et al., 2022). Given the anticipated rise in long-distance travel, it is foreseeable that Industry 4.0 applications will enhance communication, integration, and centralization among producers, consumers, intermediaries, and other players in the tourist sector (Gül & Gül, 2018). The tourist sector is characterized by intense competition and needs ongoing innovation. However, to enhance their capabilities and achieve significant advancements, the tourism business must acquire new opportunities for growth and establish a solid foundation. Improved infrastructure, innovative mindset, and enhanced implementation strategies (MySmartJourney, 2022). Specifically, digital transformation is crucial for addressing the issue by establishing digital infrastructure, digital resources, databases, and trends that enhance performance and competitiveness. In essence, digital transformation in the tourism business involves shifting the entire industry into the digital realm, creating an intelligent tourism ecosystem to automate management processes, offer tourism services, and implement. Digital technology optimizes the customer experience and gain insights into client requirements to enhance operational efficiency and increase profitability (Inversini, et al., 2023).The digitalization of the hotel and tourism business is

now in its early stages, but there are potential for all parties involved to gain advantages from both present and upcoming applications (Ozdemir, et al., 2023). The Global Tourist Competitiveness Report 2017 acknowledges the necessity for the global tourism industry to foster digital transformation, innovation, and creativity to generate new value and enhance competitiveness (Schwab, et al., 2017). The tourism sector encounters obstacles in advancing digital transformation owing to rivalry and the repercussions of the epidemic. Emerging technologies such as artificial intelligence and blockchain are essential for security and transparency. A comprehensive model of technological acceptance and utilization emphasizes security and trust, offering a framework to comprehend the determinants affecting travelers' adoption of Blockchain technology. To elaborate, the results emphasize the importance of implementing trust-building strategies to effectively integrate and get widespread approval of developing technologies, such as Blockchain technology, in the tourism industry (Sarnacchiaro, et al., 2024). Furthermore, the online distribution in the hospitality and tourism industry is likely to experience more consolidation, with a merging of different types of organizations and potential replacement by established e-commerce companies (O'Connor, 2020). The digital revolution in the hospitality and tourism industry emphasizes the significance of improving the customer experience when it comes to reserving accommodations, arranging tours, and engaging in shopping activities (Cheng, et al., 2023). Online platforms and applications provide a significant degree of ease and efficiency due to their widespread availability. Customers can conveniently access a wide range of options, compare pricing, and make a prompt selection without the need for physical visits or extensive communication with different service providers. Consider a scenario where you are in the process of organizing a journey and require arrangements for lodging, transportation, and guided excursions. Through Internet booking tools, users can conveniently compare several hotels, travel alternatives, and activities, all within one platform. This optimizes the

entire procedure and saves clients' time and exertion (FasterCapital, 2024). This eliminates the need for the intricate and burdensome procedure of traditional consultation. Businesses can achieve digital transformation by utilizing modern technologies like big data, artificial intelligence, and social media networks, digital transformation can enhance organizational efficiency and competitiveness (Bresciani, et al., 2021). Businesses can gain a competitive advantage by implementing digital marketing transformation, which involves leveraging data-driven insights, adopting agile techniques, and making financial investments in digital capabilities (Hussain, et al., 2023). Digital transformation is essential for companies to adapt and maintain security in a volatile environment such as a worldwide pandemic. Technological innovation is crucial for mitigating the effects of COVID-19 on tourism, facilitating sustainable development, and promoting recovery. The efficacy of knowledge management within businesses is intricately connected to digital transformation in the public sector, leading to significant improvements in the field (Alvarenga, et al., 2020). Hence, the Government has released resolution No. 82/NQ-CP, outlining several crucial objectives and strategies to promptly revive and expedite the growth of tourism in a sustainable manner, thereby solidifying the implementation of digital transformation (Lawnet, 2023). Like other nations in the area and globally, the utilization of digital technology and the process of digital transformation are anticipated to play a crucial role in facilitating the shift towards an environmentally sustainable economic model in Vietnam, thereby achieving the country's strategic green growth goals. The Twin Transition, consisting of the digital transition and green transition, is an unavoidable trend that enterprises in Vietnam must embrace to capitalize on new commercial prospects and guarantee long-term advantages for both society and the environment (MPI, 2024). The Ministry of Culture, Sports, and Tourism has implemented the solutions by developing programs and projects to enhance digital tourism. Additionally, they have released a circular that guides the internal digital transformation of

the tourism industry and directions for connectivity. Interconnectivity among digital platforms in the industry. The Ministry of Culture, Sports, and Tourism collaborates with several ministries, departments, and functional units to provide numerous training sessions and provide guidance on the digitalization of tourism for provinces and towns across the country (TheWorld&Vietnam, 2024). Based on this premise, the tourism sector has developed a comprehensive database system that encompasses international tourism, tour guides, tourism storage facilities, tourist areas, and destinations. This system efficiently connects and manages information and contact details from the central hub to other facilities. The sector has developed and implemented numerous beneficial technological goods. One notable application is the "Safe Vietnam Travel" platform, which combines various essential features such as a secure travel digital map and the integration of medical data on the epidemic status across multiple nations. Vehicle addresses, which provide information about secure travel service facilities... Specifically, the promotion of calendar communication activities on digital media is on the rise (Tran, 2023). Digital revolution is reshaping the global tourism business, presenting both opportunities and problems. The Vietnamese business is concentrating on creating platforms and solutions for intelligent tourism management, encompassing augmented reality, virtual reality, and 3D mapping. Tourism firms are adopting digital transformation techniques to alleviate the impacts of the COVID-19 epidemic. This change might substantially improve the development and progress of the tourism sector, promoting overall industry growth and increasing the sector's comprehensive transformation. Furthermore, the tourism business faces obstacles such as the constraint of digital transformation, scarcity of digital labor, and the persistent difficulty of digital infrastructure (Ngo, 2022). In addition, the tourism industry is involved in the advancement of digital infrastructure and digital applications such as the Internet of Things (IoT), artificial intelligence (AI), virtual reality (VR), augmented reality (AR), cloud computing, Big Data,

and big data analytics (SMAC). Applications of AI create personalized travel experiences, enhance the efficiency of tourism services, and bolster the competitive edge of the location (Herrera, et al., 2023). It also focuses on the development of digital human resources to assist businesses in adapting to emerging trends (Tourbit, 2022). The digital economy is revolutionizing travel communication, tourism marketing, and service provision, hence improving visitor experiences. Digital transformation allows for efficient transaction handling, data analysis, and integration of activities throughout the value chain and tourism ecosystem. Vietnam must execute prompt, coordinated strategies to seize opportunities and promote sustainable tourist growth, while safeguarding economic, cultural, and social development and preserving the environment. This process necessitates a balance of economic, cultural, and social development while safeguarding environmental integrity. It is crucial to avoid the risks associated with outdated infrastructure, inadequate policies, and a tourism workforce that does not meet the current demands (Ngo & Nguyen, 2024). Industry 4.0 is anticipated to transform the tourism sector through enhanced connectivity, integration, and centralization. This transition necessitates the adoption of digital infrastructure, the allocation of resources, and the implementation of initiatives to improve performance and competitiveness. Digital transformation entails the establishment of an advanced tourism ecosystem, the automation of management processes, the provision of services, and the enhancement of the consumer experience. The Global Tourist Competitiveness Report 2017 underscores the significance of digital transformation in generating value and enhancing competitiveness. Emerging technologies such as artificial intelligence and blockchain are essential for security and transparency. Companies can get a competitive advantage by leveraging digital marketing, utilizing data-driven insights, adopting agile methodologies, and investing in digital competencies. The Vietnam Tourist Ministry is executing the Twin Transition, integrating digital and green transitions to attain sustainable growth. The sector

has adopted a database system, augmented reality, virtual reality, and 3D mapping technology. Nonetheless, obstacles encompass the availability of a digital workforce and inadequacies in infrastructure. Vietnam must harmonize its initiatives in economic, cultural, and social development with a primary focus on environmental preservation.

### **2.7 The impact of sharing platforms on the advancement of cultural tourism.**

The advancement of technology significantly impacts tourism destinations by impacting several aspects of tourism, such as the management of tourism resources, the integration of tourism products, and the administration of tourism destinations. The indirect impact results from enhanced communication and collaboration among various stakeholders and destination planners, which contributes to the development of a cohesive tourism product, the well-being of the local community, and the long-term sustainability of tourism (Mandić & Praničević, 2019). To fully exploit the benefits and opportunities presented by Industry 4.0, it is crucial for the development of Vietnamese culture in the upcoming years to proactively anticipate and mitigate potential drawbacks. This will greatly contribute to the general progress of the country. By capitalizing on opportunities and leveraging strengths, while also mitigating weaknesses and surmounting problems, Vietnam may effectively foster the development of its culture. This will enable culture to become a driving force and a primary objective for the country's progress (Nguyen & Nguyen, 2021). The Internet has profoundly influenced the acquisition and dissemination of information, altering conventional media platforms such as newspapers, television, and radio. It has also revolutionized labor and corporate functions, facilitating remote work and the gig economy. Digital platforms have facilitated worldwide connectivity and knowledge sharing, hence augmenting global collaboration. The advent of the Internet has presented entrepreneurs and small businesses with novel prospects, enabling them to access a global client base via e-commerce platforms, digital marketing, and online advertising (Flax, 2023). In the current digital age, characterized by the prevalence of social



media, the process of cultural assimilation has become increasingly intriguing and intricate. Social media is crucial in enabling the sharing of cultural knowledge, promoting cross-cultural comprehension, and supporting initiatives to preserve cultural heritage. Nevertheless, in addition to the advantages, we must also confront a range of obstacles, including the perils of distortion, polarization, and information security. Hence, it is imperative to possess a profound understanding and competence in media and its impact to ensure the prudent and constructive utilization of social media in the realm of cultural assimilation. The significance of practicing proper utilization of social media in promoting cultural integration cannot be underestimated. Social media possesses significant potential to enhance our comprehension of global culture through a range of cultural education programs, positive cultural exchange, and open dialogue (Wibowo, et al., 2023). Moreover, the advancement of science and technology has established a conducive atmosphere and circumstances for constructing and cultivating a knowledge-based society. In the past, access to education was limited to specific physical locations, and learning was dependent on the infrastructure and facilities of schools, including roads. Consequently, not everyone had the opportunity to attend school, particularly those residing in remote areas (Global Education Monitoring Report Team, 2023). Prime Minister's Decision No. 749/QD-TTg, issued on June 3, 2020, outlines the criteria for establishing favorable circumstances that enable individuals to effectively adjust to the digital society. On July 30, 2021, the Prime Minister announced Decision No. 1373/QD-TTg to endorse the Project "Building a learning society in the 2021-2030 period," which encompasses the Program "Building a learning citizen model" within the context of the digital society. To actively engage in learning in a digital society, individuals must possess the necessary digital skills to effectively use modern devices such as smartphones, tablets, and laptops. This proficiency enables them to access learning opportunities anytime and from any location within a networked environment (Thuy, 2021). Within the context of digital

transformation, possessing digital skills is of utmost importance to effectively integrate individuals into the digital society, ensuring their safety and well-being. Vietnam's population is currently close to 100 million, and the country is experiencing a time of favorable demographic structure known as the "golden population." This means that Vietnam has a large proportion of young people who possess valuable scientific and technical skills. In addition, the quantity of internet and smartphone users in Vietnam is consistently growing at a rapid pace, indicating that individuals in the country readily adjust to new developments. This presents a conducive environment for Vietnam to further the growth of a digital society (Nguyen, 2021). Consequently, Vietnamese culture has flourished and diversified, while the demand for cultural enjoyment among the population has also surged. In addition, the emergence of cultural service industries facilitates the development of cultural products and services in terms of size, excellence, and extent of growth. This fosters opportunities for the exchange and reception of the essence of national culture, promoting Vietnamese culture globally, and generating collaboration and widespread impact in international exchange and integration. Science and technology also foster the emergence of several novel businesses and professions, as well as innovative and forward-thinking business models, so transforming the mindset and way of life of Vietnamese individuals to become increasingly dynamic. Science, technology, and innovation should be a key driving force of the country's growth, Prime Minister Pham Minh Chinh has said (VietnamPlus, 2023). Research activities in social sciences and humanities, especially cultural research, have significantly contributed to the development of Vietnamese culture during the process of innovation and international integration. The findings of cultural research in our nation are utilized as scientific evidence to support the formulation of the Party's directives and policies, as well as the State's legislation concerning cultural advancement. The development of Vietnamese culture during the process of innovation and international integration is the outcome of the tangible and

contributions made by a team of scholars, cultural activists, and scientific research organizations, as well as cultural activities within our country. Vietnamese culture's progress also reinforces the significance of science and technology as "a primary national strategy and a crucial catalyst for national advancement" (vnembassy-oslo.mofa.gov.vn, 2021). The labor structure is shifting towards a higher proportion of industrial and service labor while reducing the amount of manual labor. There is also an increase in the number of highly educated workers, leading to a gradual elimination of the heavy manual labor force. Also, the integration of science, technology, and the digital transformation process has been significantly altering the course of human existence. The advent of the digital economy has brought about significant changes in social and labor dynamics, which in turn require novel strategies for human resource management that recognize workers as pivotal participants in technological advancement (Ignatieva, et al., 2023). Key determinants for digital transformation are technology adoption, beliefs, skills, training, workplace resilience, adaptation, and work-related well-being (Trenerry, et al., 2021). Cultural tourism activities, which have been around since ancient times, are regarded as a domain in which the tourism industry should strategically engage, particularly in light of the digital age. Social media platforms play a crucial role in the advancement of communication and marketing in this industry. Specifically, the presence of educated and sophisticated individuals among cultural tourists, who are adept at utilizing technology, combined with the growing prevalence of social media usage among global citizens, indicates that social media platforms play a significant role in influencing individuals' decision-making process regarding cultural tourism activities. Cultural tourism enterprises can no longer ignore these factors. It is crucial for cultural tourism businesses to actively engage in social media and social networking platforms and strategically manage their processes. This allows them to gain insights into the emotions and thoughts of consumers in the virtual environment and make informed decisions

by closely monitoring the industry trends. It is crucial for all forms of tourism that people of all age groups utilize digital communication technologies extensively. Given that social media platforms have emerged as the primary source of information and a significant driver of travel motivation for individuals, tourism organizations must utilize them as a very successful tool (Koçyiğit & Küçükcivil, 2022). Technology has profoundly influenced the tourism sector, improving resource management, product integration, and administration. Industry 4.0 presents prospects for the cultural advancement of Vietnam; yet concerns such as distortion, polarization, and information security require attention. The internet age provides educational opportunities, particularly for rural areas, although mastery of computer skills is essential. Vietnam's population of 100 million, referred to as the "golden population," is strategically positioned to enhance its digital society. The digital economy has altered social and labor dynamics, requiring new human resource management. Cultural tourism firms must strategically utilize social media for information gathering and educated decision-making.

## **2.8 Gaps conductive from literature**

Based on the literature review, it can be inferred that there have been multiple efforts to define and conceptualize cultural tourism, as well as to comprehend its interactions with various factors. However, the role of tourism experts in promoting and developing local cultural tourism remains ambiguously defined. Many academics have examined various aspects of cultural tourism, but there has never been a uniform framework or set of guidelines for evaluating the Vietnam tourism occupational skills standards for tourism experts. The development and evaluation of theoretical frameworks are still ongoing. Most of the research primarily focuses on social science, while only a few numbers pertain to art and humanities. Furthermore, while there are several technological solutions available for the hospitality industry, such as Agoda and Grab, there are very few solutions specifically designed for tourism that facilitate the connection between travelers and tourism experts. Additionally,

there is a lack of solutions that aid personalized travelers in customizing their travel experiences based on their individual hobbies and interests. The suggested research is to offer practical recommendations for improving the personalized traveler experience. Enhancing the role of tourism experts, particularly in cultural tourism, is a sustainable strategy that sets personalized travelers at the forefront of product and service development. Build up a system to bring clarity to answering evaluative questions regarding how well contribution of involvement of tourism experts are used, whether enough value is created, and how more value could be created from this contribution invested in a policy or program (King, 2023). This project aims to address the lack of information by investigating ways to improve the personalized traveler experience in cultural tourism.

## **2.9 Summary**

Literature offers abundant insights into digital change, tourism experts, individualized travelers, cultural tourism, and urban tourism. Literature also elucidates the function of crucial travel services, the management of locations and resources, and the fundamental components of cultural tourism. The driver and effect of the digital revolution in tourism is the connection between stakeholders, specifically tourism experts and personalized travelers, while simultaneously promoting attractive images of Vietnamese culture and people. The research seeks to identify successful strategies to enhance cultural tourism in Ho Chi Minh City, with a specific focus on targeting personalized travelers as the primary client market. Besides the economic advantages, the author aspires for this research to promote the dissemination of intangible cultural heritage, culture, and Vietnamese history, with the aim of fostering a greater appreciation for Vietnamese culture among both Vietnamese and international youth. This, in turn, will aid in the preservation, conservation, and propagation of positive narratives regarding cultural tourism in Vietnam. The planned research will focus on the expectations of personalized travelers and the capacity of tourism professionals and travel companies to

deliver tourism services. The research aims to investigate the impact of emerging technologies resulting from digital transformation on traveler behavior in the tourism industry, specifically in the context of cultural tourism in Ho Chi Minh City. The study will focus on the challenges associated with adopting these technologies and the performance improvements that can be achieved through their adoption. The research findings can assist the travel agent company, a leading authority in Vietnam, in comprehending the significance and potential of cultivating cultural tourism for personalized travelers. This can be achieved by effectively engaging tourism experts in order to develop sustainable solutions for cultural tourism in Ho Chi Minh City, before expanding and implementing these strategies in other provinces of Vietnam.

## **CHAPTER III: METHODOLOGY**

### **3.1 Research Purpose and Questions**

This study is to evaluate the effects of personalized tourism on the selection of cultural tourism in Ho Chi Minh City and subsequently offer recommendations to improve the cultural tourism experience for personalized tourists. This study highlights travelers' desires for tailored tourism experiences and their preferred methods for accessing information about such products. The research highlights the capacity to respond and the readiness to engage in the development of innovative cultural tourism offerings to enrich the experience for personalized travelers in Ho Chi Minh City. This study's findings can assist tourism management entities in comprehending travelers' preferences in cultural tourism, addressing the influence of technological advancements on travel behaviors, and establishing a framework to mitigate challenges while highlighting technology's role in developing innovative, personalized cultural tourism products. This will enhance Ho Chi Minh City's destination image, making it more engaging and appealing, while using new human resources from cultural experts in the city's tourism growth. The research problem has been previously identified and the subsequent research questions have been clearly defined in this study.

RQ 1: Evaluating the potential for developing cultural tourism products for personalized travelers.

RQ 2: Evaluating the sustainable of personalized travel in cultural tourism

### **3.2 Research Design**

The study employs quantitative analysis, a technique that entails the collection and interpretation of numerical data. The methodology is grounded in a logical framework, emphasizing hypothesis formulation and testing. The research will employ primary data collection utilizing a quantitative framework and a deductive methodology, guaranteeing

efficiency, precision, and impartiality. The data will be obtained from a closed-ended questionnaire featuring a few variables. Google Forms will facilitate automated data collecting, enhancing efficiency and accessibility. This will facilitate the concurrent execution of numerous interviews across various nations. The expense associated with participating in quantitative surveys is typically less than that of qualitative interviews, rendering it a more economical choice.

This study seeks to advance cultural tourism in Ho Chi Minh City by improving personalized travelers' expectations. Data will be gathered via an online survey to evaluate the factors connecting travelers and stakeholders, as well as the difficulties and development initiatives. The validity and reliability of the questionnaire were established by a literature study and the Vietnam Tourism Occupational Standard. The outcomes will be assessed utilizing a quantitative approach. The results will be presented in the subsequent steps.

### 3.3 Operationalization of theoretical constructs

The research examines the contribution of tourism experts to the advancement of cultural tourism in Ho Chi Minh City, emphasizing personalized traveler. The objective is to evaluate the influence of these experts on personalized travel decisions and expenditures, pinpointing critical aspects that substantially affect their decision-making process. The study used a five-point Likert scale to evaluate the survey instrument, with the primary topics described in Table 2. Operationalization is the process of converting abstract concepts into measurable data.

Table 1 Concepts in the research questions

Concepts
Travel expectation The more personalization tourism product from the cultural tourism, the more they will intend to participate.
Information access Ease of accessing travel information is one of the key conditions for adopting tourism experts involved in economy sharing in tourism.



<p>FOMO (Fear Of Missing Out) FOMO was the second highest predictor towards stakeholders in developing cultural tourism, indicating a strong influence of how tourists feel about tourism experts, and tourism organization can know about the tourism trend.</p>
<p>Perceived value In the context of tourism, Perceived value is particularly significant as a predictor of expectation and demand in travel behaviour research.</p>
<p>Value spending Value spending is defined as the perceived benefits of choosing personalized travel relative to the monetary cost for stakeholders</p>
<p>Travel information Travel information is the user's 'perceptions of the resources and support available to perform a behaviour', In cultural tourism, those might be technology, knowledge, and legal issues on how to engage stakeholders in sharing economy.</p>
<p>Technology Technology positively impacts behavioural intention of personalized traveling</p>
<p>Experience The more tourists used to be solo traveller in the past, the more personalized traveling behaviour becomes</p>
<p>Perceived travel risk/challenges Positive relationship between tourists' risk/challenges perception, or travel anxiety, and intention in traveling personalized about cultural tourism.</p>

2. Select appropriate variables to represent each concept: Each main concept may have multiple variables or properties that can be measured. In this research, the following variables are considered to be the most relevant variables for the concepts.

Table 2 Description of variance

Concept		Variable		
	Coding	Personalized traveller (PT)	Travel agent (TA)	Tourism expert (TE)
Control Variables	Group objective	GI-1	Choose the appropriate survey objectives	
	Gender	GI-2	Male Female LTBTQ+	N/A
	Nationality	GI-3	Continent	
	Marital status	GI-4	Single Married Undisclosed	

	Preferred travel type	GI-5	Family vacation Couple Solo travel		
	Do you work in a tourism-related business or organization?	GI-6	N/A		Yes/No
	Occupation	GI-7	RIASEC		RIASEC
	Preferred cultural tourism activities		Handicrafts Culinary Festive events Performing arts Nature		
Independent variables	Travel expectation	TE-1	Smart itinerary		
		TE-2	Budget limit		
		TE-3	Local culture		
		TE-4	Neural networks		
	Information access	IA-1	Website		
		IA-2	Social media		
		IA-3	Tourism festival		
		IA-4	Friends share		
	FOMO (Fear Of Missing Out)	FM-1	Tourism video review		
		FM-2	Friends word of mouth (WOM)		
	Perceived value	PE-1	New experience		
		PE-2	Local tourism experts		
		PE-3	AI applications		
		PE-4	VFR tourism		
	Value spending	VS	Value for money	Value for Investment	Value for investment
	Travel information	TI-1	Transportation		
		TI-2	Accommodation		
		TI-3	Tourism policy		
		TI-4	Cultural characteristics		
	Technology	TEC	The role of technology		
	Experience	EXP-1	Personalized travel		
		EXP-2	Cultural travel		
Perceived risk	RI-1	Preparation			
	RI-2	Safety			
	RI-3	Language			
	RI-4	Cost			
Dependent variable	Travel decision	TD	Higher readiness		
	Experience Improvement	EI	Greater sustainable travel		

3. The author used John Holland's theory to categorize the jobs of the survey participants as personalized travelers and tourism experts, thereafter assessing their psychological traits to facilitate the research (Diorinos, 2022). This is because there are multiple dimensions within these concepts and various real-life factors that affect one's challenges in learning new strategies to enhance cultural tourism in Ho Chi Minh City. When assessing the concepts of **Information access** and **Perceived risk**, it is advisable to utilize the available set of indicators from previous researchers, instead of generating novel ones, focusing on developing indices, scales, or typologies.

- **Indexes:** are quantitative measurements that consist of a compilation of indicators, which together provide a comprehensive summary of a particular concept. Indexes consist of individual statements and questions, but when the responses are combined, they offer a comprehensive portrayal of the respondent's experience. This research aims to identify personalized traveler expectations in cultural tourism by utilizing indexes as part of the research process.
- **Scales:** A researcher can enhance their analysis by prioritizing the three most significant indicators within a given range of indicators, a method known as measured by scales. Furthermore, the participants are required to assess all indicators, even if they did not correctly rank them in the previous question. Scales differ from indexes in that they are specifically designed to account for the varying intensities of each indicator.
- **Typologies:** is a research method used to measure a multidimensional variable. It categorizes ideas based on their shared subjects. The micro-meso-macro framework is the most employed typology in research. In this paradigm, one discerns crucial elements of the social environment based on their ecological correlation with the specific individual in question (Nicolas, 2023) (Bhandari, 2023). The research employs indices to examine personalized aspects affecting travelers' selection of Ho Chi Minh City as a cultural tourism destination. It

emphasizes the need of tourism experts and entrepreneurs in formulating innovative tactics to improve individualized travel experiences. A qualitative approach is employed, as quantitative research emphasizes examining associations and testing theories, whereas mixed methods are inappropriate for this analysis. In order to validate the work, enhance the reliability of the research findings, and minimize any inherent biases that may arise from relying on a single method, all the data collected will be subjected to triangulation using a triangulation strategy (Carter, et al., 2014).

### **3.3 Research hypothesis**

H1: Travel expectation has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H2: Information access has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H3: FOMO has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H4: Perceived value has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H5: Value spending has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H6: Travel information has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H7: Technology has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H8: Experience with traveling personalized has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

H9: Perceived risk has a positive impact on behavioral intention to participate in traveling personalized about cultural tourism.

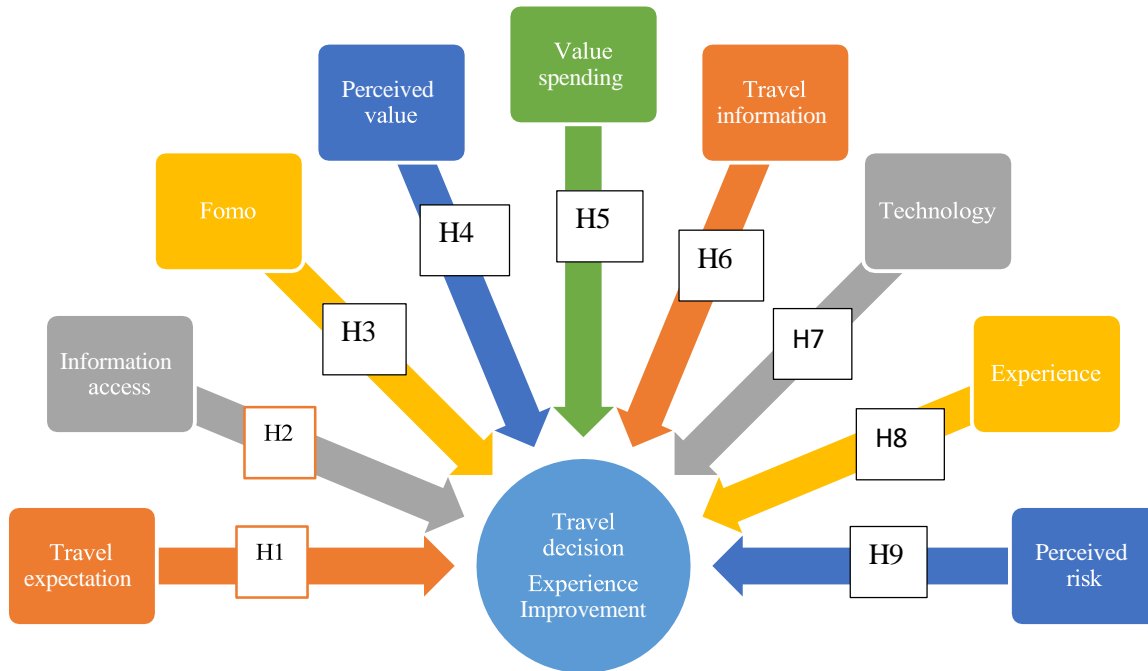


Figure 3 Conceptual model and hypotheses

### Research purpose and questions

The primary goals of this study are to provide valuable insights into the factors that influence cultural tourism in Ho Chi Minh City, as well as in Vietnam as a whole. Simultaneously, it is advocating for the involvement of experts from various facets of cultural tourism. By promoting local tourism to both domestic and foreign tourists, it leads to an increase in profits derived from tourism. Additionally, it plays a role in preserving local intangible cultural heritage. Simultaneously, it addresses work-related issues across various subjects, leveraging diverse interdisciplinary knowledge in the fields of culture and tourism. This fosters additional prospects for the local community to collaborate in the advancement of indigenous cultural tourism, particularly among the younger generation. To clarify, the objective is to

identify the various internal and external factors that can contribute to the enhancement of destination image for personalized travelers visiting Ho Chi Minh City in the tourism industry.

### 3.4 Population and sample

The Department of Tourism's statistics reveal that the number of international visitors to Ho Chi Minh City in March 2024 amounted to approximately 481,000 arrivals, indicating a notable growth of 30.3% compared to the corresponding period in 2023.

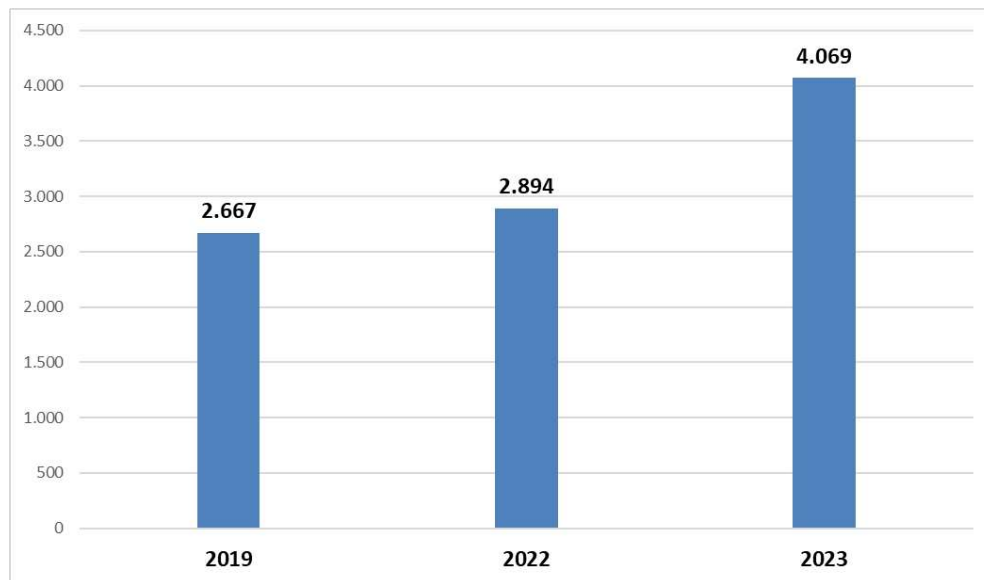


Figure 4 Number of international travel businesses (2019, 2022, 2023)

Source: Vietnam National Tourism Administration

Convenience sampling under non-probability sampling is chosen for this study in collecting data by survey. Convenience sampling is applicable in both qualitative and quantitative research; however, it is predominantly utilized in quantitative studies, whereas purposive sampling is generally employed in qualitative research (Etikan, et al., 2015). Convenience sampling is a method where the researcher identifies a pertinent characteristic and interviews individuals who are readily accessible. This is the most prevalent sampling technique due to its rapidity, simplicity, and cost-effectiveness (Edgar & Manz, 2017). Mixed methods research enables the formulation of innovative theoretical perspectives by integrating the advantages of quantitative and qualitative approaches (Venkatesh, et al., 2016). More than

400 personalized traveler samples, 200 travel agency samples, and over 60 tourism samples have been selected to acquire reliable data regarding the readiness for developing personalized travel in cultural tourism in Ho Chi Minh City. The author employed the purposive sampling technique in collecting data by in-depth interview and group discussion. Various cohorts will exhibit distinct sample proportions, making it an excellent approach for conducting both preliminary surveys and comprehensive interviews. Thirty (30) research participants who fulfilled all the specified criteria for purposive sampling were selected to acquire reliable data for comparison with the results from the convenience sampling survey. The interview participants were deemed sufficiently competent and experienced to offer adequate information and insights on personalized travel and cultural tourism, as well as being familiar with technology while travelling. This count indicates that data saturation has been achieved for this study, as elaborated in the subsequent section.

Table 3 Calculate Z-score for 95%confidence interval

Z-score	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.7	0.7580	0.7611	0.7642	0.7673	0.7704	0.7734	0.7764	0.7794	0.7823	0.7852
0.8	0.7881	0.7910	0.7939	0.7967	0.7995	0.8023	0.8051	0.8078	0.8106	0.8133
0.9	0.8159	0.8186	0.8212	0.8238	0.8264	0.8289	0.8315	0.8340	0.8365	0.8389
1.0	0.8413	0.8438	0.8461	0.8485	0.8508	0.8531	0.8554	0.8577	0.8599	0.8621
1.1	0.8643	0.8665	0.8686	0.8708	0.8729	0.8749	0.8770	0.8790	0.8810	0.8830
1.2	0.8849	0.8869	0.8888	0.8907	0.8925	0.8944	0.8962	0.8980	0.8997	0.9015
1.3	0.9032	0.9049	0.9066	0.9082	0.9099	0.9115	0.9131	0.9147	0.9162	0.9177
1.4	0.9192	0.9207	0.9222	0.9236	0.9251	0.9265	0.9279	0.9292	0.9306	0.9319
1.5	0.9332	0.9345	0.9357	0.9370	0.9382	0.9394	0.9406	0.9418	0.9429	0.9441
1.6	0.9452	0.9463	0.9474	0.9484	0.9495	0.9505	0.9515	0.9525	0.9535	0.9545
1.7	0.9554	0.9564	0.9573	0.9582	0.9591	0.9599	0.9608	0.9616	0.9625	0.9633
1.8	0.9641	0.9649	0.9656	0.9664	0.9671	0.9678	0.9686	0.9693	0.9699	0.9706
1.9	0.9713	0.9719	0.9726	0.9732	0.9738	0.9744	0.9750	0.9756	0.9761	0.9767
2.0	0.9772	0.9778	0.9783	0.9788	0.9793	0.9798	0.9803	0.9808	0.9812	0.9817

Consult the table in the confidence level section for the z scores corresponding to various confidence levels. Therefore, a minimum sample size of 385 individuals would be required

in the scenario. In the given example, several research suggests that around 6% of the traveler population identifies as personalized travelers. Therefore, instead of assuming a value of 0.5 for  $\hat{p}$ , a value of 0.06 would be utilized. If it is known that 40 out of 500 individuals who visited a specific supermarket on a given day adhere to a vegan lifestyle, the estimated proportion ( $\hat{p}$ ) would be 0.08. The interview participants are deemed to possess ample knowledge and expertise to furnish comprehensive insights into the influence of cultural tourism on the development of local tourism, as well as its ability to entice individual tourists to Ho Chi Minh City. They have established a novel attraction for the tourist destination and enhanced the prominence of tourism in the city, thereby bolstering Ho Chi Minh's standing on the global tourism stage.

### **3.5 Participant selection**

To ensure the reliability and accuracy of a sample, it is necessary for it to consist of individuals who hold the specific knowledge that is relevant to the research (Baker, 2003). In order to take part in the study, the participants were divided into three groups of stakeholders: travelers, travel agents, and tourism experts. Furthermore, the group of participants will include tourism experts who are either employed by tourism businesses or not affiliated with any tourism business. The participants of this study consist of individuals who have a keen interest in the travel industry, hospitality, and tourism. The survey or face-to-face interviews are conducted with residents of Somerset service apartments in Vietnam, where I am currently employed. These residents are invited to participate in the survey through weekly resident events. The sensitivity of this group of participants is heightened due to the author's collection of data for personal research purposes that are unrelated to the company's business strategy. Therefore, safeguarding traveler information holds paramount importance. Crucial and delicate in relation to the standing of the present author. The author adhered to the recommendations of (Marks, et al., 2017) by referencing them and incorporating them into



the recruitment email. The email provided a description of the study and expressed the researcher's interest in the potential participants. The text outlined the study's goals, advantages, and measures to guarantee confidentiality and data security, as well as participant eligibility and responsibilities. It concluded by inquiring whether participants were willing to partake in the qualitative interviews. The researcher's invitation message to participants contained a detailed explanation of the research objectives and the specific criteria for participation. Additionally, it was indicated that participation in the study was voluntary. In addition to colleagues in the hospitality industry, there are also stakeholders in the tourism industry. I also take advantage of the opportunity to gather data from my students through small group discussions, both at the university where I am a visiting lecturer. Utilizing personalized tourist variables such as gender, location, and marital status to enhance the exploration of preferred tourism types, while juxtaposing the gathered data with their professional occupations and interests in cultural tourism activities. When conducting interviews with tourism experts, the author gathers information from the Internet and establishes contact with them beforehand. The tourism experts' profiles must demonstrate a strong individual brand recognition, ranging from micro (10.000 - 100.000 followers) to major (>1.000.000 followers) influencers. Additionally, their knowledge and skills must be recognized by trusted authorities in the field. The author exclusively gathers cultural tourism activities relevant to the tourism companies under investigation. The author will pose two inquiries to tourism experts: whether they are employed in the tourism sector and which cultural tourism activities they find appealing, to assess their readiness to engage in the project aimed at developing personalized cultural tourism products. The researcher interacted with the participants who expressed their willingness to participate in interviews. A secondary email address was utilized to screen participants who had responded and consented to subsequent interviews. Qualified applicants possessed a minimum of 3 years of experience in

a cultural tourism-related field. Everyone who fulfilled the criteria was provided with a consent form containing information about the study's background and objectives, measures taken to maintain confidentiality and privacy, an agreement regarding the use of quotations, and an explanation of the participants' responsibilities. Prior to the interview, the participants were obligated to examine and endorse the informed consent form. The researcher aimed to recruit a minimum of 5 and a maximum of 15 eligible participants for the interviews. The sample size calculator determines the minimum sample size to be 385, utilizing a 95% confidence level and a 5% margin of error. According to this estimate, I established the sample size at 400 for the specific tourist demographic and 200 for travel agency representatives and tourism specialists, applicable to both pre-research and post-research surveys. The overall sample size for the research subjects is 600, approximately 1.5 times the minimum need. The research data was gathered from 400 clients, specifically selected for their interest in personalized tourism. The survey sample for tailored tourists will be randomly chosen from the author's customer network in Vietnam. The topics concerning travel agencies and tourism specialists are chosen based on the author's acquaintances and collaborators. A questionnaire has been developed, comprising various questions that will aid in drawing conclusions. The samples are chosen using random sampling methods. To achieve the desired sample size of 400 participants, the researcher distributed invitations to various group chats and personal social media pages.

### **3.6 Instrumentation**

Qualitative research methods utilize standardized tools, which are defined as means or systems employed to collect and analyze data. Within this framework, the tools and methodologies encompass conducting interviews, observations, surveys, focus groups, direct field notetaking, audio or video recording, and utilizing various software applications for data analysis. This facilitates the conduct of comprehensive and precise research by effectively

processing information obtained from various data sources (Creswell, et al., 2007). This research seeks to elucidate the elements affecting stakeholders' readiness, efficacy, and prospective capacity to enhance the personalized travel experience in cultural tourism. The research will utilize multiple data collection methods, such as online questionnaires and surveys, to obtain extensive insights from a varied range of stakeholders. The online questionnaires will employ a mix of closed-ended and multiple-choice questions, facilitating quantitative analysis and uncovering significant insights into demographics, readiness assessment levels, and individualized passenger expectations. Surveys will be administered in both English and Vietnamese to mitigate language obstacles and enable stakeholders from varied backgrounds to articulate their perspectives. Semi-structured interviews will be employed for comprehensive analysis, encompassing face-to-face, video, and internet chat formats. The sample size for these interviews will be established using appropriate statistical methods to guarantee accurate representation. Open-ended inquiries will encourage key informants to articulate their perspectives and personal experiences candidly. The gathered qualitative data will provide comprehensive insights into the variables affecting, activities involved, and problems encountered in the development of local cultural tourism. The study will evaluate the continuous influence of price on the happiness levels of individual tourists during their cultural tourism experiences. This research will employ a combination of qualitative and quantitative data sources, including individual interviews and surveys, to deliver thorough answers to research questions.

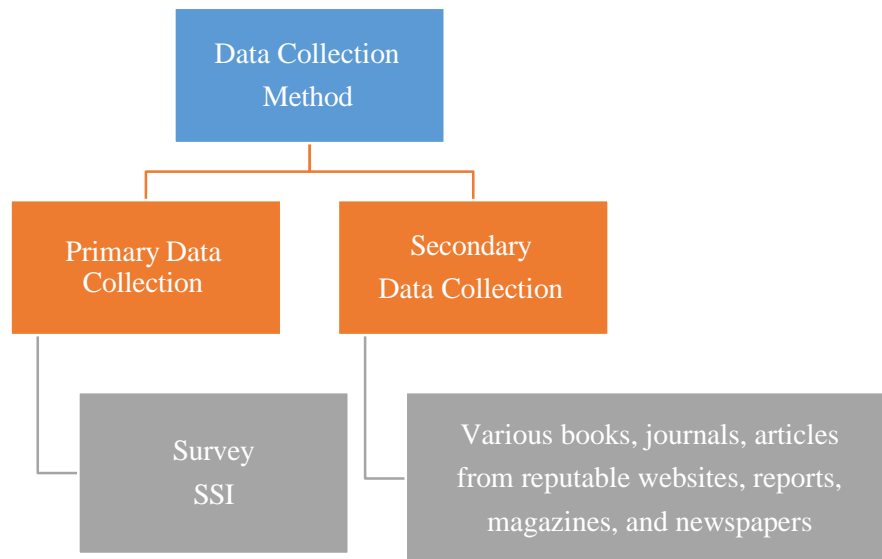
## Data collection procedures

Table 4: Timeline for data collection

Stakeholders	Pre-research 2023	Analysis	Post-research 2024	Analysis
Personalized Travelers	March-June	July	March-June	July
Travel agency				
Tourism experts				

Figure 5 Data Collection Method

Source: Created by the Author



### 3.8 Data analysis

This study uses Excel or SPSS to conduct regression analysis to measure independent variables and identify their influence on factors enhancing the expectation of personalized travelers during cultural tourism activities. Data was collected through interviews and questionnaires conducted in both Vietnamese and English. The interviews were translated into English for analysis. The results were analyzed using tables or charts, and the primary conclusions were derived from the collected responses. The study aims to understand the factors influencing the happiness of travelers during cultural tourism activities.

❖ **Microsoft Excel**

Microsoft Excel is an intuitive spreadsheet application that provides sophisticated professional capabilities and is regarded as one of the premier choices for data management. It enables users to organize data in an organized format, generating a visual representation in a data table. Excel offers various techniques for data interaction, including sophisticated formulas for effective organization and analysis.

❖ **SPSS**

SPSS (Statistical Packages for Social Science) is widely acknowledged as the industry standard in the field of statistical tools. SPSS has numerous applications pertaining to the processing and storage of data. There are two methods: interactive batch processing and non-interactive batch processing. Both approaches are categorized as batch processing.

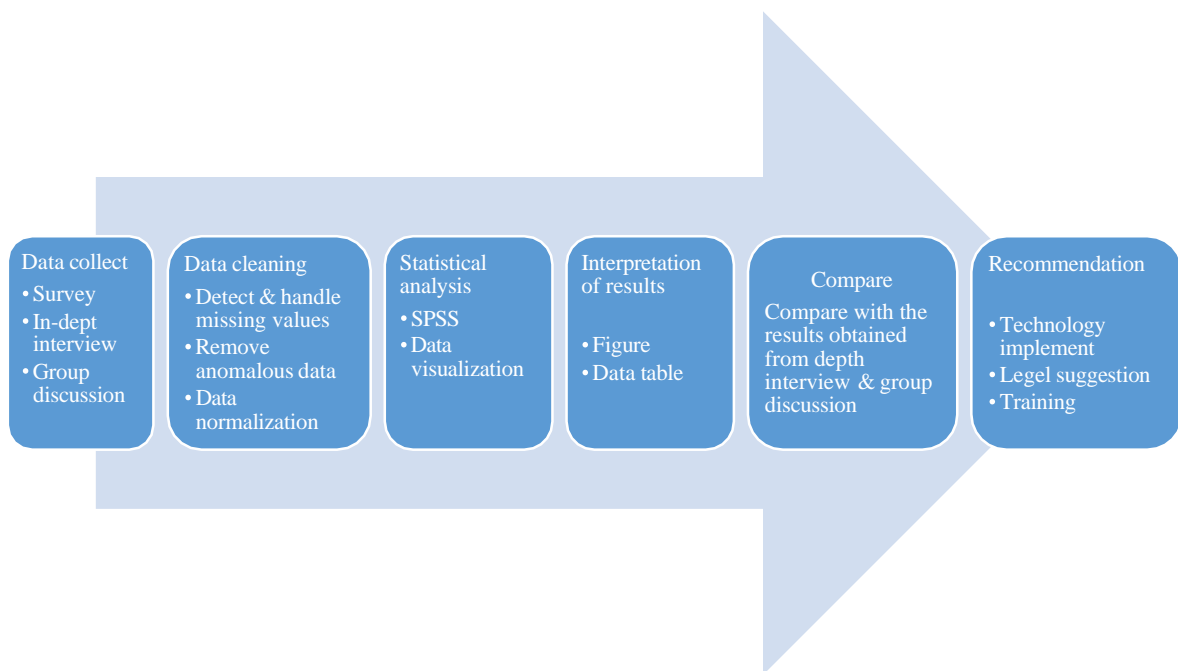


Figure 6: Data analysis process

### **3.9 Research design limitations**

The research concentrated on the advancement of cultural tourism in Ho Chi Minh City, yet its results were confined to personalized travelers and a varied array of tourism experts. These experts, deemed to possess a limited comprehension of cultural tourism and foreign languages, were included in a long-term metropolitan plan. This partially undermined the results. The limited timeframe and constrained word limits posed considerable challenges for the research. Design restrictions, encompassing financial resources, temporal limitations, and logistical challenges, were recognized as the primary impediments. Execution constraints, pertaining to data collection, were also substantial. Time limitations considerably affected the period visitors engaged with search engine result pages. Financial constraints, specifically restricted external finance, impeded firm investment opportunities and growth. The insufficiency of existing literature was another prevalent limitation. Researchers frequently faced a dearth of previous literature, which undermined the study's credibility and restricted the inclusion of recent additions. This resulted in more extensive data examination, which required extra time and limited the scope and accuracy of the findings. The limitations of the study underscore the necessity for additional research in this domain.

### **3.10 Summary**

The chapter provided a comprehensive overview of the study's methodology, research design, sample size, participant selection, instrumentation, data collection, and data analysis. The study employed a mixed-method approach, incorporating both qualitative and quantitative techniques, as suggested and described by Jackson's recommendation (**Jackson, 2009**). The research employed online survey and interview methods. A total of 500 participants were selected as a sample from three stakeholder groups (tourism experts, travel agents, and travelers) for a research study on the development of cultural tourism in Ho Chi Minh City. The study employed a systematic, random sampling technique to select participants.

Regardless of their current employment status in the tourism industry or their participation in cultural tourism activities, each participant was considered a potential respondent. The gathered data were assessed and analyzed thematically and then presented using appropriate charts and tables to facilitate the subsequent discussion, conclusion, and recommendations. The results of this study may enhance our comprehension of the influence of factors that contribute to the development of cultural tourism, as well as the expectations of travelers when they explore and experience the culture of a particular destination. The following chapter presents the findings derived from the study on the influence of cultural tourism in improving the personalized experience of travelers. The objective of the proposed research is to improve methods for attracting personalized travelers and mobilizing tourism experts to promote the growth of cultural tourism in Ho Chi Minh City. This will result in an increase in both personalized travelers and various categories of travelers to Ho Chi Minh City, as well as the management of their experiences.

## CHAPTER IV:

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

This chapter presents a summary of the research results from a thorough study that sought to improve the expectations of personalized travelers in Ho Chi Minh City. The research was undertaken to enhance comprehension of how to effectively promote the cultural tourism value in Ho Chi Minh City to travelers, particularly tailored tourists, and so generate a widespread appeal among various tourist groups, so fostering tourism development in Ho Chi Minh City specifically and Vietnam as a whole. This study employed a mixed-methods approach, incorporating a questionnaire and in-depth interviews with tourism experts, travelers, and representatives of travel agents within the author's network. Due to the author's affiliation with the Ascott hotel brand, which operates numerous hotels in key Vietnamese cities, the author easily amassed a substantial sample size. Moreover, these hotels frequently arrange activities for patrons, so facilitating direct communication and the dissemination of the author's study concepts in a clear manner, thereby mitigating instances of consumer misunderstanding that could result in inaccurate survey outcomes. The survey is offered in two primary languages, Vietnamese and English, to ensure comprehension of the questions. The author collected study data across two years, encompassing two stages: pre-research and post-research, during the same time from March to June in 2023-2024. Data analysis was performed in July of both 2023 and 2024. The bulk of survey participants utilizing English are tourists, whilst travel organizations and tourism professionals opt for the survey form in Vietnamese. The author categorized three survey subjects to administer two distinct surveys: one for personalized traveler (PT) and another for service providers- travel agent & tourism experts (TA-TE). The tourist side is regarded as the service consumer, whilst the service provider side comprises the travel agency and travel expert. Segmenting the two survey tables



in this manner would enable the author to adopt two contrasting perspectives to identify the discrepancies between the research participants, thereby facilitating the formulation of more accurate and impartial research results. The objective of the study was to examine efficient methods of connecting and communicating between tourism professionals and tourists. Furthermore, the research aimed to ascertain the level of willingness among stakeholders to promote the sharing economy in cultural tourism, as perceived by the stakeholders themselves. This insight would motivate further investigation into cultural tourism in Ho Chi Minh City. The previous Methodology chapter (Chapter III) discussed the recommended methodology, research design, and the data collection for the study. The findings from the study's research participants are presented in this chapter. This chapter also discussed in very brief the demographic analysis of the participants. Then followed by the results in the subsequent sections. Semi-structured interviews were done with all three research subjects—tourists, travel agency representatives, and tourism experts—to gather data for this study and address the research topic. All interviewees were acquainted with engaging in personalized tourism and hailed from various countries or were domestic visitors. The travel agency representatives possess extensive experience in managing cultural tours for personalized tourism and have a technological background in the tourism sector. They seek collaboration with the author to enhance their solution for personalized tourism. The duration of interviews was between 30 to 45 minutes long in English and Vietnamese. To assure the reliability and validity of their responses from the audio recordings, the interviews were transcribed into Microsoft Word files. Thematic analysis was used to compile the qualitative data of the study. This chapter presents a comprehensive investigation of cultural tourism in Ho Chi Minh City using empirical data, statistical analysis, and qualitative and quantitative insights. The following sections will explore each research question, revealing the expectations, information access, challenges, and opportunities that together determine the role of

technology in shaping the new cultural tourism product. Based on this, the author can foster the development of the sharing economy in cultural tourism. Upon gathering a sufficient number of data samples. The author employed Excel and SPSS for data analysis. The author employed mixed methods research, integrating quantitative and qualitative approaches, to address the study topic, as this methodology provides a more comprehensive understanding than either quantitative or qualitative research alone. The author employed an explanatory sequential design in mixed methods research. In explanatory sequential design, quantitative data is initially gathered through surveys, followed by qualitative data obtained from in-depth interviews with each research participant. The author subsequently contrasted the results from the in-depth interviews with those from the survey. The design was employed to elucidate a collection of quantitative data with further qualitative information. The author will utilize SPSS to conduct two separate data analyses using these two independent data tables. The poll was constructed with questions utilizing a 5-point Likert scale ranging from "strongly disagree" to "strongly agree".

#### **4.2 Organization of data analysis**

##### **A. Data collection analysis: Results from the questionnaire (pre-research survey)**

##### **a) Demographic information (Pre-research survey)**

Table 5 Language of Respondents (Source: Primary Data)

<b>Language</b>	<b>Responses</b>	<b>%</b>
English	382	69
Vietnamese	172	31

The table above depicts the quantity of responses in English and the quantity of responses in Vietnamese. The number of participants in English is far bigger than that in Vietnamese, with over 382 responses.

Table 6 Objective of Respondents (Source: Primary Data)

<b>Objectives</b>	<b>Responses</b>	<b>%</b>
Personalized traveler	556	70
Travel agent	178	23
Tourism expert	56	7

The online survey was distributed to over 4,000 guests' emails who stayed at all properties belonging to Ascott Vietnam, yielding 556 responses, including those from friends connected through the authors' social media. Regarding travel agencies, based on the dataset released on the website of the Vietnam National Tourism Organization, which includes 3,585 travel agents in Vietnam, and with assistance from colleagues in the tourism sector, the author gathered 178 responses. The author asserts that the most challenging aspect of this research is establishing connections with tourist specialists. The author reached out to acquaintances in the media and tourist sectors to establish connections with tourism specialists. Simultaneously, the author actively engaged with tourism specialists, including travel bloggers, key opinion leaders in travel, and experts in cultural tourism, gastronomy, tea ceremonies, and architecture, to explore the research issue and conduct in-depth interviews. Consequently, the total number of replies obtained from tourism experts was merely 56.

The national distribution of the research participants is illustrated in the figure below.

Table 7 Nation of Respondents- Traveler (Source: Primary Data)

<b>Nation</b>	<b>Responses</b>	<b>%</b>
Asia	439	79
European	56	10
Americas	11	2
Oceania	50	9

Participants engaged in the online survey platform are from Asea (79%), Europe (10%), Americas (2%) and Oceania (9%).

Table 8 Gender of Respondents- Traveler (Source: Primary Data)

<b>Gender</b>	<b>Responses</b>	<b>%</b>
Male	228	41
Female	256	46
LGBTQ+	72	13

The respondents' gender distribution is illustrated in Table above. Females comprised 46% of the respondents, while males comprised 41%. This implies that the females were more interested in personalized travel. Only 13% of respondents identified as LGBTQ+ in the study.

Table 9 Marital status of Respondents- Traveler (Source: Primary Data)

<b>Marital status</b>	<b>Responses</b>	<b>%</b>
Married	222	40
Single	272	49
Undisclosed	61	11

The table 9 represents the marital status of respondents, accompanied by the corresponding percentages for each category. The principal graphic reveals that 49% are single, 40% are married, and 11% are unspecified.

Table 10 Preferred travel type of respondents- Traveler (Source: Primary Data)

<b>Travel type</b>	<b>Responses</b>	<b>%</b>
Family vacation	283	51
Couple	183	33
Solo travel	89	16

According to table above, 51% of respondents indicate that they prefer to travel with their family. Relaxation is not restricted to the physical realm in this context. It is an invitation to reconnect with all family members, a liberation from worries, and a state of mind. Additionally, 33% of respondents worldwide indicate that they prefer to travel with their partner. The remaining 16% are interested in exploring a new culture through solo travel.

Table 11 Occupation of respondents- Traveler (Source: Primary Data)

<b>Occupation</b>	<b>Responses</b>	<b>%</b>
Enterprising	111	20
Continental	139	25
Realistic	83	15
Artistic	72	13
Investigative	89	16
Social	61	11

The table 11 illustrating the occupations of respondents, along with the respective percentages for each category. The primary graphic indicates that 25% of respondents are employed in traditional occupations, representing the highest proportion, followed by 20% engaged in entrepreneurial-related positions. The remaining poll participants had comparable proportions: investigative at 16%, realistic at 15%, and creative at 13%. Those employed in social work constitute merely 11% of the total.

Table 12 Tourism activities of respondents (Source: Primary Data)

<b>Tourism activities</b>	<b>Responses</b>	<b>%</b>
Handicrafts	61	11
Culinary	183	33
Festive events	83	15
Performing arts	89	16
Nature	139	25

The study's table 12 was designed to evaluate the respondents' preferences for tourism activities. In total, five tourism activities were identified, with the proportion of each profile being relatively similarity (the highest proportion being 33% of the responses). For instance, the most popular tourism activities (representing 2.6% of the respondents) are defined by culinary (representing 33% of the respondents) is comprised of nature (25%), performance arts (16%), festive events (15%) and handicrafts (11%).

**b) Reliability analysis (Pre-research survey)**

This study encompasses 25 interrelated observable variables. The author examines 9 major features of each subject, rather than 25 minor qualities, with each major characteristic encompassing a maximum of 4 interrelated minor characteristics. This enables the author to conserve significant time in the research process. The author establishes 9 variables that reflect 25 observed variables by employing the average function in Excel. This strategy is appropriate for studies employing the Likert scale and aids researchers in avoiding significant challenges during subsequent regression analysis implementation.

**❖ Reliability analysis-PT**

Table 13 Reliability Statistics (PT)

Cronbach's Alpha	N of Items
.855	9

The verification phase of this study aims to authenticate the validity of the foundational notions. The themes encompass: optimism, inventiveness, aggravation, insecurity, perceived utility, perceived ease of use, perceived trust, habits, and intention to use. The pilot study involved 557 survey samples, revealing that the observed variables exhibited strong reliability, as indicated by a Cronbach's Alpha coefficient exceeding 0.855. The verification phase of this study aims to authenticate the validity of the foundational notions. The pilot study involved 557 survey samples, revealing that the observed variables exhibited strong reliability, as indicated by a Cronbach's Alpha coefficient exceeding 0.855. The author's scale exhibited substantial consistency when utilized with this specific sample (Nunnally, 1978).

Table 14 Item-Total Statistics (PT)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Travel expectation	36.58993	8.127	.656	.831
Information access	36.50360	8.786	.544	.843
Fear Of Missing Out	36.56295	8.645	.544	.843
Perceived value	36.82914	8.386	.573	.840
Value spending	36.58453	8.372	.654	.832
Travel information	36.55935	8.682	.553	.842
Technology	36.78777	8.394	.624	.835
Experience	36.60072	8.830	.398	.858
Perceived risk	36.67986	7.969	.665	.830

The statistical analysis indicates that most of observed variables satisfy the correlation criterion (Corrected Item - Total Correlation exceeding 0.3) according to (Cristobal, et al., 2007). Moreover, the removal of any variable does not adversely affect the scale's reliability (Cronbach's Alpha if Item Deleted is lower than the total Cronbach's Alpha), thereby affirming the superior quality of the variables. The analysis indicated that eliminating all questions except for the one regarding the traveler's experience would diminish Cronbach's alpha. Consequently, eliminating these inquiries was not a priority. While the elimination of the inquiry regarding the traveler's experience yielded a minor enhancement in Cronbach's alpha, the minimal "Corrected Item Total Correlation" value (0.003) is "Experience" indicates that its impact was inconsequential.

❖ **Reliability analysis-TA-TE**

Table 15 Reliability Statistics (TA-TE)

Cronbach's Alpha	N of Items
.802	9

The verification phase of this study aims to authenticate the validity of the foundational notions. The themes encompass: optimism, inventiveness, aggravation, insecurity, perceived

utility, perceived ease of use, perceived trust, habits, and intention to use. The pilot study involved 236 survey samples, revealing that the observed variables exhibited strong reliability, as indicated by a Cronbach's Alpha coefficient exceeding 0.802. The verification phase of this study aims to authenticate the validity of the foundational notions. The pilot study involved 236 survey samples, revealing that the observed variables exhibited strong reliability, as indicated by a Cronbach's Alpha coefficient exceeding 0.802. The formal study was subsequently conducted, yielding significant results as illustrated in Table 8 above. Consequently, the complete scale was utilized in the subsequent phase, which involved exploratory factor analysis (EFA).

Table 16 Item-Total Statistics (TA-TE)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Travel expectation	36.70	6.550	.555	.774
Information access	36.57	7.088	.411	.792
Fear Of Missing Out	36.62	6.602	.569	.773
Perceived value	36.92	6.469	.528	.777
Value spending	36.70	6.907	.426	.790
Travel information	36.63	7.042	.396	.794
Technology	36.89	6.876	.400	.794
Experience	36.75	6.182	.583	.769
Perceived risk	36.73	6.343	.564	.772

An examination of the "Item-Total Statistics" table indicates that the removal of any questions from the survey is unwarranted. All questions exhibit observed variables with item-total correlation coefficients exceeding 0.3, and the Cronbach's Alpha If Item Deleted value does not surpass the overall Cronbach's Alpha value of 0.802.

The Cronbach's alpha coefficients derived from PT's survey are 0.855 (PT) and 0.802 (TA-TE), indicating that the measuring scale is effectively utilized. Upon evaluating the Cronbach's Alpha If Item Deleted values of the variables against the overall Cronbach Alpha



coefficient of both surveys, only PT's survey contains one variable, Experience, which exceeds the Cronbach Alpha threshold of 0.003. Consequently, the author retains this variable and continues with the subsequent analytical procedures. Following the assessment of the Cronbach's Alpha coefficient, the author proceeds to do exploratory factor analysis (EFA).

**a) Exploratory Factor Analysis (EFA) (Pre-research survey)**

**❖ Exploratory Factor Analysis (EFA)-PT**

Table 17 KMO and Bartlett's Test (PT)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	1830.167
	df	36
	Sig.	.000

Factor analysis results indicated that the KMO index attained 0.881, above the minimum criterion of 0.5 as per ( Garson, 2003) criteria, and the variance criterion (Variance described criteria) is a total of 50% hence affirming the data's appropriateness for this method. The Barlett's test yielded a value of 36 with a significant level of Sig. = 0.000 (below 0.05), hence rejecting the hypothesis of independence among the observed variables. This demonstrates the correlation between variables, satisfying the requisite conditions for doing factor analysis. The simple correlation coefficient between the variables and the factors is crucial for validating exploratory factor analysis (EFA). The requisite minimum factor loading value is contingent upon the sample size, typically set at 0.3 (MacCallum, et al., 1999). To attain reliable statistical significance for the observed variable, the factor loading must be sustained at a minimum of 0.5 or greater (Peterson, 2000).

Table 18 Rotated Component Matrix<sup>a</sup> (PT)

	Component	
	1	2
Travel expectation		.595
Information access		.779
Fear Of Missing Out		.772
Perceived value	.799	
Value spending	.748	
Travel information	.715	
Technology	.806	
Experience		.682
Perceived risk	.596	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The rotation matrix technique is essential in factor analysis for uncovering the latent structure within a data set. The rotation matrix enhances the clarity of the relationship between observed variables and latent factors by optimizing the differentiation among factors. The utility of the rotation matrix in SPSS is evident in enhancing the capacity to elucidate and streamline the data structure, thus offering an accurate and thorough perspective on the relationship between observed variables and latent factors. The rotation matrix is an essential instrument in factor analysis, enhancing interpretative efficiency and facilitating profound access to the data structure. The following are the significant advantages of implementing this technique: Enhanced transparency: The rotation matrix elucidates the characteristics of factors by enhancing the loading of observed variables onto a single factor, thus aiding in the identification and interpretation of those factors. Simplify intricacy: Rotating the matrix clarifies the factor structure, facilitating the assimilation and presentation of the analytical results. Uncover underlying structure: Rotated matrices facilitate the identification and comprehension of concealed structures within the data, aiding researchers in more distinctly recognizing patterns or clusters of data. Enhance reliability: Aggregating variables into

factors significantly enhances the reliability of analytical outcomes, thereby establishing a basis for more dependable conclusions. Facilitate decision-making: Outcomes from rotated matrices yield valuable insights for the decision-making process, particularly in market research, psychology, and other social science disciplines. Utilizing rotation matrices in SPSS enhances clarity and simplifies analytical outcomes while facilitating the optimal extraction of latent information from the data, thereby significantly benefiting research and practical applications. All scales satisfy the criteria for regression analysis, as the factor loading exceeds 0.5 (Joseph, et al., 1998). This study standardized both the independent and dependent variables. The relationship between the two variables exhibits a positive correlation, indicating that an increase in the independent variable results in an increase in the dependent variable. Consequently, the study proceeded with regression analysis to ascertain the influence of each factor on the extent of farmers' participation in the community rice seed production model.

Table 19 Total Variance Explained (PT)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.228	46.982	46.982	4.228	46.982	46.982	3.037	33.742	33.742
2	1.198	13.312	60.294	1.198	13.312	60.294	2.390	26.552	60.294
3	.748	8.308	68.602						
4	.665	7.383	75.985						
5	.510	5.669	81.654						
6	.459	5.095	86.749						
7	.446	4.957	91.705						
8	.404	4.486	96.191						
9	.343	3.809	100.000						

Extraction Method: Principal Component Analysis.

Only factors with eigenvalues exceeding 1 are deemed significant in exploratory factor analysis (EFA). The eigenvalues are presented in the Total Variance Explained table, where

the Component column indicates the number of observed variables utilized in the EFA. The Initial Eigenvalues column displays the eigenvalues prior to factor extraction. The quantity of extracted factors is indicated in the Components column, corresponding to the eigenvalues listed in the Initial Eigenvalue column. The outcome of factor extraction is presented in the Extraction Sums of Squared Loadings column. The extraction process yielded 02 factors from the original 09 factors. The Rotation Sums of Squared Loadings column presents the values of the indicators subsequent to the completion of the factor rotation process. The factor extraction process was terminated at the 01st factor, as its eigenvalue of 1.198 exceeds 1, the cumulative variance accounted for by these nine factors is 60.294%, exceeding 50%, indicating that the nine factors elucidate 60.294% of the variation in the nine observed variables involved in the EFA. The outcome indicates that EFA effectively identified nine factors.

❖ **Exploratory Factor Analysis (EFA)-TA-TE**

Table 20 KMO and Bartlett's Test (TA-TE)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	687.457
	df	36
	Sig.	.000

The KMO coefficient (Kaiser-Meyer-Olkin) is utilized to assess the appropriateness of factors. The requisite value of KMO is  $0.5 \leq \text{KMO} = 0.787 \leq 1$ . This value suffices to assess the factor's compatibility with the analyzed data set. The subsequent step involves Bartlett's test with the null hypothesis H0: The correlation coefficient for each variable in the correlation matrix is 0, indicating that no variable is correlated with the matrix. Bartlett's test

yielded a p-value of Sig = 0 < 0.05 (5%), thus H0 is rejected, indicating that the variables in the correlation matrix R are significantly correlated, with a correlation coefficient of f = 95%.

Table 21 Rotated Component Matrix<sup>a</sup> (TA-TE)

	Component	
	1	2
Travel expectation	.738	
Information access	.733	
Fear Of Missing Out	.825	
Perceived value		.804
Value spending		.789
Travel information	.459	
Technology		.857
Experience	.686	
Perceived risk	.698	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 21 presents the factor loading matrix, illustrating the impact of observed variables from the cohort of tourism and travel experts on the latent factors. Variables with loading factors exceeding 0.4 are deemed statistically significant. A higher loading factor indicates a stronger correlation between the observed variables and the factors.

Table 22 Total Variance Explained (TA-TE)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.514	39.046	39.046	3.514	39.046	39.046	3.001	33.348	33.348
2	1.698	18.869	57.915	1.698	18.869	57.915	2.211	24.567	57.915
3	.884	9.824	67.739						
4	.823	9.150	76.889						
5	.514	5.712	82.601						
6	.450	5.001	87.602						
7	.415	4.609	92.212						
8	.368	4.089	96.301						
9	.333	3.699	100.000						

Extraction Method: Principal Component Analysis.

Table 22 illustrates the total variance elucidated by the extracted factors. The factor extraction process was terminated at the 01st factor, as its eigenvalue of 1.698 exceeds 1, the cumulative variance accounted for by these nine factors is 57.915%, exceeding 50%, indicating that the nine factors elucidate 57.915 % of the variation in the nine observed variables involved in the EFA. The outcome indicates that EFA effectively identified nine factors.

**b) Regression Analysis (Pre-research survey)**

❖ **Regression Analysis- PT**

Table 23 Model Summary<sup>b</sup> (PT)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.735 <sup>a</sup>	.541	.533	.327176	1.718

a. Predictors: (Constant), Perceived risk, Experience, Travel information, Fear Of Missing Out, Perceived value, Information access, Value spending, Travel expectation, Technology  
 b. Dependent Variable: Travel decision

The model summary table indicates a R square value of 0.541 and an adjusted R square of 0.533, demonstrating that the independent variables in the regression analysis account for 53.3% of the variation in the dependent variable, with the remainder attributed to external variables and random errors. The Durbin-Watson statistic for assessing first-order serial correlation in the Model summary table is 1.718, falling within the range of 1.5 to 2.5, indicating no violation of first-order serial autocorrelation ( Qiao, 1999).

Table 24 Coefficients<sup>a</sup> (PT)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.229	.186		1.231	.219		
Travel expectation	.085	.034	.099	2.459	.014	.522	1.914
Information access	.086	.037	.085	2.303	.022	.622	1.607
Fear Of Missing Out	.094	.035	.099	2.643	.008	.599	1.668
1 Perceived value	.147	.033	.170	4.429	.000	.573	1.746
Value spending	.114	.038	.120	2.987	.003	.524	1.910
Travel information	.092	.036	.095	2.543	.011	.604	1.655
Technology	.135	.038	.145	3.585	.000	.512	1.952
Experience	.136	.027	.164	5.034	.000	.793	1.261
Perceived risk	.088	.033	.108	2.641	.008	.506	1.976

a. Dependent Variable: Travel decision

Coefficients statistics are employed to ascertain the extent of association between two independent variables. These statistics indicate the mean value, reflecting the extent of variation in the dependent variable in response to changes in the independent variable. Despite variations in context, the analytical models remain consistent, distinctly illustrating the nature of the relationship between the variables. The image depicts the coefficient analysis conducted with SPSS software, enhancing the comprehension of personalized travel. Technology significantly influences the trend of personalized travel within local cultural tourism. The variance inflation factor (VIF) analytic approach was employed to evaluate the correlation among independent variables and to ascertain the potential for multicollinearity (Fornell & Bookstein, 1982). VIF score over 10 indicates negligible multicollinearity. Table 17 displays the findings of the VIF analysis for research concepts. All VIF <0.2 indices fall within the permissible limits, indicating the lack of multicollinearity among the research variables. The factor analysis results indicated that all variables assessing the concepts in the research model—optimism, innovation, annoyance, insecurity, perceived usefulness,

perceived ease of use, perceived trust, habit, and intention to use—attained factor loading coefficients reach the recommended threshold of 0.05. Consequently, all these factors were preserved in the model. The regression analysis results demonstrate that all independent variables positively impact the dependent variable, as indicated by the positive regression coefficients. The hierarchy of the impact of independent variables on travelers' decisions is determined by the magnitude of the standardized regression coefficient Beta. Technology is the most significant factor ( $\beta = 0.260$ ); with the swift advancement of the global tourism industry and the extensive utilization of mobile internet technologies, personalized travel itinerary planning has become an essential approach to address the varied requirements of tourists. This conclusion aligns with the findings of (Ding, et al., 2024) research. The variable "Experience" significantly influences personalized travel decisions, evidenced by the regression coefficient  $\beta = 0.244$ . This outcome parallels the research conducted by (Utama, et al., 2023). Empirical evidence indicates that travel limitations, prior travel experiences, and motivational factors influence tourists' likelihood of returning. Nonetheless, only prior travel experiences and subjective norms are significant determinants of the intention to return. The intention to return is intricately linked to prior travel experiences and subjective norms, wherein tourists frequently reflect on past encounters when visiting a destination and weigh the counsel and perspectives of acquaintances, which are determinants of their decision to revisit the destination. The study's results indicate that the factor "satisfaction" significantly contributes to the advancement of personalized tourism, ranking third with a regression coefficient of  $\beta = 0.171$ . Satisfaction with artificial intelligence and future usage intentions are influenced by expectations, satisfaction, and perceived performance. Moreover, expectation confirmation and perceived performance serve as precursors to satisfaction. The research underscores the significance of leveraging hedonic dimensions and expectation development to facilitate the implementation of artificial intelligence. This conclusion aligns



with the research conducted by (Huang, et al., 2024). The study's results indicate that the factor "Value for money" does not directly influence the decision to personalize travel ( $\beta = 0$ ). Nonetheless, personalized travel planning can serve as an effective solution, provided that tourists are willing to compensate for this service. This observation aligns with the perspectives articulated in (Peterson, 2019)'s article.

Table 25 Reliability Statistics (PT Factor analysis)

Cronbach's Alpha	N of Items
.760	7

The author chose three factors with the highest regression coefficients from Table 18 to proceed with regression analysis to assess the relevance of the sub-variables influencing the decision to select personalized tourism. Three substantial variables represent seven minor factors. The author initially assessed reliability with the Cronbach's alpha coefficient, achieving a value of 0.760, indicating a good level of reliability and suitability for proceeding with regression analysis.

Table 26 Coefficients<sup>a</sup> (PT Factor analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.773	.183		4.236	.000		
New experience	.118	.036	.132	3.318	.001	.589	1.696
Local tourism experts	.114	.027	.155	4.287	.000	.716	1.398
1 AI applications	.106	.032	.122	3.312	.001	.687	1.456
VFR tourism	.085	.027	.122	3.095	.002	.598	1.673
Technology	.270	.035	.291	7.636	.000	.643	1.554
Personalized travel	.105	.032	.128	3.297	.001	.618	1.618
Cultural travel	.093	.031	.115	2.954	.003	.613	1.630

a. Dependent Variable: Travel decision

Upon examining the Coefficients table above and conducting hypothesis testing with SPSS software, the values in the Sig column are all below 5%, indicating that the seven independent factors exert a statistically significant influence on the dependent variable. Consequently, all seven hypotheses are affirmed. The significance test for the regression coefficients of the independent variables is below 0.05, indicating that all independent factors provide a substantial explanation for the dependent variable; thus, no variables are excluded from the model. The VIF coefficients for the independent variables are all below 2, indicating the absence of multicollinearity. All regression coefficients exceed zero. Consequently, all independent factors used in the regression analysis exert a positive influence on the dependent variable. The sequence of the strongest influence of the three independent variables on the dependent variable is determined by the magnitude of the standardized regression coefficient Beta. The travel decision encompasses value expenditure, engagement with local tourism specialists, and the pursuit of novel experiences. This distinctly illustrates the attitude and viewpoint of individualized travelers in selecting this type of tourism. Many individuals consider personalized tourism to be a genuine manifestation of "value spending" tourism, deserving of experiencing at least once in a lifetime. Personalized travelers anticipate engaging with local tourism specialists to acquire novel experiences throughout their personalized travel excursions.

❖ **Regression Analysis- TA-TE**

Table 27 Model Summary<sup>b</sup> (TA-TE)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.770 <sup>a</sup>	.593	.577	.281	1.079

a. Predictors: (Constant), Perceived risk, Technology, Information access, Travel information, Value for investment, Experience, Travel expectation, Perceived value, Fear Of Missing Out

b. Dependent Variable: Potential for developing cultural tourism products

The model summary table indicates a R square value of 0.593 and an adjusted R square of 0.577, demonstrating that the independent variables in the regression analysis account for 57.7% of the variation in the dependent variable, with the remainder attributed to external variables and random errors. The Durbin-Watson statistic for assessing first-order serial correlation in the Model summary table is 1.079, shows that the model has positive autocorrelation,  $0 < d < 1$ .

Table 28 Coefficients<sup>a</sup> (TA-TE)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.035	.300		-.116	.908		
Travel expectation	.162	.049	.189	3.266	.001	.536	1.867
Information access	.121	.052	.123	2.306	.022	.633	1.579
Fear Of Missing Out	.152	.053	.169	2.871	.004	.518	1.931
1 Perceived value	.107	.045	.136	2.353	.019	.543	1.841
Value spending	.108	.049	.123	2.234	.026	.596	1.677
Travel information	.099	.045	.107	2.180	.030	.754	1.326
Technology	.107	.048	.129	2.242	.026	.541	1.849
Experience	.096	.040	.131	2.361	.019	.587	1.703
Perceived risk	.091	.043	.118	2.097	.037	.573	1.745

a. Dependent Variable: Potential for developing cultural tourism products

The test results indicate that all independent variables are statistically significant ( $\text{sig} < 0.05$ ), aiding in elucidating the variations of the dependent variable. The VIF index for the independent variables is below 2, indicating the absence of multicollinearity in the model. The regression analysis results demonstrate that all independent variables positively impact the dependent variable, as indicated by the positive regression coefficients. The hierarchy of the impact of independent variables on employees' travel decisions is determined by the

magnitude of the standardized regression coefficient Beta. “Travel information” emerged as the most significant predictor ( $\beta = 0.440$ ), indicating substantial advancements in information dissemination over the last decade, primarily attributable to exceptional developments in information technology, notably the expansion of the Internet and mobile devices. The prevalence of high usage of certain services indicates that, while the demand for information may not be prevalent for most trips, it does not imply that the need is minimal. Certain specific journeys may derive considerable advantages from comprehensive information. Nonetheless, the correlation between personal utility and behavioral modification remains ambiguous, although the probability of substantial behavioral change, particularly regarding choice, appears improbable. This conclusion aligns with the findings of (Lyons, 2006). The variable "Information access" was ranked second, exerting a positive influence on personalized travel decisions with a coefficient of  $\beta = 0.220$ . This outcome aligns with the research conducted by (Xiang & Fesenmaier, 2022). The search for information has long been regarded as a crucial component of the travel decision-making process. The study's results indicated that "Fear of missing out" (FOMO) exerts a positive and direct effect on personalized travel decisions ( $\beta = 0.197$ ). The FOMO phenomenon can be leveraged as a marketing strategy to enhance travel intentions. This conclusion aligns with the findings of the research team comprising (Harahap, et al., 2024).

Table 29 Reliability Statistics (TA&TE Factor analysis)

Cronbach's Alpha	N of Items
.820	10

The author chose three factors with the highest regression coefficients from Table 22 to perform further regression analysis, assessing the significance of sub-variables influencing the choice to invest in personalized tourism products. Three substantial variables represent ten minor factors. The author initially performed a reliability test with the Cronbach's alpha

coefficient, yielding a result of 0.820, indicating good reliability of the scale and its suitability for subsequent regression analysis.

Table 30 Coefficients<sup>a</sup> (TA-TE Factor analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.108	.192		.561	.575		
Smart itinerary	.113	.034	.128	3.289	.001	.599	1.668
Budget limit	.062	.029	.089	2.114	.036	.511	1.958
Local culture	.064	.028	.091	2.295	.023	.573	1.744
Neural networks	.057	.026	.091	2.180	.030	.526	1.901
New experience	.080	.029	.109	2.758	.006	.586	1.706
1 Local tourism experts	.177	.032	.196	5.485	.000	.710	1.409
AI applications	.181	.026	.261	7.061	.000	.667	1.499
VFR tourism	.146	.029	.178	4.970	.000	.712	1.405
Tourism video review	.322	.036	.377	8.946	.000	.511	1.957
WOM	-.170	.030	-.209	-5.724	.000	.683	1.463

a. Dependent Variable: Potential for developing cultural tourism products

Upon examining the Coefficients table above and conducting hypothesis testing with SPSS software, the values in the Sig column are all below 5%, indicating that all 10 independent factors exert a statistically significant influence on the dependent variable. Consequently, all 10 hypotheses are affirmed. All Sig test t regression coefficients of the independent variables are below 0.05, indicating that each independent variable significantly explains the dependent variable; thus, no variable is excluded from the model. The VIF coefficients for the independent variables are all below 2, indicating the absence of multicollinearity. Only the WOM coefficient is less than zero. Consequently, this independent variable used in the regression analysis exerts a detrimental effect on the dependent variable. The sequence of the most significant influence of the three independent variables on the dependent variable is determined by the magnitude of the standardized regression coefficient Beta. The travel

decision encompasses a tourism video review, a travel community portal, and a tourism festival. This distinctly illustrates the position and stance of travel businesses and tourism professionals regarding their investment in the development of personalized tourism offerings. Initially, regarding the review of tourism videos and word-of-mouth (WOM), these two variables exhibit an inherent inverse correlation concerning the research subject, namely the tourism service provider. In the contemporary digital era, investing in the enhancement of online communication channels yields more favorable and extensive outcomes than traditional WOM methods. Tourism experts and travel corporations assert that forming a tourism community will facilitate the development of tailored tourism products and provide a diverse array of offerings at competitive pricing for individualized tourists.

The author reached the following results while examining the criteria in EFA analysis: The KMO index for PT is 0.884, and for TA-TE, it is 0.792, both of which are suitable for factor analysis as they fall within the range of 0.5 to 1. Bartlett's test for both tables yielded a significance index of 0.000, which is less than 0.05, indicating that the observed variables in both survey tables are correlated and appropriate for study. The Eigenvalues obtained from SPSS indicate that two factors are generated for each study subject, with both tables yielding Eigenvalues over 1, so justifying their retention in the analytical model. The multiplicative loading coefficient on the rotation matrix of both tables yields results exceeding 0.4, demonstrating that all observed variables possess high quality. The author subsequently conducts multiple linear regression analysis to evaluate the influence of the independent variable, travel decision, on the dependent variables, which encompass factors influencing the selection of personalized tourism forms from the PT data table. Additionally, the author examines the effect of the independent variable, investment potential in developing personalized tourism products, on cultural tourism and the factors influencing this investment, utilizing data from the TA-TE data table. The Model Summary table presents R square (PT)

= 0.537 and R square (TA-TE) = 0.591, signifying a substantial association. Furthermore, the statistical values DW (PT) = 1.699 and DW (TA-TE) = 1.079 indicate a strong likelihood of first-order autocorrelation in TA-TE. An examination of the linear regression coefficients reveals that the overall significance value of the independent variables in both tables is below 5%, indicating that these variables possess a 95% confidence level in the model and influence travel decisions and development potential. Furthermore, the variance inflation factor (VIF) in both tables is below 2, and taking into account the Tolerance value, all factors yield appropriate findings aligned with the VIF threshold of <2. This demonstrates that neither data table exhibits multicollinearity.

**c) Descriptive analysis (Pre-research survey)**

**❖ Descriptive analysis-PT**

Table 31 Descriptive Statistics (PT)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Travel expectation	557	3.000	5.000	4.62230	.557299	-1.151	.104	.341	.207
Information access	557	3.000	5.000	4.70863	.469958	-1.129	.104	-.191	.207
Fear Of Missing Out	557	3.000	5.000	4.64928	.506451	-.958	.104	-.347	.207
Perceived value	557	3.000	5.000	4.38309	.551977	-.139	.104	-.868	.207
Value spending	557	3.000	5.000	4.62770	.501676	-.744	.104	-.936	.207
Travel information	557	3.000	5.000	4.65288	.490935	-.827	.104	-.863	.207
Technology	557	3.000	5.000	4.42446	.515632	.069	.104	-1.441	.207
Experience	557	3.000	5.000	4.61151	.575405	-1.183	.104	.411	.207
Perceived risk	557	3.000	5.000	4.53237	.588281	-.844	.104	-.271	.207
Valid N (listwise)	557								

Table 31 provides data on the sample size, lowest, maximum, and mean values of the observed variables. Among the 557 samples (N = 557), the minimum values for all variances are 3. The highest value of all recorded variables is 5. The mean value of the variables is the key factor for analysis. A score of 3 on a 5-level Likert scale signifies the intermediate level.

A tendency towards 3-5 indicates the participants' concurrence with the variable's perspective. A score ranging from 1 to 3 indicates dissent. The findings indicate that the average of all observed variables exceeds 4.4, signifying those participants demonstrated robust agreement with the perspectives articulated in the study. The standard deviation of the variables spans from 0.469 to 0.588, signifying minimal variability and negligible variances among the variables.

❖ **Descriptive analysis-TA-TE**

Table 32 Descriptive Statistics (TA-TE)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Travel expectation	236	3	5	4.61	.506	-.653	.158	-1.105	.316
Information access	236	4	5	4.74	.439	-1.110	.158	-.774	.316
Fear Of Missing Out	236	3	5	4.69	.481	-1.060	.158	-.307	.316
Perceived value	236	3	5	4.40	.548	-.136	.158	-.946	.316
Value for investment	236	4	5	4.61	.489	-.455	.158	-1.809	.316
Travel information	236	4	5	4.68	.467	-.788	.158	-1.391	.316
Technology	236	3	5	4.43	.521	.019	.158	-1.383	.316
Experience	236	3	5	4.57	.590	-1.016	.158	.040	.316
Perceived risk	236	3	5	4.58	.559	-.931	.158	-.150	.316
Valid N (listwise)	236								

Table 32 provides data on the sample size, lowest, maximum, and mean values of the observed variables. Among the 236 samples (N = 236), the minimum values for the variables Travel Expectation, Fear of Missing Out, Perceived value, Technology, Experience, and Perceived Risk are all 3. Simultaneously, the variables Information access, Value for investment, and Travel information each possess a minimum value of 3. The highest value of all recorded variables is 5. The mean value of the variables is the key factor for analysis. A



score of 3 on a 5-level Likert scale signifies the intermediate level. A tendency towards 3-5 indicates the participants' concurrence with the variable's perspective. A score ranging from 1 to 3 indicates dissent. The findings indicate that the average of all observed variables exceeds 4, signifying those participants demonstrated robust agreement with the perspectives articulated in the study. The standard deviation of the variables spans from 0.4377 to 0.589, signifying minimal variability and negligible variances among the variables.

**d) Correlation analysis (Pre-research survey)**

❖ **Correlation analysis-PT**

Table 33 Correlations<sup>b</sup> (PT)

		Travel decision	Travel expectation	Information access	Fear Of Missing Out	Perceived value	Value spending	Travel information	Technology	Experience	Perceived risk
Travel decision	Pearson Correlation	1	.527**	.450**	.452**	.528**	.548**	.479**	.545**	.414**	.547**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
Travel expectation	Pearson Correlation	.527**	1	.452**	.525**	.441**	.475**	.382**	.408**	.305**	.575**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
Information access	Pearson Correlation	.450**	.452**	1	.523**	.250**	.371**	.294**	.317**	.399**	.398**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
Fear Of Missing Out	Pearson Correlation	.452**	.525**	.523**	1	.262**	.343**	.313**	.281**	.335**	.434**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
Perceived value	Pearson Correlation	.528**	.441**	.250**	.262**	1	.522**	.444**	.554**	.180**	.502**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
Value spending	Pearson Correlation	.548**	.475**	.371**	.343**	.522**	1	.541**	.548**	.272**	.489**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
Travel information	Pearson Correlation	.479**	.382**	.294**	.313**	.444**	.541**	1	.525**	.229**	.341**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
Technology	Pearson Correlation	.545**	.408**	.317**	.281**	.554**	.548**	.525**	1	.234**	.536**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
Experience	Pearson Correlation	.414**	.305**	.399**	.335**	.180**	.272**	.229**	.234**	1	.319**
	Sig. (2-tailed)										

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Perceived risk	Pearson Correlation	.547**	.575**	.398**	.434**	.502**	.489**	.341**	.536**	.319**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=557

Table 26 presents the Pearson correlation coefficient, which quantifies the strength of the linear link between quantitative variables. The dependent variable exhibits significance at Sig < 0.05: Reject the null hypothesis H0, indicating that  $r \neq 0$  is statistically significant, so establishing a linear relationship between the independent factors and the dependent variable.

❖ **Correlation analysis- TA-TE**

Table 34 presents the Pearson correlation coefficient, which quantifies the strength of the linear link between quantitative variables. The dependent variable exhibits significance at Sig < 0.05: Reject the null hypothesis H0, indicating that  $r \neq 0$  is statistically significant, so establishing a linear relationship between the independent factors and the dependent variable.

Table 34 Correlations<sup>c</sup> (TA-TE)

		Experience Improve	Travel expectation	Information access	Fear Of Missing	Perceived value	Value for investment	Travel information	Technology	Experience	Perceived risk
Experience Improvement	Pearson Correlation	1	.554**	.427**	.555**	.488**	.411**	.392**	.394**	.533**	.528**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
Travel expectation	Pearson Correlation	.554**	1	.349**	.551**	.302**	.192**	.248**	.135*	.374**	.599**
	Sig. (2-tailed)	.000		.000	.000	.000	.003	.000	.038	.000	.000
Information access	Pearson Correlation	.427**	.349**	1	.527**	.129*	.084	.221**	-.017	.487**	.307**
	Sig. (2-tailed)	.000	.000		.000	.047	.200	.001	.799	.000	.000
Fear Of Missing Out	Pearson Correlation	.555**	.551**	.527**	1	.211**	.155*	.337**	.106	.471**	.486**
	Sig. (2-tailed)	.000	.000	.000		.001	.018	.000	.104	.000	.000

Perceived value	Pearson Correlation	.488**	.302**	.129*	.211**	1	.535**	.231**	.578**	.337**	.292**
	Sig. (2-tailed)	.000	.000	.047	.001		.000	.000	.000	.000	.000
Value for investment	Pearson Correlation	.411**	.192**	.084	.155*	.535**	1	.070	.524**	.313**	.231**
	Sig. (2-tailed)	.000	.003	.200	.018	.000		.283	.000	.000	.000
Travel information	Pearson Correlation	.392**	.248**	.221**	.337**	.231**	.070	1	.299**	.333**	.275**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.283		.000	.000	.000
Technology	Pearson Correlation	.394**	.135*	-.017	.106	.578**	.524**	.299**	1	.189**	.204**
	Sig. (2-tailed)	.000	.038	.799	.104	.000	.000	.000		.004	.002
Experience	Pearson Correlation	.533**	.374**	.487**	.471**	.337**	.313**	.333**	.189**	1	.408**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.004		.000
Perceived risk	Pearson Correlation	.528**	.599**	.307**	.486**	.292**	.231**	.275**	.204**	.408**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.002	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

c. Listwise N=236

#### f. Results from the depth interview

##### ❖ Traveler

The depth interviews of various traveler's demographics, including families and solo travelers, gathered practical insights and recommendations to enhance the quality of tailored services in cultural tourism. The significance of technology in augmenting personalized travel experiences was likewise highlighted. The recommendations emphasized many factors, particularly the diverse expectations for cultural experiential travel across different populations. The gathered information will serve as a crucial basis for tourism enterprises and cultural tourism developers to formulate effective strategies, while offering an extensive overview of the necessary approaches for developing cultural tourism products that cater to the varied requirements of personalized travelers. Word of mouth (WOM) is essential for

disseminating information, exhibiting greater efficacy than conventional advertising. In the tourism sector, word-of-mouth significantly influences travelers' decisions, prompting them to select areas endorsed by family and friends (Godes & Mayzlin, 2004). Ms. Lalita, a Thai residing in Ho Chi Minh City for several years, expressed that “personalized travel experiences are more engaging than participating in tours. Prior to each journey, I frequently examine evaluations on social media and the perspectives of travel professionals to select the appropriate destination. I frequently share and listen to travel experiences from friends who have visited the destinations I intend to explore”. Alongside the viewpoints endorsing the utilization of friends' opinions, certain persons have an alternative perspective. Ms. Thu Hang, from Quang Ninh-Vietnam, frequently undertakes personalized journeys and exclusively utilizes online resources for planning: “I assert that frequently, counsel from friends diminishes her enthusiasm for her targeted objective. Furthermore, unsubstantiated personal testimonials from acquaintances may not adequately represent the truth. Consequently, she frequently prioritizes her own emotions while selecting a travel plan”. Feedback from tourists from Thailand and Japan indicates that Ho Chi Minh City is esteemed for its cultural diversity. Ms. Boonsaksri, a Thai tourist, stated: "Ho Chi Minh City is a dynamic cultural hub, the residents communicate proficiently in English, and the liberal tourism policy facilitates advantageous conditions for international visitors." These elements have become Ho Chi Minh City an appealing cultural tourism destination, drawing international tourists to explore its culture and engage in tailored tourism experiences.

#### ❖ **Travel agent**

Aside from common technologies in tourism, such as hotel, car, and flight reservations that cater to fundamental tourist requirements, specialist trip guide applications remain relatively novel in both the Vietnamese and global tourism markets. Mr. Tran Huynh Nguyen, director of business development of the Tatina application, states that it is the inaugural travel trading

platform in Vietnam, uniquely designed to assist foreign travelers in locating suitable tour guides in Vietnam and several other nations worldwide. This tool presently functions effectively solely on a web-based platform and has not been turned into a professional app like to Grab or Uber, which facilitate connections between individuals with travel requirements and car owners with available schedules. The creation of specialized travel platforms and applications for tourism will assist tour guides and tourism professionals in augmenting their revenue. Simultaneously, it serves as a technological platform facilitating connections between travelers and cultural tourism professionals. Distinctive culture that tourists seek to experience and understand when visiting Ho Chi Minh City specifically and Vietnam broadly.

#### ❖ **Tourism experts**

Artificial intelligence (AI) technology enhances the efficiency of personalization in marketing efforts. AI evaluates client data, assisting businesses in implementing suitable marketing and recommendations, ultimately enhancing individual satisfaction. The proliferation of information technology has enabled travelers to access a diverse array of online travel options, according to their demands for customization. This tendency has facilitated a transition towards independent and flexible itineraries, with the objective of enhancing service quality, delivering seamless travel experiences, and augmenting the competitiveness of the tourist sector in the contemporary landscape. Le Ngoc Duy is a travel blogger with over 26,000 followers on TikTok and YouTube. Mr. Duy is a freelance tour guide in Laos, specializing in conducting self-guided tours for Vietnamese groups annually visiting the country. Mr. Duy asserts that tailored tourism offers exceptionally engaging experiences, with technology playing a crucial role in the cultural tourist journey. Mr. Nguyen Duc Huy, a travel blogger and prominent travel influencer with 825,400 followers on TikTok, stated that personalized travel offers numerous intriguing experiences, despite the considerable time and effort

required for preparation and information gathering prior to the trip. Simultaneously, he cultivates a personal brand image by sharing travel review films, garnering positive reception from the internet community. Mr. Huy is quite pleased as his vacation recommendations have significantly contributed to enhancing individuals' travel desires.

**e) Summary (Pre-research survey)**

The author executed a preliminary research survey during a three-month period from March 2023 to June 2023, garnering 790 replies. Tourists comprised the majority with 556 responses (70%), followed by travel corporations with 178 responses (23%), while travel professionals contributed the least with 56 responses (7%). The author utilized SPSS and Excel as the primary tools for data analysis. All Cronbach's alpha coefficients were equal to or greater than 0.8, demonstrating that the entire scale is robust. Upon examining the exploratory factor analysis (EFA), the KMO values of the surveys all exceeded 0.5, indicating an adequate basis for suitable factor analysis. Performing factor analysis via Principal Component Analysis with Varimax rotation. The findings indicated that the first detected variables of both PT and TE-TA tables were categorized into two groups. The aggregate value of the equation the extraction error in both tables exceeds 50%, therefore fulfilling the criteria. The eigenvalues of the factors in both tables are elevated ( $> 1$ ). All factor loading coefficients exceed 0.4, and no variable exhibits simultaneous loading on both factors with comparable coefficients. Consequently, the factors guarantee convergent and discriminant values during the analysis of EFA. Examining the Coefficients table when evaluating aggregate and independent variables, and testing hypotheses utilizing SPSS software: The values in the Sig. column are all less than 5%, indicating that all independent factors exert a statistically significant influence on the dependent variable. The variance inflation factor (VIF) values are all below 2, indicating the absence of multicollinearity. Comprehending the factors influencing individualized travel preferences in the cultural tourism sector is essential for tourism service

providers. To satisfy the progressively refined demands of tourists, providers must concentrate on enhancing the quality of experiences, surpassing initial expectations. Simultaneously, it is imperative to perpetually enhance existing tourism offerings to mitigate potential risks in customers' travel experiences. The primary objective is to foster the creation of tourism products that cater to the preferences of tourists seeking personalized services, thereby facilitating the dissemination of national cultural values to international visitors and the younger generation. Given the growing diversity and complexity of tourist demands, the utilization of digital technology, particularly artificial intelligence (AI) in tourism, especially cultural tourism, represents the most effective approach to enhance the efficacy of the sharing economy model. Furthermore, cultivating a community of tourism specialists is crucial for diversifying local cultural tourism offerings, thereby enhancing the richness and distinctiveness of Vietnamese cultural tourism.

**B. Data collection analysis (post-research)**

**I. Demographic information (post-research)**

Table 35 Objective of Respondents (Source: Primary Data)

<b>Language</b>	<b>Responses</b>	<b>%</b>
English	411	59
Vietnamese	286	41

The table 35 depicts the quantity of responses in English and the quantity of responses in Vietnamese. The number of participants in English is far bigger than that in Vietnamese, with over 697 responses.

Table 36 Objective of Respondents (Source: Primary Data)

<b>Objectives</b>	<b>Responses</b>	<b>%</b>
Personalized traveler	428	62
Travel agent	191	27
Tourism expert	78	11

The online survey was distributed to over 4,000 guests' emails who stayed at all properties belonging to Ascott Vietnam, yielding 428 responses, including those from friends connected through the authors' social media. Regarding travel agencies, based on the dataset released on the website of the Vietnam National Tourism Organization, which includes 3,585 travel agents in Vietnam, and with assistance from colleagues in the tourism sector, the author gathered 270 responses. The author asserts that the most challenging aspect of this research is establishing connections with tourist specialists. The author reached out to acquaintances in the media and tourist sectors to establish connections with tourism specialists. Simultaneously, the author actively engaged with tourism specialists, including travel bloggers, key opinion leaders in travel, and experts in cultural tourism, gastronomy, tea ceremonies, and architecture, to explore the research issue and conduct in-depth interviews. Consequently, the total number of replies obtained from tourism experts was merely 78.

Table 37 Nation of Respondents- Traveler (Source: Primary Data)

<b>Nation</b>	<b>Responses</b>	<b>%</b>
Asia	295	69
European	39	9
Americas	30	7
Oceania	64	15

Participants engaged in the online survey platform are from Asea (69%), Europe (9%), Americas (7%) and Oceania (15%).

Table 38 Gender of Respondents- Traveler (Source: Primary Data)

<b>Gender</b>	<b>Responses</b>	<b>%</b>
Male	244	57
Female	137	32
LGBTQ+	47	11



The respondents' gender distribution is illustrated in table above. Females comprised 32% of the respondents, while males comprised 57%. This implies that the females were more interested in personalized travel. Only 11% of respondents identified as LGBTQ+ in the study.

Table 39 Marital status of Respondents- Traveler (Source: Primary Data)

<b>Marital status</b>	<b>Responses</b>	<b>%</b>
Married	141	33
Single	244	57
Undisclosed	43	10

The table above show the marital status of respondents, accompanied by the corresponding percentages for each category. The principal graphic reveals that 57% are single, 33% are married, and 10% are undisclosed.

Table 40 Preferred travel type of respondents- Traveler (Source: Primary Data)

<b>Travel type</b>	<b>Responses</b>	<b>%</b>
Family vacation	141	33
Couple	63	15
Solo travel	224	52

According to the table above 33% of respondents indicate that they prefer to travel with their family. Relaxation is not restricted to the physical realm in this context. It is an invitation to reconnect with all family members, a liberation from worries, and a state of mind. Additionally, 15% of respondents worldwide indicate that they prefer to travel with their partner. The remaining 52% are interested in exploring a new culture through solo travel.

Table 41 Occupation of respondents- Traveler (Source: Primary Data)

<b>Occupation</b>	<b>Responses</b>	<b>%</b>
Enterprising	97	23
Continental	76	18
Realistic	83	19
Artistic	75	18
Investigative	49	11
Social	48	11

The graphic is a pie chart illustrating the occupations of respondents, along with the respective percentages for each category. The primary graphic indicates that 23% of respondents are employed in enterprising occupations, representing the highest proportion, followed by 19% engaged in realistic related positions. The remaining poll participants had comparable proportions: conventional at 18%, realistic at 15%, and artistic at 18%. Those employed in social work and investigate constitute merely 11% of the total.

Table 42 Tourism activities of respondents (Source: Primary Data)

<b>Tourism activities</b>	<b>Responses</b>	<b>%</b>
Handicrafts	81	19
Culinary	171	40
Festive events	98	23
Performing arts	47	11
Nature	30	7

The study's table 42 was designed to evaluate the respondents' preferences for tourism activities. The most popular tourism activities (representing 40% of the respondents) are defined by culinary (representing 172 of the respondents) is comprised of nature (7%), performance arts (11%), festive events (23%) and handicrafts (19%).

**b) Reliability analysis (post-research)**

Table 43 Reliability Statistics (PT)

Cronbach's Alpha	N of Items
.837	9

Prior to assessing the model, the reliability and validity of the research instrument were examined. An exploratory factor analysis (EFA) employing the principal component approach with orthogonal rotation was undertaken concurrently to identify the underlying factors. Table

28 illustrates that the reliability test results yielded Cronbach’s alpha coefficients exceeding 0.837, surpassing the minimum threshold of 0.70, thereby confirming the reliability of all constructs. Furthermore, all observed variables demonstrate substantial explanatory significance for the selection of personalized tourism within the context of cultural tourism.

Table 44 Reliability Statistics (TA-TE)

Cronbach's Alpha	N of Items
.772	9

Prior to assessing the model, the reliability and validity of the research instrument were examined. An exploratory factor analysis (EFA) employing the principal component approach with orthogonal rotation was undertaken concurrently to identify the underlying factors. Table 44 illustrates that the reliability test results yielded Cronbach’s alpha coefficients exceeding 0.772, surpassing the minimum threshold of 0.70, thereby confirming the reliability of all constructs (Nunnally, 1978). Furthermore, all observed variables demonstrate substantial explanatory significance for the selection of personalized tourism within the context of cultural tourism.

Table 45 Item-Total Statistics (PT)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Travel expectation	36.46	7.635	.680	.804
Information access	36.37	8.469	.510	.824
Fear Of Missing Out	36.41	8.078	.621	.813
Perceived value	36.70	7.995	.575	.817
Value spending	36.35	8.536	.507	.825
Travel information	36.45	8.693	.406	.835
Technology	36.69	8.486	.477	.828
Experience	36.49	8.283	.474	.829
Perceived risk	36.54	7.584	.669	.806

Table 45 indicates that the scale attained substantial internal reliability, evidenced by Cronbach's Alpha score of 0.889. Moreover, as seen in Table 30, the correlation coefficients among the studied variables exceeded 0.3, showing a strong association between them. Eliminating the variable "Experience" resulted in a marginal increase in the Cronbach's Alpha index to 0.005, a negligible difference. Consequently, the author opted to maintain the scale unaltered, incorporating all observed factors, for the subsequent factor analysis procedure.

Table 46 Item-Total Statistics (TA-TE)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Travel expectation	36.453532	5.720	.644	.721
Information access	36.420074	6.593	.355	.764
Fear Of Missing Out	36.412639	6.540	.375	.761
Perceived value	36.847584	6.055	.445	.752
Value spending	36.747212	6.457	.319	.771
Travel information	36.405204	6.263	.488	.747
Technology	36.657993	5.950	.493	.745
Experience	36.851301	6.246	.394	.760
Perceived risk	36.542751	5.735	.583	.730

Table 46 indicates that the scale attained substantial internal reliability, evidenced by Cronbach's Alpha score of 0.772. Moreover, as seen in Table 46, the correlation coefficients among the studied variables exceeded 0.3, showing a strong association between them and the Cronbach's Alpha If Item Deleted value does not surpass the overall Cronbach's Alpha value of 0.772.

c) **Exploratory Factor Analysis (Post-research)**

Table 47 KMO and Bartlett's Test (PT)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	1228.276
	df	36
Sig.		.000

Table 48 Total Variance Explained (PT)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.945	43.832	43.832	3.945	43.832	43.832	2.879	31.988	31.988
2	1.211	13.452	57.284	1.211	13.452	57.284	2.277	25.296	57.284
3	.831	9.229	66.513						
4	.666	7.404	73.917						
5	.598	6.643	80.559						
6	.522	5.799	86.359						
7	.486	5.405	91.764						
8	.395	4.388	96.152						
9	.346	3.848	100.000						

Extraction Method: Principal Component Analysis.

A subsequent Exploratory Factor Analysis was conducted for the pair of dependent variables. The KMO and Bartlett's test of sphericity, in conjunction with Varimax Rotation, were employed to examine nine factors affecting travelers' personalized travel styles. The results demonstrate that KMO = .866 and the significance of Bartlett's test of sphericity = .000 satisfied the initial requirements for exploratory factor analysis (EFA). Consequently, this factor analysis was deemed suitable. In Table 48 of Total Variance Explained, components were retained only when their initial eigenvalues were equal to or above 1. These factors accounted for 57.284% of the total variation, above 50%.

Table 49 KMO and Bartlett's Test (TA-TE)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.802
Approx. Chi-Square	761.349
Bartlett's Test of Sphericity	df
	Sig.
	.000

Table 50 Total Variance Explained (TA-TE)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.276	36.401	36.401	3.276	36.401	36.401	2.970	33.000	33.000
2	2.012	22.360	58.761	2.012	22.360	58.761	2.318	25.761	58.761
3	.854	9.492	68.253						
4	.679	7.541	75.794						
5	.554	6.155	81.949						
6	.460	5.107	87.056						
7	.418	4.650	91.706						
8	.390	4.328	96.034						
9	.357	3.966	100.000						

Extraction Method: Principal Component Analysis.

A subsequent Exploratory Factor Analysis was conducted for the pair of dependent variables. The KMO and Bartlett's test of sphericity, in conjunction with Varimax Rotation, were employed to examine nine factors affecting travelers' personalized travel styles. The results demonstrate that KMO = .802 and the significance of Bartlett's test of sphericity = .000 satisfied the initial requirements for exploratory factor analysis (EFA). Consequently, this factor analysis was deemed suitable. In Table 50 of Total Variance Explained, components were retained only when their initial eigenvalues were equal to or above 1. These factors accounted for 58.671 % of the total variation, above 50%.

Table 51 Rotated Component Matrix<sup>a</sup> (PT)

	Component	
	1	2
Travel expectation	.663	
Information access	.775	
Fear Of Missing Out	.743	
Perceived value		.831
Value spending	.627	
Travel information		.590
Technology		.827
Experience	.686	
Perceived risk	.584	.509

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 3 iterations.

Table 51 indicates that all factor loadings surpass 0.5, and no variable concurrently loads on two components with similar coefficients. This guarantees the convergence and differentiation of variables during the EFA analysis. Moreover, there is no intersection among factors; queries associated with one component will not be conflated with those of another factor. Consequently, following factor analysis, the independent factors remain unchanged, with no additions or deletions.

Table 52 Rotated Component Matrix<sup>a</sup> (TA-TE)

	Component	
	1	2
Travel expectation	.771	
Information access	.749	
Fear Of Missing Out	.736	
Perceived value		.800
Value for investment		.853
Travel information	.661	
Technology		.833
Experience	.509	
Perceived risk	.724	

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 a. Rotation converged in 3 iterations.

Table 52 indicates that all factor loadings surpass 0.5 , the lowest criterion for the retention of the observed variable. and no variable concurrently loads on two factors with similar coefficients. This guarantees the convergence and differentiation of variables during the EFA analysis. Moreover, there is no intersection among factors; queries associated with one component will not be conflated with those of another factor. Consequently, following factor analysis, the independent factors remain unchanged, with no additions or deletions.

**d) Regression analysis (post-research)**

Table 53 Model Summary<sup>b</sup> (PT)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.685 <sup>a</sup>	.470	.458	.367	1.608

a. Predictors: (Constant), Perceived risk, Travel information, Information access, Technology, Experience, Value spending, Fear Of Missing Out, Perceived value, Travel expectation

b. Dependent Variable: Experience Improvement

Table 53 indicates that the Adjusted R Square was 0.458. The nine independent variables in the model accounted for 45.8% of the variance in VO2 max. 54.2 % was ascribed to natural error and external factors beyond the model’s scope.

Table 54 Model Summary<sup>b</sup> (TA-TE)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.861 <sup>a</sup>	.742	.733	.1324961	1.744

a. Predictors: (Constant), Perceived risk, Value for investment, Experience, Fear Of Missing Out, Travel information, Perceived value, Information access, Technology, Travel expectation

b. Dependent Variable: Experience Improvement



Table 55 Coefficients<sup>a</sup> (PT)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.213	.253		.843	.400		
Travel expectation	.092	.043	.108	2.144	.033	.505	1.982
Information access	.097	.045	.095	2.166	.031	.654	1.530
Fear Of Missing Out	.092	.046	.095	1.971	.049	.548	1.825
<sup>1</sup> Perceived value	.090	.043	.103	2.069	.039	.516	1.936
Value spending	.101	.044	.096	2.273	.024	.712	1.404
Travel information	.119	.040	.122	3.025	.003	.785	1.275
Technology	.108	.043	.111	2.481	.013	.639	1.566
Experience	.184	.037	.211	5.038	.000	.725	1.380
Perceived risk	.089	.041	.107	2.155	.032	.513	1.951

a. Dependent Variable: Experience Improvement

Table 54 indicates that the Adjusted R Square was 0.733. The nine independent variables in the model accounted for 73.3% of the variance in VO2 max. 26.7 % was ascribed to natural error and external factors beyond the model's scope.

Table 55 indicated that all nine explanatory factors. It can be concluded that the factor value spending on personalized travel is not justified by the value received, as it exceeds both the actual cost and the anticipated expense; nevertheless, the cultural benefits associated with personalized travel may still incentivize individuals to choose for this form of tourism.

Table 56 Reliability Statistics (PT Factor analysis)

Cronbach's Alpha	N of Items
.827	10

The author chose three factors with the highest regression coefficients from Table 56 to proceed with regression analysis, assessing the relevance of the sub-variables influencing the choice to invest in personalized tourism products. Three large variables correspond to ten tiny

variables. The author initially assessed reliability using the Cronbach's alpha coefficient, achieving a value of 0.827, indicating strong reliability and suitability for proceeding with regression analysis.

Table 57 Coefficients<sup>a</sup> (PT Data analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.233	.211		1.106	.270		
Smart itinerary	.079	.036	.081	2.212	.027	.701	1.426
Budget limit	.120	.031	.154	3.911	.000	.609	1.642
Local culture	.116	.038	.146	3.044	.002	.408	2.448
Neural networks	.149	.038	.180	3.903	.000	.441	2.269
Transportation	.103	.042	.103	2.451	.015	.531	1.883
Accommodation	.114	.029	.159	3.950	.000	.582	1.719
Tourism policy	.124	.038	.138	3.293	.001	.535	1.868
Cultural characteristics	.069	.033	.080	2.099	.036	.652	1.533
Personalized travel	.069	.032	.086	2.176	.030	.604	1.655
Cultural travel	.066	.030	.091	2.176	.030	.539	1.854

a. Dependent Variable: Experience Improvement

Upon examining the Coefficients table above and conducting hypothesis testing with SPSS software, the values in the Sig column are all below 5%, indicating that all 10 independent factors exert a statistically significant influence on the dependent variable. Consequently, all ten hypotheses are affirmed. All Sig test t regression coefficients for the independent variables are below 0.05, indicating that each independent variable significantly contributes to the dependent variable; hence, no variable is excluded from the model. The VIF coefficients for the independent variables are all below 3, indicating the absence of multicollinearity. All regression coefficients exceed zero. Consequently, all independent factors used in the regression analysis exert a positive influence on the dependent variable. The sequence of the strongest influence of the three independent variables on the dependent variable is determined

by the magnitude of the standardized regression coefficient Beta. Revisit entails: Expanding the network, reforming tourism policy, and conserving the budget. This clearly illustrates the perspective and viewpoint of individualized travelers in selecting this type of tourism. The post-research survey data indicates that the factors motivating tourists to revisit a destination through personalized tourism are primarily influenced by the destination's tourism policies, budget considerations, and the enhancement of social connections.

Table 58 Coefficients<sup>a</sup> (TA-TE)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.449	.137		10.617	.000		
Travel expectation	.048	.022	.097	2.174	.031	.501	1.998
Information access	.115	.023	.199	4.966	.000	.621	1.609
Fear Of Missing Out	.138	.023	.241	6.114	.000	.642	1.557
1 Perceived value	.100	.019	.218	5.254	.000	.576	1.737
Value for investment	.078	.021	.161	3.784	.000	.549	1.821
Travel information	.128	.021	.230	6.027	.000	.685	1.460
Technology	.043	.020	.094	2.108	.036	.504	1.986
Experience	.061	.017	.129	3.587	.000	.769	1.300
Perceived risk	.046	.019	.099	2.393	.017	.582	1.717

a. Dependent Variable: Experience Improvement

Table 58 indicated that all nine explanatory factors, all independent variables exhibit significance values less than 0.05, demonstrating that the regression coefficients of the nine variables in the survey are statistically significant. The VIF coefficients for the independent variables are all below 3, indicating the absence of multicollinearity. All regression coefficients exceed zero. Consequently, all independent factors used in the regression analysis exert a positive influence on the dependent variable. All nine independent variables exert a

statistically significant influence on the dependent variable, which pertains to the outcomes of investments in personalized tourism programs by tourism enterprises and tourism experts.

Table 59 Reliability Statistics (TA-TE Factor analysis)

Cronbach's Alpha	N of Items
.784	10

The author chose three factors with the highest regression coefficients from Table 59 to proceed with regression analysis, assessing the relevance of the sub-variables influencing the choice to invest in personalized tourism products. Three large variables correspond to ten tiny variables. The author initially assessed reliability using the Cronbach's alpha coefficient, achieving a value of 0.784, indicating strong reliability and suitability for proceeding with regression analysis.

Table 60 Coefficients<sup>a</sup> (TA-TE (Data analysis))

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.755	.110		15.889	.000		
New experience	.122	.019	.260	6.372	.000	.510	1.960
Local tourism experts	.099	.018	.223	5.477	.000	.514	1.945
AI applications	.037	.016	.086	2.266	.024	.584	1.711
VFR tourism	.077	.023	.133	3.291	.001	.520	1.925
Tourism video review	.053	.020	.096	2.684	.008	.661	1.513
WOM	.059	.020	.108	3.047	.003	.671	1.490
Transportation	.092	.018	.202	5.070	.000	.535	1.871
Accommodation	.079	.020	.139	4.055	.000	.727	1.375
Tourism policy	.038	.016	.095	2.316	.021	.503	1.988
Cultural characteristics	.072	.018	.158	4.064	.000	.563	1.775

a. Dependent Variable: Experience Improvement

Table 60 indicated that all ten explanatory factors, all independent variables exhibit significance values less than 0.05, demonstrating that the regression coefficients of the nine variables in the survey are statistically significant. All ten independent variables exert a statistically significant influence on the dependent variable, which pertains to the outcomes of investments in personalized tourism programs by tourism enterprises and tourism experts.

**e) Descriptive analysis (post-research)**

Table 61 Descriptive Statistics (PT)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Travel expectation	428	3	5	4.60	.583	-1.127	.118	.272	.235
Information access	428	3	5	4.68	.491	-1.082	.118	-.137	.235
Fear Of Missing Out	428	3	5	4.65	.516	-1.024	.118	-.108	.235
Perceived value	428	3	5	4.36	.569	-.182	.118	-.726	.235
Value spending	428	3	5	4.71	.474	-1.192	.118	.071	.235
Travel information	428	3	5	4.61	.507	-.667	.118	-1.047	.235
Technology	428	3	5	4.37	.511	.234	.118	-1.213	.235
Experience	428	3	5	4.57	.570	-.924	.118	-.146	.235
Perceived risk	428	3	5	4.52	.602	-.848	.118	-.271	.235
Valid N (listwise)	428								

Table 61 presents statistics regarding the sample size, minimum, maximum, and average values of the observed variables. In the dataset of 428 samples (N = 428), the minimum values for all variables are 3. The maximum value of all documented variables is 5. The average value of the variables is the key factor for analysis. A score of 3 on a 5-point Likert scale indicates the moderate level. A tendency towards 3-5 signifies the participants' agreement with the variable's viewpoint. A score between 1 and 3 signifies disagreement. The results

reveal that the mean of all observed variables surpasses 4, indicating that the participants exhibited strong concurrence with the viewpoints expressed in the study. The standard deviation of the variables ranges from 0.474 to 0.602, indicating limited variability and insignificant differences among the variables.

Table 62 Descriptive Statistics (TA-TE)

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Travel expectation	270	3.0000	5.0000	4.713755	.5207912	-1.645	.148	1.839	.295
Information access	270	3.0000	5.0000	4.747212	.4430815	-1.275	.148	-.004	.295
Fear Of Missing Out	270	3.0000	5.0000	4.754647	.4472414	-1.441	.148	.748	.295
Perceived value	270	3.0000	5.0000	4.319703	.5604883	-.082	.148	-.635	.295
Value for investment	270	3.0000	5.0000	4.420074	.5298930	-.054	.148	-1.191	.295
Travel information	270	3.0000	5.0000	4.762082	.4594050	-1.694	.148	1.926	.295
Technology Experience	270	3.0000	5.0000	4.509294	.5562312	-.559	.148	-.741	.295
Perceived risk	270	3.0000	5.0000	4.315985	.5389694	.058	.148	-.672	.295
Valid N (listwise)	270								

Table 62 presents statistics regarding the sample size, minimum, maximum, and average values of the observed variables. In the dataset of 270 samples (N = 270), the minimum values for all variables are 3. The maximum value of all documented variables is 5. The average value of the variables is the key factor for analysis. A score of 3 on a 5-point Likert scale indicates the moderate level. A tendency towards 3-5 signifies the participants' agreement with the variable's viewpoint. A score between 1 and 3 signifies disagreement. The results reveal that the mean of all observed variables surpasses 4, indicating that the participants

exhibited strong concurrence with the viewpoints expressed in the study. The standard deviation of the variables ranges from 0.443 to 0.587, indicating limited variability and insignificant differences among the variables.

**f) Correlation analysis (post-research)**

Table 63 Correlations<sup>b</sup> (PT)

		Experience Improvement	Travel expectation	Information access	Fear Of Missing Out	Perceived value	Value spending	Travel information	Technology	Experience	Perceived risk
Experience Improvement	Pearson Correlation	1	.513**	.419**	.477**	.446**	.416**	.377**	.393**	.475**	.506**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
Travel expectation	Pearson Correlation	.513**	1	.442**	.576**	.455**	.431**	.265**	.397**	.399**	.559**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
Information access	Pearson Correlation	.419**	.442**	1	.509**	.221**	.388**	.188**	.186**	.381**	.409**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
Fear Of Missing Out	Pearson Correlation	.477**	.576**	.509**	1	.372**	.376**	.233**	.270**	.406**	.500**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
Perceived value	Pearson Correlation	.446**	.455**	.221**	.372**	1	.261**	.376**	.566**	.219**	.548**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
Value spending	Pearson Correlation	.416**	.431**	.388**	.376**	.261**	1	.288**	.227**	.335**	.404**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
Travel information	Pearson Correlation	.377**	.265**	.188**	.233**	.376**	.288**	1	.337**	.261**	.265**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
Technology	Pearson Correlation	.393**	.397**	.186**	.270**	.566**	.227**	.337**	1	.165**	.385**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.000
Experience	Pearson Correlation	.475**	.399**	.381**	.406**	.219**	.335**	.261**	.165**	1	.392**
	Sig. (2-tailed)										

	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.001		.000
Perceived risk	Pearson Correlation	.506**	.559**	.409**	.500**	.548**	.404**	.265**	.385**	.392**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=428

Table 63 presents the Pearson correlation coefficient, which quantifies the strength of the linear link between quantitative variables. The dependent variable exhibits significance at Sig < 0.05: Reject the null hypothesis H0, indicating that  $r \neq 0$  is statistically significant, so establishing a linear relationship between the independent factors and the dependent variable.

Table 64 Correlations<sup>c</sup> (TA-TE)

		Experience Improvement	Travel expectation	Information access	Fear Of Missing Out	Perceived value	Value for investment	Travel information	Technology	Experience	Perceived risk
Experience Improvement	Pearson Correlation	1	.629**	.498**	.530**	.494**	.355**	.584**	.461**	.431**	.571**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
Travel expectation	Pearson Correlation	.629**	1	.427**	.465**	.301**	.180**	.508**	.285**	.309**	.579**
	Sig. (2-tailed)	.000		.000	.000	.000	.003	.000	.000	.000	.000
Information access	Pearson Correlation	.498**	.427**	1	.512**	.011	-.149*	.344**	.010	.319**	.354**
	Sig. (2-tailed)	.000	.000		.000	.856	.014	.000	.876	.000	.000
Fear Of Missing Out	Pearson Correlation	.530**	.465**	.512**	1	.046	-.083	.331**	.039	.214**	.392**
	Sig. (2-tailed)	.000	.000	.000		.452	.175	.000	.523	.000	.000
Perceived value	Pearson Correlation	.494**	.301**	.011	.046	1	.549**	.223**	.575**	.121*	.242**
	Sig. (2-tailed)	.000	.000	.856	.452		.000	.000	.000	.047	.000
Value for investment	Pearson Correlation	.355**	.180**	-.149*	-.083	.549**	1	.105	.598**	.095	.144*
	Sig. (2-tailed)	.000	.003	.014	.175	.000		.085	.000	.120	.018



Travel information	Pearson Correlation	.584**	.508**	.344**	.331**	.223**	.105	1	.183**	.229**	.451**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.085		.003	.000	.000
Technology	Pearson Correlation	.461**	.285**	.010	.039	.575**	.598**	.183**	1	.294**	.270**
	Sig. (2-tailed)	.000	.000	.876	.523	.000	.000	.003		.000	.000
Experience	Pearson Correlation	.431**	.309**	.319**	.214**	.121*	.095	.229**	.294**	1	.359**
	Sig. (2-tailed)	.000	.000	.000	.000	.047	.120	.000	.000		.000
Perceived risk	Pearson Correlation	.571**	.579**	.354**	.392**	.242**	.144*	.451**	.270**	.359**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.018	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

c. Listwise N=270

Table 64 presents the Pearson correlation coefficient, which quantifies the strength of the linear link between quantitative variables. The dependent variable exhibits significance at Sig < 0.05: Reject the null hypothesis H<sub>0</sub>, indicating that  $r \neq 0$  is statistically significant, so establishing a linear relationship between the independent factors and the dependent variable.

#### g) Summary (post-research)

The author conducted a preliminary research poll over a three-month span from March 2024 to June 2024, receiving 698 responses. The bulk of responses were from tourists, totaling 428 (62%), followed by travel firms with 188 responses (27%), and tourism specialists with the fewest at 77 responses (11%). The author employed SPSS and Excel as the principal instruments for data analysis. All Cronbach's alpha coefficients were equal to or beyond 0.8, indicating that the entire scale is robust. The exploratory factor analysis (EFA) revealed that the KMO values of the surveys surpassed 0.5, signifying a sufficient foundation for appropriate factor analysis. Conducting factor analysis using Principal Component Analysis with Varimax rotation. The results revealed that the initially identified variables of both PT and TE-TA tables were classified into two categories. The cumulative value of the equation

the extraction error in both tables above 50%, therefore meeting the requirement. The eigenvalues of the factors in both tables are greater than one. All factor loading coefficients surpass 0.4, and no variable demonstrates concurrent loading on both factors with similar coefficients. Thus, the components ensure convergent and discriminant values in the analysis of EFA. Analyzing the Coefficients table when assessing aggregate and independent variables and conducting hypothesis testing using SPSS software: The values in the Sig. column are all below 5%, signifying that all independent variables have a statistically significant impact on the dependent variable. The variance inflation factor (VIF) values are all under 3, signifying the lack of multicollinearity. Understanding the determinants of personalized travel choices in the cultural tourism industry is crucial for tourism service providers. To meet the increasingly sophisticated expectations of tourists, providers must focus on improving the quality of experiences, exceeding initial anticipations. It is essential to continuously improve current tourism services to reduce potential dangers in customers' travel experiences. The main goal is to develop tourism goods that meet the desires of travelers wanting personalized travel, therefore promoting the transmission of national cultural values to international travelers and the youth. Considering the increasing diversity and intricacy of visitor demands, the application of digital technology, notably artificial intelligence (AI) in tourism, particularly cultural tourism, constitutes the most efficient strategy to improve the effectiveness of the sharing economy model. Moreover, fostering a network of tourism professionals is essential for expanding local cultural tourism options, so enriching and distinguishing Vietnamese culture tourism.

#### **4.3 Summary of findings**

##### **a. People factor**

The implementation of personalized travel at global destinations necessitates that personnel managing the operational systems swiftly adapt to the capacity for controlling or influencing

positive outcomes amidst technological advancement and the globalization of the economy, which significantly affects the tourism industry during the integration process. Smart technology may advance, yet it remains merely a manifestation of a developed society's accomplishments. Nonetheless, the regulation of the intelligence level of technological tools is determined by humans. This indicates that humans have developed technology to address our progressively varied requirements. An immediate and enduring objective to enhance the nation's tourism sector is to elevate the proficiency of cultural tourism specialists and professionals within the broader tourism industry. In the rapidly evolving sharing economy, particularly within the service sector and tourism, service providers must possess a diverse array of skills, ranging from communication and interpersonal abilities to specialized professional competencies. Furthermore, service users should adopt an open mindset, be receptive to new experiences, and actively share information while assessing service quality. Additionally, users must engage with services in a civilized and responsible manner to ensure safety for both individuals and the community.

**b. Technology factor**

In the setting of Vietnam's swiftly advancing tourist sector, personalized travel has emerged as a significant trend, generating a novel and dynamic wave. This is a mode of autonomous travel, when tourists select places, services, and activities based on their individual interests, diverging from the rigid conventions of conventional tourism. Personalized travel provides distinctive experiences, enabling tourists to discover the world according to their preferences. Rather than participating in a group trip, travelers have the autonomy to select destinations, lodging, culinary options, and activities that align with their individual requirements and interests. The advancement of technology and the sharing economy has enhanced personalized travel. Tourists may effortlessly seek information, reserve tickets, secure accommodations, rent vehicles, and organize their itineraries via internet travel applications.

The sharing economy, encompassing businesses like private home rentals, automobile sharing, and shuttle services, enables travelers to save expenses and access distinctive local offerings. Personalized travel presents significant opportunities for the Vietnamese tourism sector. It appeals to youthful consumers who possess a sense of exploration and favor distinctive, tailored experiences. Generations Y and Z, characterized by their dynamic lifestyles and independent ethos, represent prospective clientele for this form of tourism. They desire to explore autonomously, engage in their own experiences, and forge distinctive memories. Moreover, personalized travel is appropriate for individuals who must integrate work with travel, as it allows for the utilization of mobile devices and the internet to work at any time and from any location. Personalized travel offers adaptability and ease, catering to the demands of busy individuals seeking to merge leisure with productive work. Individual tourism presents a significant opportunity for the Vietnamese tourism sector to attract new clientele, expand its offerings, and foster a sustainable tourism economy. Recognizing this trend, tourism enterprises must advance the provision of services tailored to the preferences of personalized travelers, leveraging technology and the sharing economy to enhance service quality and curate distinctive experiences for tourists.

**c) Business strategic**

The online travel exchange aims to enhance the provision of tourism services, offering innovative solutions to the industry. This platform utilizes advanced digital technology to assist tourism enterprises and service providers in effectively and economically reaching customers. This exchange will assist tourism enterprises in marketing tourism products and services, while offering tourists a convenient and rapid online tool for tour search and booking. The introduction of new products by the exchange fosters the advancement of the tourism sector, offering customers a wider array of options. The online travel exchange, through a liberal marketing policy on the digital platform, enables businesses to access a

broader market, enhance operational efficiency, and broaden their scope of operations. Moreover, collaborating with international partners enables tourism agencies to access abundant global tourism resources, thereby diversifying their products and services. The online tourism marketplace, aimed at two primary customer segments: businesses and tourists (B2B & B2C), is equipped with distinctive and user-friendly features, addressing the varied requirements of its users. The application enables tourists to search for attractions and book tours based on their interests, while incorporating a virtual tour guide feature that facilitates proactive, independent, and efficient exploration of destinations. The application offers comprehensive information on tourist attractions, includes a location map, and recommends nearby attractions, thereby enhancing the travel experience for users. For tourism enterprises, the online travel exchange serves as a potent marketing instrument, facilitating customer outreach, enhancing market accessibility, and augmenting business operations. The online travel exchange aims to establish a multi-functional, professional, and contemporary platform, intending to effectuate beneficial transformations within the tourism sector and advance the sustainable development of Vietnam's tourism industry.

**d. Legal framework**

To ensure stringent regulation of sharing economy activities in tourism, it is recommended to enhance the legal framework, mechanisms, and policies. It is essential to enhance the legislation regarding business registration, tax responsibilities, insurance requirements, information disclosure mandates, adherence to specific business conditions, and health insurance policy obligations. The responsibilities of entities within the sharing economy and those of state agencies in regulating sharing economy business models are distinctly delineated. To formulate mechanisms and policies that mitigate risks for entities engaged in sharing economy activities, it is essential to issue early warnings to service providers; address issues related to labor, employment, and social security within the sharing economy; and

establish conditions that enable individuals knowledgeable about tourism to partake in tourism-related sharing business activities. In management and operations, ministries and branches must enhance coordination and facilitate the sharing of information and data among themselves; concurrently, they should implement a mechanism for information and data exchange with local authorities, business communities, and professional associations. It is imperative to enhance awareness, comprehension, and utilization of sharing economy services, as well as legislation regarding electronic contracts for service users; to guarantee labor safety and secure payment through electronic transactions, thereby facilitating the rights and responsibilities of service users within the sharing economy. Optimize resources both within and beyond the tourism sector while adhering to the tourism service standards established by the Vietnam Tourism Law of 2015, ensuring that tourism service providers are accountable for maintaining these standards. Consequently, to capitalize on the advantages of the sharing economy model in tourism, the State must implement a policy framework that promotes the sharing economy by relaxing the regulatory requirements for tourism enterprises, applicable to both traditional and sharing economy sectors. Simultaneously, it should intensify oversight and rigorously regulate the sharing economy model in service delivery to foster equity among individuals and businesses, while enhancing transparency.

#### **4.4 Conclusion of Result**

The execution of personalized travel in international destinations necessitates staff to adjust to technological progress and globalization, which profoundly impacts the tourism sector. To improve the nation's tourism sector, cultural tourism specialists and professionals must possess a range of skills, including communication, interpersonal abilities, and specialized professional expertise. Service users ought to cultivate an open mindset, remain receptive to novel experiences, and proactively disseminate information while evaluating service quality. In Vietnam's swiftly evolving tourism industry, independent travel has become a prominent

trend, providing distinctive experiences for travelers. The sharing economy, encompassing private home rentals, car sharing, and shuttle services, allows travelers to reduce costs and access unique local experiences. This creates opportunities for the Vietnamese tourism sector to attract new clientele, diversify offerings, and cultivate a sustainable tourism economy. The online travel exchange seeks to improve tourism services by offering innovative solutions and employing advanced digital technology to aid businesses in marketing their products and services. It facilitates businesses in reaching a wider market, improving operational efficiency, and expanding their operational scope. Collaboration with international partners enables tourism agencies to access extensive global tourism resources, thereby diversifying their products and services. To ensure rigorous regulation of sharing economy activities in tourism, it is advisable to strengthen the legal framework, mechanisms, and policies. This encompasses the improvement of laws pertaining to business registration, tax obligations, insurance prerequisites, information disclosure requirements, compliance with particular business conditions, and health insurance policy duties. Furthermore, ministries and departments must improve collaboration, promote information and data sharing, and guarantee occupational safety and secure payments via electronic transactions. To leverage the benefits of the sharing economy model in tourism, the State must establish a policy framework that encourages the sharing economy by easing regulatory constraints for tourism enterprises, while enhancing oversight and stringent regulation to promote equity among individuals and businesses.

## CHAPTER V

### DISCUSSION, SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

#### 5.1 Discussion of results

##### 5.1.1 Discussion of factors affecting to personalized travel in data collection, processing and analysis regarding cultural tourism in Ho Chi Minh City.

###### *a) The trend of personalized travel*

The thorough examination of personalized tourism trends through the collection, processing, and analysis of survey data from tourists visiting Ho Chi Minh City yields significant insights. This section examines the results of Research Question 1, analyzing tourism preferences and the prospects for developing this form of tourism specifically in Ho Chi Minh City and more broadly in Vietnam. The study's significance resides in addressing a critical gap in the literature and elucidating the impetus for advancing cultural tourism in the digital era, particularly within the setting of Ho Chi Minh City.

###### *b) Premise for developing personalized tourism*

The current trends indicate that personalized tourism has promising prospects for growth. This is unequivocally evidenced by: (1) the capacity to access global information via the Internet; (2) the prevalence of big data and service search platforms; (3) the advancement of online transaction software; (4) the widespread adoption of smart mobile devices, including smartphones and tablets (Zhu & Zhong, 2023).

##### 5.1.2 Discussion of factors affecting to develop personalized travel in data collection, processing and analysis regarding cultural tourism within tourism businesses in Ho Chi Minh city.

###### *a) People: The Human Element in personalized travel*

Our nation harbors significant potential for sustainable tourism development, characterized by magnificent natural landscapes, advantageous geographical positioning, a stable political



climate, a distinctive cultural identity, and welcoming inhabitants. Nevertheless, for the tourist sector to progress sustainably, Vietnam has numerous hurdles, with the quality of human resources being pivotal. Research conducted by (Huyen, 2023) indicates that deficiencies in the quality of human resources are a significant impediment to the sustainable development of the tourism sector in recent times. According to Decision No. 147/QĐ-TTg 2020 approving the strategy of tourism development for Vietnam (LuatVietnam, 2020) has explicitly delineated the overarching objectives of the tourism sector, highlighting the cultivation of tourism human resources as one of the nine prioritized solutions for the industry's sustainable advancement in the future.

***b) Technology: Ensuring efficiency, security, and flexibility***

Tourism enterprises in Vietnam are significantly investing in ongoing digital transformation initiatives, aiming to provide tourists with optimal experiences. This commitment embodies society's overarching trend toward enhancing and developing technological infrastructure. Ho Chi Minh City is a leading city in the tourism sector's participation in the 4th industrial revolution, with the objective of establishing a smart tourism ecosystem. The Smart Tourism Project for 2020-2025, with a vision extending to 2030, is regarded by the City as a significant solution for achieving the objectives of the 11th City Party Congress Resolution. Consequently, the Ho Chi Minh City People's Committee has instructed the city's tourism sector to implement numerous activities utilizing modern technology for the purpose of promoting and advertising tourism.

***c) Business Strategy: Strategic Alignment for personalized travel***

In the realm of tourism marketing, attractions and tourism enterprises must revise their content strategy, shifting from promoting experiential narratives to emphasizing experiential marketing. Advertising and marketing materials must be innovative in style and focused on experience. Experience data must be strategically modified to enhance and promote on social

media platforms. Tourism business websites and applications are increasingly valuable for disseminating information to travelers. Investors and tourism enterprises are increasingly adopting the sharing economy model to cater to the customization needs of tourists' preferences. Contemporary tourism service websites are progressively transitioning to metadata formats or mobile applications to meet customer demands. Businesses are actively diversifying their strategies to engage individuals seeking to enter the service supply chain at tourist destinations through flexible, appealing, extensively promoted, and reputable partnership programs on online order matching platforms. Tourism and transportation services have transitioned to exploiting passengers through multiple channels to reduce the price disparity between tourism and retail, thereby diversifying access to services for tourists.

***d) Legal Framework: Navigating legal dimensions in personalized travel***

Establishing a comprehensive and effective policy system is essential for positioning tourism as a leading catalyst for the national economy. Policies must be strategically formulated, encompassing both long-term visions and immediate solutions, as clearly articulated in tourism development strategies, plans, programs, and projects. The policy's essence is to establish conducive conditions for the mobilization and optimal concentration of resources, leveraging the nation's potential and strengths. Furthermore, the preservation and promotion of traditional cultural values is paramount, alongside the enhancement of service quality, competitiveness, and the stimulation of socio-economic development. To attract international tourists, policies must focus on facilitating entry, streamlining entry and exit procedures, and evaluating visa exemption policies. Facilitating and promoting private investment in customized tourism offerings is a crucial element. Quality control in tourism is essential. Enhancing awareness of quality management, implementing standards, regulations, and quality inspection and recognition systems for customized tourism products and services are essential solutions. On-site training and skill transfer are essential components. Recruiting

domestic and international experts, talents, and artisans for tourism training is a priority. Resourcing the standardization of skills and training programs, advocating for the assessment and acknowledgment of competencies, enabling mobility and career transitions, establishing tourism training codes across all educational tiers, and allocating service fees for the training and development of human resources are essential solutions to prioritize. Market research, target market segmentation, financial support for primary markets, resource linkage and concentration for promotion in key markets, brand promotion tailored to specific market segments, establishment of global promotion channels for key markets, and targeted promotional campaigns are essential elements to prioritize in a tourism development strategy.

### **5.1.3 Discussions of the extent of adoption of digital technologies in data collection, processing and analysis regarding personalized travel in cultural tourism in Ho Chi Minh City.**

#### ***a) People: The human element in personalized travel***

It is imperative for the tourism sector to perpetually innovate and enhance awareness regarding the digital revolution, particularly in the realm of personalized cultural tourism experiences. It is essential to distinctly acknowledge the role and influence of the digital revolution on personalized tourism, which has the potential to effect significant transformations in the tourism sector. The prevailing trend in global tourism involves the integration and application of technological advancements from the digital revolution to personalized travel experiences, with Vietnam being no exception to this phenomenon. Every worker in the industry must diligently study, enhance their knowledge, professional qualifications, and skills—particularly in the application of technology in their tasks—while proactively adopting and implementing new technologies in their work. Local tourism management agencies and mass media organizations should enhance communication and increase awareness among workers, tourists, and the community regarding the digital

revolution in the tourism sector. Additionally, organizing training courses, seminars, conferences, and workshops focused on this digital transformation constitutes a beneficial strategy to foster awareness and shift the mindset of the workforce within the industry.

***b) Technology: Strategic investments and upgrades***

The implementation of advanced technology is crucial for enhancing the quality of tourism services. The State must finalize and concurrently implement the e-Government system and enhance the utilization of information technology in all tourism management operations. Tourism enterprises must proactively implement e-commerce, cultivate online business models, and engage in online tourism marketplaces. Travelers ought to utilize online services, leverage intelligent software and applications on mobile devices, and prioritize electronic payment methods.

***c) Business strategy: Aligning with digital dynamics***

The utilization of digital technology in the tourism sector catalyzes the development of novel business models, broadens operational scope, and enhances the efficiency of tourist interactions (Nataliia Chorna, nataliia korzh, alla kiziun, natalia onyshchuk and Kateryna Antoniuk, 2024). Consequently, tourism enterprises can engage customers more efficiently through data, enabling astute strategic decisions and agile adaptation to the market's continual fluctuations. Incorporating digital solutions into business operations exemplifies proactive adaptation to the evolving digital landscape.

***d) Business results: Tangible outcomes***

Creating technological applications for personalized tourism by offering a premier technology solution that includes access to a diverse range of tourism products and services at authentic prices, complemented by the "Travel Assistant" sales tool. This facilitates the optimization of the sales process, encompassing consulting, planning, and the prompt and precise preparation of customer trips. Tourists visiting Ho Chi Minh City and Vietnam can

customize their tours based on their interests, time constraints, and budget, ensuring a tailored and dedicated experience. The author aspires for the proposals in this study to consistently provide exceptional experiences for all tourists, both domestic and international. The promotion of information technology applications has enhanced the efficacy of state management and facilitated tourism promotion efforts. These applications have also enabled tour guides and tourism enterprises to modify their payment procedures and administrative transactions with clients. Simultaneously, it generates employment opportunities for individuals with specialized cultural knowledge to engage in the tourism labor market, thereby enhancing both the quality and quantity of new cultural tourism products to attract the personalized tourist market to Ho Chi Minh City.

## **5.2 Recommendations, research contributions, limitations and future research**

### **5.2.1 Recommendations**

### **5.2.2 Research contributions**

#### **a) Contribution to knowledge**

The research was undertaken in Vietnam within the tourism sector and offers substantial additions to the specialized theory. Assist tourism leaders in adopting a comprehensive perspective on the utilization of contemporary digital technologies for the collection and analysis of consumer data to enhance tourism development in alignment with customer preferences and requirements. In a prior study, the author examined the research on personalized tourism, particularly the application of technology in addressing the needs of personalized tourism (Shambour, et al., 2023). The author highlighted the potential for smart tourism, referencing the components of the tourism system as outlined in Gunn's Smart Tourism System (FTS) model (Var & Gunn, 2003), which encompasses destinations and attractions, transportation, information, advertising, service systems, community travel needs, and particularly safety and health, both at tourist destinations and on a national scale. The

aforementioned components are interrelated, and the absence of any one factor precludes the existence and development of the tourist system. Numerous studies indicate that tourism enterprises in Vietnam and globally have employed digital technology to improve tourist experiences and facilitate the discovery of new places. The findings of the aforementioned research have been advanced by integrating Vietnamese cultural tourism with the digital economy, specifically by offering solutions to connect expert tour guides with customers possessing personalized travel requirements. Creating a solely Vietnamese tourism technology platform integrated with AI anticipated the significant advancement of AI, aiming to deliver individualized travel experiences that boost consumer satisfaction and drive their desire to travel. The research findings will assist tourism managers and developers in Vietnam in formulating a comprehensive plan for digital transformation, hence enhancing competitiveness with other regional countries. This study examines the influence of customer behavior and personality on the utilization of digital technologies for gathering and processing data concerning personalized travel preferences. The study examined the influence of customer behavior characteristics on the decision-making process for selecting personalized travel options and assessed the viability of investing in the development of personalized travel products in the Ho Chi Minh City market. The study's findings indicate that social media branding and technological application positively influence green tourism, with visitor behavior serving as an intermediary in this dynamic (Chiwariidzo & Masengub , 2024). The study has greatly enhanced understanding of the elements influencing tourists' travel behavior, consequently offering valuable insights for tourism company management.

**b) Contributions to business practices**

Through the integration of data analysis and comprehensive interviews with managers of travel companies in Vietnam, tourism experts, key opinion leaders in the tourism industry, and direct interviews with tourists, the author has performed hypothesis testing to assess the

factors influencing the selection of personalized tourism types in cultural tourism, aiming to develop products that align with tourists' preferences. The data gathered from travel firms and tourism specialists illuminates the potential and chances for developing personalized tourism goods linked to local cultural tourism, thereby strengthening the image of local tourist destinations, particularly Ho Chi Minh City. The findings also offer advice for tourism business managers in Vietnam to suggest digital transformation solutions tailored to the company's operational context, with the objective of enhancing business efficiency. Recognizing the diverse aspects that affect the utilization of digital technologies assists travel agency management in strategizing suitable technological implementations (Augier & Teece, 2008).

**c) Limitations and future Research**

The research revealed several constraints in the extent of data acquisition. The sample size, representing merely a fraction of tourists engaged in cultural tourism in Ho Chi Minh City, yielded results that inadequately represented the perspectives of the overall population. The survey exclusively examined short-term and long-term guests in hotels affiliated with The Ascott brand, hence constraining the assessment of perceptions among a varied spectrum of travelers. The participation of tourism experts in the study was constrained by accessibility challenges and limited numbers. The survey's temporal and spatial constraints resulted in insufficient data regarding the differing perceptions of solo and family travelers across various countries and cultures. Consequently, the investigation must precisely delineate the scenario at a certain moment. The tourist sector, characterized by varying degrees of growth among nations and regions, presents difficulties in obtaining thorough data regarding the implementation of technologies like IoT and AI within this domain. Comprehensive study on the organization and management of personalized tourist products, particularly in cultural tourism, is essential to obtain market feedback and assess the efficacy of these innovative

offerings. This study intends to gather data on tourists' adoption of tailored tourism products in Ho Chi Minh City and throughout Vietnam. The study also examines the digital transformation process in the tourism business, focusing on the optimization of technical utilities as a potential subject. The study will investigate market demand for personalized travel and local culture travel, analyzing the influence of these aspects across the full travel cycle, from idea formation to trip conclusion. The findings of this study may serve as a reference for future research, enhancing and refining understanding of cultural tourism.

## **5.5 Conclusion**

The significance of the tourism sector in Vietnam's recent economy has been consistently validated. The research objectives attained indicate that the majority of participants concur that personalized tourism offers more engaging experiences than traditional tour tourism, as evidenced by the pre-research survey table results. The report by (Kamble & Deshmukh, 2021) states that personalization in the travel and experience sector involves the integrated use of technology and traveler information to customize electronic commerce interactions between service providers and personalized travelers or tourists. This study aims to assist tourism business managers in comprehending current trends, estimates, and dynamics of the personalized travel and experience market from 2020 to 2027, in order to identify emerging opportunities. Porter's five forces analysis emphasizes the influence of buyers and suppliers, facilitating stakeholders in making profit-driven business decisions and enhancing their buyer-supplier networks. Comprehensive analysis and market sizing facilitates segmentation, facilitate the identification of existing opportunities in the travel and personalized experiences market. Key nations in each region are delineated based on their revenue contributions to the market. Market player positioning segmentation enables benchmarking and offers a clear comprehension of the current standings of market participants in the travel and personalized experiences sector. The study, through comprehensive interviews, identified the determinants



of personalized travel selection and the impact of technology on the personalization process and traveler experience enhancement. To formulate a comprehensive travel business strategy for this customer segment, businesses must conduct analyses and develop various scenarios and objectives for future goals, encompassing vision, mission, and business strategy, along with implementation methods to align with the organization's overarching goals. The study examined the effects and implications of technology in the collection and processing of data to create tourism products that meet tourists' needs. The year 2022 signifies a phase of robust digital transformation, emphasizing individuals and enterprises, with the objective of holistic and inclusive transformation. The initiative to advance the national digital platform strategy has been actively executed, offering comprehensive information and online experiences for tourists across various locales. This motivates tourism enterprises to evolve into contemporary digital technology firms. The influx of investment in the tourism sector from technology companies has generated a robust impetus for the advancement of digital platforms, efficiently linking supply and demand. Moreover, education in smart tourism and digital transformation within the tourism sector has emerged as a compelling field of study, aligned with the advancements of the digital era. This study aims neither to propose a new theory nor to generalize findings regarding data collection and processing methods in the design of personalized tourism products within the Vietnamese tourism sector. The study has elucidated the connection between the needs and desires of personalized tourism customers regarding cultural tourism in Ho Chi Minh City, while also examining the developmental potential of this tourism sector through technological applications, particularly the sharing economy, and the involvement of culturally specialized human resources to diversify cultural tourism offerings. Consequently, the primary aim of this study has been substantially accomplished, and it is anticipated that the implications of the findings and discussions, along

with pertinent theories and practices, will contribute to relevant academic disciplines and practical business in Vietnam.

## APPENDIX A

### INTERVIEW CONSENT FORM



Here is an outline of the information you should consider including on an ‘Interview Consent’ form. This template is not prescriptive, and it is provided to act only as a guide for your research project requirements.

#### **Interview Consent Form**

Research project title: Enhance customized cultural tourism expectations of personalized travelers in ho chi minh city, vietnam

Research investigator: Doan Xuan Son (Mr.)

Research Participants name:

The interview will take (enter amount of time). We don’t anticipate that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the research at any time.

Thank you for agreeing to be interviewed as part of the above research project. Ethical procedures for academic research require that interviewees explicitly agree to being interviewed and how the information contained in their interview will be used. This consent form is necessary for us to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. Would you therefore read the accompanying **information sheet** and then sign this form to certify that you approve the following:

- The interview will be recorded, and a transcript will be produced
- You will be sent the transcript and given the opportunity to correct anyfactual

errors

- The transcript of the interview will be analysed by (name of the researcher) as research investigator
- Access to the interview transcript will be limited to (name of the researcher) and academic colleagues and researchers with whom he might collaborate as part of the research process
- Any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymized so that you cannot be identified, and care will be taken to ensure that other information in the interview that could identify yourself is not revealed
- The actual recording will be (kept or destroyed state what will happen)
- Any variation of the conditions above will only occur with your further explicit approval

Or a quotation agreement could be incorporated into the interview agreement

Quotation Agreement

**I also understand that my words may be quoted directly. With regards to being quoted, please initial next to any of the statements that you agree with:**

	I wish to review the notes, transcripts, or other data collected during the research pertaining to my participation.
	I agree to be quoted directly.
	I agree to be quoted directly if my name is not published and a made-up name (pseudonym) is used.
	I agree that the researchers may publish documents that contain quotations by me.

All or part of the content of your interview may be used;

- In academic papers, policy papers or news articles

- On our website and in other media that we may produce such as spoken presentations
- On other feedback events
  - In an archive of the project as noted above By signing this form I agree that;
    1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time;
    2. The transcribed interview or extracts from it may be used as described above;
    3. I have read the Information sheet;
    4. I don't expect to receive any benefit or payment for my participation;
    5. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality;
- 6. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.

---

Printed name

---

Participants signature

---

Date

Doan Xuan Son  


---

Researchers signature

Date

---

### Contact Information

This research has been reviewed and approved by the Edinburgh University Research Ethics Board. If you have any further questions or concerns about this study, please contact:

Name of researcher: Doan Xuan Son

Full address: 226/43/2B Nguyen Van Luong Street, Ward 17, Go Vap District, Ho Chi Minh City, Vietnam

Tel: 84-987-554-203

E-mail: [jackysamdoan@gmail.com](mailto:jackysamdoan@gmail.com)

You can also contact (Researcher's name) supervisor:

- Name of researcher: Dr. Luka Lesko

- Full address Tel:

- E-mail: [luka@ssbm.ch](mailto:luka@ssbm.ch)

### **What if I have concerns about this research?**

If you are worried about this research, or if you are concerned about how, it is being conducted, you can contact SSBM by email at [contact@ssbm.ch](mailto:contact@ssbm.ch).

Add names of any associated funding bodies and their logos

## APPENDIX B

### INTERVIEW TRANSCRIPTS

#### I List of interviewers

No	Group	Name	Code	Date	Time
1.	Personalized Travel	Tsai, Meng-che		12/06/2023	14:00
2.	Personalized Travel	Nguyễn Xuân Huy		10/06/2024	06:00
3.	Personalized Travel	Nguyễn Quốc An		11/06/2024	06:00
4.	Personalized Travel	Lê Nguyễn Ngọc Huyền		20/06/2023	11:30
5.	Personalized Travel	Lapapunwisut Ketsirin		15/06/2023	10:00
6.	Personalized Travel	Atsuko Ito		15/06/2023	11:30
7.	Personalized Travel	Sirichai Boonsaksri		15/06/2023	16:00
8.	Personalized Travel	Piyaasawajinda Lalita		15/06/2023	15:00
9.	Personalized Travel	Phạm Thu Hằng		15/06/2023	16:00
10.	Personalized Travel	Nguyễn Ngọc Lan Đài		15/06/2023	14:00
11.	Personalized Travel	Võ Thanh An		12/06/2024	22:00
12.	Travel Agent	Trần Khánh Huyền		25/06/2023	15:00
13.	Travel Agent	Lê Thị Hoàng Yến		15/06/2023	10:00
14.	Travel Agent	Nguyễn Đại Lương		16/06/2023	15:00
15.	Travel Agent	Nguy Trần Quốc Thái		15/06/2023	06:00
16.	Travel Agent	Trần Huỳnh Nguyên		17/06/2023	06:30
17.	Travel Agent	Trần Nhật Khanh		16/06/2024	17:00
18.	Travel Agent	Trần Hữu Thân		16/06/2024	18:00
19.	Tourism expert	Lê Ngọc Duy		15/06/2023	20:30
20.	Tourism expert	Nguyễn Tấn Lộc		12/06/2023	21:00
21.	Tourism expert	Nguyễn Đức Huy		12/06/2023	22:05
22.	Tourism expert	Nguyễn Hoàng Nam		17/06/2023	14:00

#### II. List of interview Questions

- How about your trip to Vietnam?
- Who do you often travel with?
- What attracts you to cultural tourism: cuisine, traditional culture, architecture or landscape?
- Have you ever been on a personalized trip?
- And what are your expectation for a personalized trip?

- What is the role of technology in penalized travel? (Pre-Travel-Traveling- After travel)

### III. Interview transcripts (Researcher translated into English language)

AU: Author researcher

#### **Piyaasawajinda Lalita, Personalized traveler from Thailand**

AU: How long have you been in Vietnam? Around nearly one year. For this trip, this is the first time you go to Vietnam, right? Before you work here? Yes, this is the first time that I visit Vietnam. Yeah, so how often do you travel per year?

PT-H: Normally around two times, minimum two times. Yeah, for the travels, personalized travel, there's two types. Travel with family, travel with couple, and travel by yourself, solo travel.

AU: So which one do you prefer? Normally I will have two times per year. First I will travel with my friend and the last one will travel with my family yeah so when you travel to Vietnam in general and in

PT-H: Ho Chi Minh City in particular so you you love Vietnam by food by culture by nature or which one I think that in terms of Vietnam because I just stay here for one year and I'm not go anywhere yeah I just go just few place so the thing that I prefer is food yeah it's quite nice compared with other country that I visit and also another thing is nature I think that the nature still good yeah do you have any challenge or risky when you choose the personalized travel such as the language career or the transportation or the accommodation or a tourism policy such as a visa to Vietnam, or the money exchange, something like that. Okay, so for Vietnam, because when I come here, the company already provides the car, I have the driver, so for transportation, not much impact to me. But the problem is language. I think that I a bit have the language barrier because when I go somewhere sometimes people not understand what I



talk because I think that they cannot use English properly right so I guess sometimes I have the language barrier and also about the visa right for visa I noticed that every time when I come to Vietnam always have very long queue Minimum 30 minutes for pass by, for immigration. Yeah. So, is it happen when you go back to Thailand? No. If I go back to Thailand, never have this problem. I have the FastTrac. For Vietnam now, if I go out, I can use FastTrac also. But when I come in, I also have queuing.

AU: Okay. So, before travel, especially for personalized travel, do you use any technologies to search the information such as the TikTok, Facebook, Instagram or something like that and after you search the information do you refer the information from your friend, the person who already traveled to that destination?

PT-H: Okay, so normally when I want to go anywhere, what I want, I will search from website i use internet right for internet you go to google facebook or anything and also i will ask some of my friends who ever been here before to get like their suggestion yeah so uh

AU: If you evaluate the roles of technologies in uh personalized travel from how much you will evaluate them? Evaluate in terms of?

PT-H: Evaluate the roles of technology from 1 to 5 points. 5? Because I use all from technology. Okay. So let me see.

AU: Okay, so do you think that what is your expectation when you choose the personalized traveler?

PT-H: Flexible. It will be more flexible than I go with tour. And sometimes I can adjust what I want, what I want to visit. But do you think that the personalized travel will be more expensive than when you choose the tour budget? Yes, maybe somehow a bit expensive because I think that because like scale, right? If I go with tour, maybe they're bigger scale.

But yes, it compare with the flexibility that I have. Okay, I will give you one example. For example, you travel to Hanoi.

AU: First time you go on a tour with family. Do you think that for the second time, if you would like to visit back Hanoi, you will choose the personal life instead of tour bucket? Yes, sure. The second time I always do by myself. yeah it's okay so um about um when you come that's the the question about before you travel so during your travel so uh do you keep using uh and utilizing the road the technology uh for support during the tour yes sure because during the tour i also searching where i want to visit what kind of thing that nearby they have or like restaurant nearby there. So we can adjust anything we want. Yeah. Do you think that personalized travel will take more time for you to prepare about the search time, search the information, book the service, and everything? It will take more time for you? Yes, sure. Because if I go with tour, I just follow whatever they want. Just follow them everything and just eat, just see what they want. Yeah. So have you ever got any mistake even when you search information you think that okay the the plan is very good for you but when you travel you got some problem during the trip that means there are something will under your expectation yes uh last. I got very bad traffic so I missed the bus. So I have to use the second class instead of VIP bus and it takes more time and it's uncomfortable at all. Yeah. So have you ever tried the tour with the local people and they will bring you go around something like that? Not yet try because when I'm here, if I go anywhere, I will ask my staff, my team to go with me.

**Nguyễn Đức Huy, Travel blogger from Vietnam**

TE-C: I asked people, and they knew they would help a lot. I posted on social media and people helped me a lot. Instead of coming to a place and finding it, it's really hard and time-consuming. I accept social media. It connects very quickly. Each province or each country has

its own network.It's amazing that people can connect to each other. It's great. To go on a trip like this, you definitely need a network system.

AU: Do you agree with my point that personal travel takes a lot of time? You've been talking a lot about finding information from many people. Traveling takes a lot of time. What are the challenges in personal travel? In personal travel, there are many interesting things compared to those who like to experience.

TE-C: However, for those who have limited days off, 10 days a year, or no money to make a mistake, they will still choose to travel. For example, 20 million people travel from Shanghai to Beijing. In 5 days, they can choose Shanghai as one of the best places in Shanghai and Beijing.In personal travel, sometimes 20 million is not enough. Sometimes you have to double it. Sometimes you have to find out how to book a ticket a few months in advance.You have to find out how to get there by checking. You have to go to Vietnam and download some apps first. First, it's the pandemic.Second, it's the apps of some countries like China, for example. You have to use their apps to travel easily. You have to prepare very hard and it takes a lot of time.Sometimes you can't go all the way in 5 days. You have to miss or not make it in time. Sometimes you miss the flight and it costs a lot of money

AU: There are many risks. Yes, there are many risks, but what will they learn? It's the experience. If you have time, if you like to explore the local culture and travel freely, it will be much better than the tour.

TE-C: I like to travel easily and there are many stories to tell compared to the preparation. According to Huy, if you say that all personal travel are always and 100% more expensive than the tour, is that wrong? Or it's just 50-50? 50-50, definitely. It depends on the location. In China, it might be more expensive. But sometimes in Korea, I've never been in my country. Sometimes it's the same as the tour price.It's normal. I've experienced more things. For

example, I went to India and Ladakh. The price in Ladakh is 27 million. I spent 7 days in Ladakh and 3 days in New Delhi. But sometimes in the tour, it costs 35-40 million to spend only 7 days in Ladakh. So, in each location, the price can't be compared to other locations. One more thing, when you go on a personal travel, you will definitely get to places that the tour won't organize. Exactly. If you're too tired to stop, if you don't like the location, if you want to stay there longer, it's up to you. Naturally, all your soft skills, your survival skills will be used up. That's right.

AU: Now, I'll give you a specific example. For example, I went to Da Nang, Hue, Hoi An. It's not 100% sure that all the tours will take me to the shrine. Or the old house of Ngo Dinh Nhu, the younger brother of Ngo Dinh Diem, or the tomb of King Hiep Hoa. For example. When you go on a personal tour, you just need to search on the Internet and you can get to places that the tour won't take you to. When you get back, at the last stage, you'll have something to let people know. That's right. Now that we've talked about education, let's move on to planning. In my opinion, when customers consider personal travel, especially cultural travel, they usually consider what factors, the price, the cost of the flight, the cost of the hotel, or the schedule. Is the schedule appropriate? Or what are the factors? It depends on the group of people. If the group of people has a good income, they won't care about the price.

TE-C: They'll care about the schedule. For people with an average income, they'll care about the price first. Then they'll plan the schedule. If I travel a lot, I'll like it. If the price is 5 million, I'll go to more places, I'll like it. It depends on the group of people. They'll care about what. Okay. Normally, you usually support customers with services related to traveling, such as hotels, or advising them about restaurants, or about vehicles, or anything else.

TE-C: Normally, in my schedule, if I find it difficult, I'll do a review. I can write or make a video about that. For example, in a video, I usually go at a specific time, by vehicle from A

to Z. For example, from Hanoi to Ha Giang, I'll stop by and advise people. To feel the beauty of Ha Giang, I advise people to go by motorbike. In my video, I'll share that I've stayed at that hotel in the city, and in Dong Van, I'll stay at a homestay like that. I'll share with you, you can explore the schedule, from 3 days to 2 nights to explore Ha Giang, it's only 3-4 million. My schedule is complete, it's personal. I only spend money like that. You can follow the schedule, and the money is only like that. That's how detailed it is. I think that's the most difficult and people care about. For trips, I care about if people avoid this route, if it's closed or being repaired, it's very difficult. In addition to the plan, the schedule, where to stay, food, if there are more difficult places, and other issues, I'll share with you. I see that Huy has a lot of channels, which social media channel do you think is the most effective? TikTok, YouTube, Instagram? Which one do you think people interact with you the most? For me, it's TikTok. As for finding a specific schedule, on TikTok, it's easier to approach people, people can still follow the schedule, or refer to the posts in the easiest way. As for other platforms, in the past, the travel website also reached a lot of people. For example, on Facebook, if there was no TikTok, people would use Facebook and Facebook groups to see posts, people would arrange their travel schedules in a lot of sections. People share a lot, or tag each other a lot. Because I used to have a Facebook platform, and Instagram is also a platform that inspires people, and asks for a higher level of beauty. It has to be more outstanding. So people can also go through Instagram, and know the location. It's rare to see the schedule or detailed reviews on Instagram. So, usually, I see that people contact you through which channel or message you to ask which channel is the most popular. I think TikTok is the most popular platform for me.

AU: It seems that I also connect with you through TikTok, right? Yes. Okay. Now, the last stage. I see that after the trip with you, people often share their experiences through which channels? So, after people visit my schedule, they see that for example, there are things that I mentioned, like going to temples or places, I might be one of the first people to review that

location. After that, people also go, they see viral reviews, they also review and make very good products and share very detailed about those locations. For example, Dien Ta temple or a temple near my house, Kim Cang Thua temple, people go through my research on social media or newspapers and post it.

TE-C: Almost the first time on TikTok, people also follow and do a lot of clips about Hanoi's autumn. I've been doing it for many years. People also follow that schedule. People also go to those restaurants. Because I also have experience in social media and TV for a long time. I know where is good, where is quality. After that experience, I change the content more suitable for TikTok. People also do that. I feel very happy. People also quite trust my research, the things I have experienced. Okay. One last question about this network.

AU: Usually, as far as I know, the expectation of three items, usually for you, Solo Traveller, there are three items, one is family, two is a couple, and three is traveling alone. Do you think the expectations of these three items are very different when they choose to travel alone? People will choose very differently depending on the location. For example, family, people choose places that are very easy to travel to by easy means, such as planes or cars.

TE-C: There are clips that I made a review about Da Nang and Hoi An. To be honest, this is a very suitable place when I take my parents to travel in the past year. There are clips of me filming and my parents appearing in it. Because it's convenient to travel by plane, car or technology vehicles. It's very easy to book. I recommend everyone to come to Da Nang and Hoi An. If you watch my Ha Giang review, I always advise everyone to be suitable for young people, not suitable for children. Families don't have children. Don't bring your children with you because it's very difficult to travel alone. There are places where you shouldn't travel alone. I don't like to travel alone. I like to hang out with my friends. There are places where I

think I shouldn't travel alone. In India, I think I have to travel in groups so that I don't have to travel alone. Depending on the location, I will advise everyone to be suitable.

## APPENDIX C

### SURVEY QUESTIONS -PRE-RESEARCH SURVEY

My name is Doan Xuan Son, and I am now pursuing my DBA in business administration. I am now researching the expectation of personalized travelers that visit Ho Chi Minh City with the intention of exploring the city's cultural attractiveness. Your responses to the poll below will tremendously aid my research in proposing ways to assist the city in preserving traditional cultural values and communicating a positive tourism message to the city.

Thank you so much for your support!

#### **Part 1: General information**

1. Full name
2. Which language do you wish to conduct the review in?
  - Tiếng Việt
  - English
3. What group do you belong to?
  - **Travel Agency:** Individuals or organizations working in tourism.
  - **Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism.
  - **Personalized Traveler:** involves each person making trip, service, and destination choice based on their preferences and experiences.

#### **Part 2: Personal information**

##### **A. Personalized Traveler**

4. Gender
  - Male
  - Female
  - LTBTQ+



5. You come from

- Asea
- Europe
- Africa
- Americas
- Oceania
- Antarctica

6. Marital status

- Single
- Married
- Undisclosed

7. What is your preferred type of travel?

- Family vacation
- Couple
- Solo travel

8. Occupation

- Enterprising
- Conventional
- Realistic
- Artistic
- Investigative
- Social

9. What kind of cultural tourism activities are you interested in?

- Handicrafts

- Culinary
- Festive events
- Performing arts
- Nature

**B. Travel agent**

4. What kind of cultural tourism activities are your company/organization focused on?

- Handicrafts
- Culinary
- Festive events
- Performing arts
- Nature

**C. Tourism experts**

4. Occupation

- Enterprising
- Conventional
- Realistic
- Artistic
- Investigative
- Social

5. Do you work in a tourism-related business or organization?

- Yes
- No

6. What kind of cultural tourism activities are your company/organization focused on?

- Handicrafts

- Culinary
- Festive events
- Performing arts
- Nature

**Part 3:**

**A. Personalized Travel**

**Personalized Travel** involves each person making trips, service, and destination choices based on their preferences and experiences.

**Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism.

Please provide your opinion on each of question as follow evulate level						
Factors		Absolutely NOT	Not	Neutral	Yes	Absolutely YES
Evaluating the benefits of personalized cultural travel.						
Travel expectation	Smart itinerary	1	2	3	4	5
	Save budget	1	2	3	4	5
	Explore new culture	1	2	3	4	5
	Expand network	1	2	3	4	5
Evaluating travel information search methods before traveling.						
Information access	Website	1	2	3	4	5
	Social media	1	2	3	4	5
	Travel agent	1	2	3	4	5
	Friends share	1	2	3	4	5
Evaluating the social influence of choosing personalized travel.						
FOMO	Tourism video review	1	2	3	4	5
	Friends word of mouth (WOM)	1	2	3	4	5
Evaluating <b>the factors</b> of choosing personalized travel. <b>AI travel technology</b> is the application to answer inquiries about travel services, tour booking, and flight booking, assisting travelers plan the perfect vacation worldwide.						
Perceives enjoyment	New experience	1	2	3	4	5
	Metting the local	1	2	3	4	5

	tourism experts					
	AI travel technology	1	2	3	4	5
	Visit friends	1	2	3	4	5
Personalized travel is "value for money"						
Value spending	Value for money	1	2	3	4	5
Evaluating the destination <b>information</b> that you often search when personalized travel. Tourism policy (Tourist tax & visa relaxations)						
Travel information	Transportation	1	2	3	4	5
	Accommodation	1	2	3	4	5
	Tourism policy	1	2	3	4	5
	Cultural characteristics	1	2	3	4	5
Evaluating the role of <b>technology</b> in personalized travel.						
Technology	Technology	1	2	3	4	5
How are your past <b>personalized travel</b> experiences?						
Experience	Personalized travel	1	2	3	4	5
	How are your past <b>cultural travel</b> experiences?					
	Cultural travel	1	2	3	4	5
Evaluating the <b>challenges</b> in participating personalized travel.						
Perceives travel risk/challenges	Preparation	1	2	3	4	5
	Safety	1	2	3	4	5
	Language	1	2	3	4	5
	Cost	1	2	3	4	5
Are you interested in becoming a <b>personalized traveler</b> while engaging in cultural tourism exploration?						
Travel decision	Higher readiness	1	2	3	4	5

## B. TA-TE

**Personalized Travel** involves each person making trips, service, and destination choices based on their preferences and experiences.

**Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism

Please provide your opinion on each of question as follow evaluate level						
Factors		Absolutely NOT	Not	Neutral	Yes	Absolutely YES
. Evaluating the benefits of personalized cultural travel.						
Travel expectation	Smart itinerary	1	2	3	4	5
	Budget limit	1	2	3	4	5
	Local culture	1	2	3	4	5
	Neural networks	1	2	3	4	5
. Evaluating travel information search methods before traveling.						
Information access	Website	1	2	3	4	5
	Social media	1	2	3	4	5
	Tourism festival	1	2	3	4	5
	Friends share	1	2	3	4	5
3. Evaluating the social influence of choosing personalized travel.						
FOMO	Tourism video review	1	2	3	4	5
	Friends word of mouth (WOM)	1	2	3	4	5
4. Evaluating <b>the factors</b> of choosing personalized travel. <b>AI travel technology</b> is the application to answer inquiries about travel services, tour booking, and flight booking, assisting travelers plan the perfect vacation worldwide.						
Perceives value	New experience	1	2	3	4	5
	Local tourism experts	1	2	3	4	5
	AI applications	1	2	3	4	5
	VFR tourism	1	2	3	4	5
5. Personalized travel is "value for investment"						
Value spending	Value for investment	1	2	3	4	5
6. Evaluating the destination <b>information</b> that you often search when personalized travel. Tourism policy (Tourist tax & visa relaxations)						
Travel information	Transportation	1	2	3	4	5
	Accommodation	1	2	3	4	5
	Tourism policy	1	2	3	4	5
	Cultural characteristics	1	2	3	4	5
7. Evaluating the role of <b>technology</b> in personalized travel.						
Technology	Technology	1	2	3	4	5
8. How are your past <b>personalized travel</b> experiences?						

Experience	Personalized travel	1	2	3	4	5
	9. How are your past <b>cultural travel</b> experiences?					
	Cultural travel	1	2	3	4	5
10. Evaluating the <b>challenges</b> in participating personalized travel.						
Perceives risk	Preparation	1	2	3	4	5
	Safety	1	2	3	4	5
	Language	1	2	3	4	5
	Cost	1	2	3	4	5
11. Evaluating the <b>potential</b> for developing cultural tourism products for personalized travelers.						
Travel decision	Higher readiness	1	2	3	4	5

### SURVEY QUESTIONS -POST-RESEARCH

My name is Doan Xuan Son, and I am now pursuing my DBA in business administration. I am now researching the expectation of personalized travelers that visit Ho Chi Minh City with the intention of exploring the city's cultural attractiveness. Your responses to the poll below will tremendously aid my research in proposing ways to assist the city in preserving traditional cultural values and communicating a positive tourism message to the city.

Thank you so much for your support!

#### **Part 1:General information**

4. Full name
5. Which language do you wish to conduct the review in?
  - Tiếng Việt
  - English
6. What group do you belong to?
  - **Travel Agency:** Individuals or organizations working in tourism.

- **Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism.
- **Personalized Traveler:** involves each person making trip, service, and destination choice based on their preferences and experiences.

## **Part 2: Personal information**

### **D. Personalized Traveler**

#### 5. Gender

- Male
- Female
- LTBTQ+

#### 6. You come from

- Asea
- Europe
- Africa
- Americas
- Oceania
- Antarctica

#### 7. Marital status

- Single
- Married
- Undisclosed

#### 8. What is your preferred type of travel?

- Family vacation
- Couple
- Solo travel

9. Occupation

- Enterprising
- Conventional
- Realistic
- Artistic
- Investigative
- Social

10. What kind of cultural tourism activities are you interested in?

- Handicrafts
- Culinary
- Festive events
- Performing arts
- Nature

**E. Travel agent**

5. What kind of cultural tourism activities are your company/organization focused on?

- Handicrafts
- Culinary
- Festive events
- Performing arts
- Nature

**F. Tourism experts**

5. Occupation

- Enterprising



- Conventional
- Realistic
- Artistic
- Investigative
- Social

6. Do you work in a tourism-related business or organization?

- Yes
- No

7. What kind of cultural tourism activities are your company/organization focused on?

- Handicrafts
- Culinary
- Festive events
- Performing arts
- Nature

**Part 3:**

**B. Personalized Travel**

**Personalized Travel** involves each person making trips, service, and destination choices based on their preferences and experiences.

**Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism.

Please provide your opinion on each of question as follow evulate level						
Factors		Absolutely NOT	Not	Neutral	Yes	Absolutely YES
Evaluating the benefits of personalized cultural travel.						
Travel expectation	Smart itinerary	1	2	3	4	5
	Budget limit	1	2	3	4	5

	Local culture	1	2	3	4	5
	Neural networks	1	2	3	4	5
Evaluating travel information search methods before traveling.						
Information access	Website	1	2	3	4	5
	Social media	1	2	3	4	5
	Tourism festival	1	2	3	4	5
	Friends share	1	2	3	4	5
Evaluating the social influence of choosing personalized travel.						
FOMO	Tourism video review	1	2	3	4	5
	Friends word of mouth (WOM)	1	2	3	4	5
Evaluating <b>the factors</b> of choosing personalized travel. <b>AI travel technology</b> is the application to answer inquiries about travel services, tour booking, and flight booking, assisting travelers plan the perfect vacation worldwide.						
Perceives value	New experience	1	2	3	4	5
	Local tourism experts	1	2	3	4	5
	AI applications	1	2	3	4	5
	VFR tourism	1	2	3	4	5
Personalized travel is "value for money"						
Value spending	Value for money	1	2	3	4	5
Evaluating the destination <b>information</b> that you often search when personalized travel. Tourism policy (Tourist tax & visa relaxations)						
Travel information	Transportation	1	2	3	4	5
	Accommodation	1	2	3	4	5
	Tourism policy	1	2	3	4	5
	Cultural characteristics	1	2	3	4	5
Evaluating the role of <b>technology</b> in personalized travel.						
Technology	Technology	1	2	3	4	5
How are your past <b>personalized travel</b> experiences?						
Experience	Personalized travel	1	2	3	4	5
	How are your past <b>cultural travel</b> experiences?					
	Cultural travel	1	2	3	4	5
Evaluating the <b>challenges</b> in participating personalized travel.						

Perceives risk	Preparation	1	2	3	4	5
	Safety	1	2	3	4	5
	Language	1	2	3	4	5
	Cost	1	2	3	4	5
Are you interested in becoming a <b>personalized traveler</b> while engaging in cultural tourism exploration?						
Experience improvement	Greater sustainable travel	1	2	3	4	5

### C. TA-TE

**Personalized Travel** involves each person making trips, service, and destination choices based on their preferences and experiences.

**Tourism expert:** People with significant knowledge/ experience in a certain field of cultural tourism

Please provide your opinion on each of question as follow evaluate level						
Factors		Absolutely NOT	Not	Neutral	Yes	Absolutely YES
Evaluating the benefits of personalized cultural travel.						
Travel expectation	Smart itinerary	1	2	3	4	5
	Budget limit	1	2	3	4	5
	Local culture	1	2	3	4	5
	Neural networks	1	2	3	4	5
Evaluating travel information search methods before traveling.						
Information access	Website	1	2	3	4	5
	Social media	1	2	3	4	5
	Tourism festival	1	2	3	4	5
	Friends share	1	2	3	4	5
Evaluating the social influence of choosing personalized travel.						
FOMO	Tourism video review	1	2	3	4	5
	Friends word of mouth (WOM)	1	2	3	4	5
Evaluating <b>the factors</b> of choosing personalized travel. <b>AI travel technology</b> is the application to answer inquiries about travel services, tour						

booking, and flight booking, assisting travelers plan the perfect vacation worldwide.						
Perceives enjoyment	New experience	1	2	3	4	5
	Local tourism experts	1	2	3	4	5
	AI applications	1	2	3	4	5
	VFR tourism	1	2	3	4	5
Personalized travel is "value for investment"						
Value spending	Value for investment	1	2	3	4	5
Evaluating the destination <b>information</b> that you often search when personalized travel. Tourism policy (Tourist tax & visa relaxations)						
Travel information	Transportation	1	2	3	4	5
	Accommodation	1	2	3	4	5
	Tourism policy	1	2	3	4	5
	Cultural characteristics	1	2	3	4	5
Evaluating the role of <b>technology</b> in personalized travel.						
Technology	Technology	1	2	3	4	5
How are your past <b>personalized travel</b> experiences?						
Experience	Personalized travel	1	2	3	4	5
	How are your past <b>cultural travel</b> experiences?					
	Cultural travel	1	2	3	4	5
Evaluating the <b>challenges</b> in participating personalized travel.						
Perceives risk	Preparation	1	2	3	4	5
	Safety	1	2	3	4	5
	Language	1	2	3	4	5
	Cost	1	2	3	4	5
Evaluating the <b>potential</b> for developing cultural tourism products for personalized travelers.						
Experience improvement	Greater sustainable travel	1	2	3	4	5

## REFERENCES

- Garson, D. G., 2003. *Factor Analysis*, s.l.: s.n.
- Qiao, Y., 1999. *Interstate Fiscal Disparities in America: A Study of Trends and Causes*. 01 ed. New York: Taylor & Francis.
- Topsakal, Y., Icoz, O. & Icoz, O., 2022. *Digital Transformation and Tourist Experiences*. s.l.: IGI Global.
- Adams, W., 2015. *Conducting Semi-Structured Interviews*. 04 ed. s.l.: Jossey-Bass.
- A. L., 2024. *TPHCM: Tổng thu du lịch quý I/2024 đạt hơn 44.700 tỷ đồng*. [Online] Available at: <https://tphcm.chinhphu.vn/tphcm-tong-thu-du-lich-quy-i-2024-dat-hon-44700-ty-dong-10124033015301084.htm> [Accessed 19 07 2024].
- Alvarenga, A., Matos, F., Godina, R. & Matias, J. C. O., 2020. Digital Transformation and Knowledge Management in the Public Sector. *Sustainability*, 20 07.12(14).
- Anilkumar, P., 2017. Evolution and growth of inland navigation in travancore. *Advance Research Journal Of Social Science*, 08 06, 08(01), pp. 137-139.
- Augier, M. & Teece, D. J., 2008. Strategy as Evolution with Design: The Foundations of Dynamic Capabilities and the Role of Managers in the Economic System. *Organization Studies*, 01 08, 29(8-9), pp. 1187-1208.
- Azorín, J. F. M. et al., 2015. The effects of quality and environmental management on competitive advantage: A mixed methods study in the hotel industry. *Tourism Management*, 30 01, Volume 50, pp. 41-54.
- Azzahra, A. M., 2023. *Post-Pandemic Travel Trends: The Future of Hospitality and Tourism Industry*. [Online] Available at: <https://www.educationaltravelasia.org/post-pandemic-travel-trends-the-future-of-hospitality-and-tourism-industry/> [Accessed 22 06 2024].
- Backer, E., 2012. VFR travel: It is underestimated. *Tourism Management*, 02, 33(01), pp. 74-79.
- Baker, M. J., 2003. Data Collection – Questionnaire Design. *The Marketing Review*,. *The Marketing Review*, 01 06, 03(03), p. 343–370.
- Baquero, A. & Rivelles, R., 2020. Talaiotic Cultural Heritage as a Tourism Resource in the Balearic Islands. *Journal of Gastronomy, Hospitality and Travel (JOGHAT)*, 12 06, 03(01), pp. 64-70.

- Barnes, M., 2023. *Explained: The Slow Recovery of Vietnam's Tourism Industry*. [Online] Available at: <https://www.vietnam-briefing.com/news/vietnam-tourism-industry-2023.html/> [Accessed 09 10 2023].
- B. H., 2023. *Trải nghiệm ẩm thực là xu hướng du lịch của năm 2024*. [Online] Available at: <https://vneconomy.vn/trai-nghiem-am-thuc-la-xu-huong-du-lich-cua-nam-2024.htm> [Accessed 19 06 2024].
- Bhandari, P., 2023. *Operationalization | A Guide with Examples, Pros & Cons*. [Online] Available at: <https://www.scribbr.com/methodology/operationalization/> [Accessed 24 07 2024].
- Bogdan, S. & Zrinka, Z., 2013. Economic impact of cultural tourism. *UTMS Journal of Economics*, 04(03), pp. 355-366.
- Bresciani, S., Huarng, K.-H., Malhotra, A. & Ferraris, A., 2021. Digital transformation as a springboard for product, process and business model innovation. *Journal of Business Research*, 05, Volume 128, pp. 204-210.
- BTA, 2024. *HCM City lures over 4 million international visitors in nine months*. [Online] Available at: <https://en.dangcongsan.vn/ho-chi-minh-city/hcm-city-lures-over-4-million-international-visitors-in-nine-months-20004124.html> [Accessed 02 10 2024].
- Buhalis, D. & O'Connor, P., 2015. Information Communication Technology Revolutionizing Tourism. *Tourism Recreation Research*, 12 01, 30(03), pp. 07-16.
- Bui, T. T., Tran, P. N. & Nguyen, Q. T. H., 2020. The impact of tourism experience on tourist emotions & satisfaction – a case study of nha trang destination. *Hue University Journal of Science: Economics and Development*, 16 10, Volume 129, pp. 131-149.
- CapitalBastenburgh, 2023. *The Rise Of Personalized Experiences: How Travel Hospitality Has Adapted To Changing Consumer Preferences*. [Online] Available at: <https://bastenburghcapital.com/personalized-experiences-travel-hospitality/> [Accessed 29 05 2024].
- Carter, N. et al., 2014. The Use of Triangulation in Qualitative Research. *Oncology Nursing Forum*, 09, 41(05), pp. 545-547.
- C. B., 2023. *Khi KOLs quảng bá du lịch Việt Nam*. [Online] Available at: <https://baophapluat.vn/khi-kols-quang-ba-du-lich-viet-nam-post499040.html> [Accessed 21 07 2024].
- Cheng, X., Xue, T., Yang, B. & Ma, B., 2023. A digital transformation approach in hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, 09 01, 35(08), pp. 2944-2967.

Chen, S., Xi, J., Liu, M. & Li, T., 2020. Analysis of Complex Transportation Network and Its Tourism Utilization Potential: A Case Study of Guizhou Expressways. *Hindawi Complexity*, 06 07. Volume 2020.

Chính trị Quốc gia - Sự thật, 2021. *Văn kiện đại hội đại biểu toàn quốc lần thứ xiii*, Hà Nội: Chính trị Quốc gia - Sự thật.

Chiwaridzo, O. T. & Masengub, R., 2024. The influence of technology adoption and social media branding on green tourism in Zimbabwe: exploring the intermediary role of tourists' behaviour. *Journal of African Business*, 02.p. 1–21.

Chul, Y. W. et al., 2017. Improving travel decision support satisfaction with smart tourism technologies: A framework of tourist elaboration likelihood and self-efficacy. *Technological Forecasting and Social Change*, 10, 123(2017), pp. 330-341.

C. M., 2022. *Giải bài toán nguồn nhân lực du lịch*. [Online]  
Available at: <https://diendandoanhnghiep.vn/giai-bai-toan-nguon-nhan-luc-du-lich-10059557.html>  
[Accessed 06 06 2023].

Creswell, J. W., Hanson, W. E. & Morales, A., 2007. Qualitative Research Designs Selection and Implementation. *The Counseling Psychologist*, 03, 35(02), pp. 236-264.

Cristobal, E., Flavián, C. & Guinalú, M., 2007. Perceived E-Service Quality (PeSQ) Measurement Validation and Effects on Consumer Satisfaction and Web Site Loyalty. Managing Service Quality. *An International Journal*, 22 05, 17(03), pp. 317-340.

Csapo, J., 2012. *Strategies for Tourism Industry - Micro and Macro Perspectives*. s.l.:InTech.

C. T., 2024. *Luật Di sản văn hóa (sửa đổi): Đề nghị bổ sung nghệ nhân dân gian vào đối tượng được hưởng chính sách*. [Online]  
Available at: <https://bvhttdl.gov.vn/luat-di-san-van-hoa-sua-doi-de-nghi-bo-sung-nghe-nhan-dan-gian-va-oi-tuong-duoc-huong-chinh-sach-20240704085510811.htm>  
[Accessed 21 07 2027].

Dang, B. V. & Nguyen, M. T. T., 2021. The preservation of cultural heritages associated with tourism development under the perspective of heritage economics. *Culture and Tourism*, 20 11.p. 71.

dangcongsan.vn, 2015. *Đảng sau danh hiệu Nghệ nhân dân gian*. [Online]  
Available at: <https://dangcongsan.vn/van-hoc-nghe-thuat/dang-sau-danh-hieu-nghe-nhan-dan-gian-322920.html>  
[Accessed 25 06 2024].

Delonia Cooley & Rochelle Parks-Yancy, 2019. The Effect of Social Media on Perceived Information Credibility and Decision Making. *Journal of Internet Commerce*, 22 04, 18(03), pp. 249-269.

- Ding, D., Wang, S. & Chang, X., 2024. Intelligent Tourism: Innovative Applications of Mobile Technology in Personalized Travel Planning. *International Journal of Interactive Mobile Technologies* , 09, 18(17), pp. 17-30.
- Diorinos, M., 2022. *The Theory Behind the Holland Codes*. [Online]  
Available at: <https://help.bryq.com/en/articles/3679801-the-theory-behind-the-holland-codes>  
[Accessed 07 10 2023].
- Duncan, M. E., 2009. Tourism and Cultural Heritage Preservation. 06 05, Volume 04, p. 05.
- Dwivedi, Tripathi, Kumar and Vishwakarma, 2023. A Study On Impact Of Social Media In Promoting Tourism. *International Journal of Development Research*, 30 06, 13(06), pp. 62897-62901.
- Edgar, T. W. & Manz, . D. O., 2017. *Research Methods for Cyber Security*. s.l.:Elsevier Inc.
- Etikan, I., Musa, S. A. & Alkassim, R. S., 2015. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 22 12, 05(01), pp. 1-4.
- Ezenagu, N. & Chinonso , I. C., 2016. The role of cultural resources in Tourism development in Awka. *African Journal of Hospitality Tourism and Leisure* , 02.05(2223-814X).
- FasterCapital, 2024. *Embracing Convenience through Online Booking with Bookingthebasis*. [Online]  
Available at: <https://fastercapital.com/content/Embracing-Convenience-through-Online-Booking-with-Bookingthebasis.html>  
[Accessed 27 06 2024].
- Flax, A., 2023. The Internet: A Revolution that Transformed the World. *Journal of Mass Communication & Journalism*, 27 06.13(03).
- Fornell , C. & Bookstein, F. L., 1982. Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory. *Journal of Marketing Research*, 11, 19(04), pp. 440-452.
- FPT-Digital, 2022. *The application of technology platforms in smart tourism development*. [Online]  
Available at: <https://digital.fpt.com/en/industries/province-public-sector/smart-tourism-development.html>  
[Accessed 26 05 2024].
- Fugar, F. . D. K. & Mensah, N. A. A., 2013. Human capital theory: implications for the Ghanaian construction industry development. *Journal of Construction Project Management and Innovation*, 01, 03(01), pp. 464 - 479.
- Fu, Q., 2005. A Survey on Tourism Decision-making Process. *Tourism Science*.
- General Statistic Office, 2021. *After 140 Years, What Does Viet Nam's Railway Get To Compete?*, Ha Noi: Electronic information of General Statistics Office (www.gso.gov.vn).



Global Education Monitoring Report Team, 2023. *Global education monitoring report, 2023: technology in education: a tool on whose terms?*. 01 ed. 7, place de Fontenoy 75352 Paris 07 SP France: UNESCO Digital Library.

Godes, D. & Mayzlin, D., 2004. Using Online Conversations to Study Word-of-Mouth Communication. *Marketing Science*, 01 11, 23(04), pp. 545-560.

Grabowska, J. M., 2013. Folk Culture Resources as a Component of Tourism Space. *ReadCube/Labtiva*, 12.

Gračan, D., Zadel, Z. & Lugarić, A. R., 2010. Strategic Management of Cultural-Tourism Resources. *Academica Turistica - Tourism and Innovation Journal*, 07, Volume 03, pp. 16-25.

GSO, 2020. *International visitors fell sharply, the tourism industry heavily affected*, Hanoi: GSO.

Gül, M. & Gül, K., 2018. The effect of fourth industrial revolution on tourism. 01.

Hahn, H. H., 2017. Rounded Edges: Modernism and Architectural Dialogue in Ho Chi Minh City. *ABE Journal*, 05 10.11(2017).

Hai, N., 2021. *Blogger du lịch "giàu có" nhờ lan tỏa hình ảnh quê hương, đất nước Việt Nam*. [Online]

Available at: <https://vov.vn/du-lich/blogger-du-lich-giau-co-nho-lan-toa-hinh-anh-que-huong-dat-nuoc-viet-nam-869146.vov>

[Accessed 06 05 2023].

Harahap, D. E., Arief, M., Furinto, A. & Anggraeni, A., 2024. Collectivism-Based Travel Culture as the Antecedents of Travel FOMO and. *Journal of Ecohumanism*, 03(07), p. 798 – 810.

Harahap, D. E., Arief, M., Furinto, A. & Anggraeni, A., 2024. The Influence of Fear-of-Missing-Out on Travel Intention: A Conceptual Framework Grounded in the Theory of Planned. *Journal of System and Management Sciences*, 14(2024), pp. 14-30.

Herrera, A., Arroyo, Á., Jiménez, A. & Herrero, Á., 2023. Artificial Intelligence as Catalyst for the Tourism Sector: A Literature Review. *Journal of Universal Computer Science*, 28 12, 29(12), pp. 1439-1460.

Hoang, A., 2023. *Taking advantage of Chatbot to promote Hue cuisine*. [Online]

Available at: <https://khamphahue.com.vn/en-us/Hue-24h/Detail/tid/Taking-advantage-of-Chatbot-to-promote-Hue-cuisine.html/pid/16371/cid/512>

[Accessed 19 06 2024].

Hoang, H. T., 2022. *Phát triển kinh tế số và xã hội số ở Việt Nam*. [Online]

Available at: <https://www.quanlynhanuoc.vn/2022/05/05/phat-trien-kinh-te-so-va-xa-hoi-so-o-viet-nam/>

[Accessed 29 06 2024].

- Hoang, L., 2023. *Sức hút tại Bảo tàng Lịch sử quốc gia*. [Online]  
Available at: <https://hanoimoi.vn/suc-hut-tai-bao-tang-lich-su-quoc-gia-18675.html>  
[Accessed 01 06 2024].
- Hodges, C. P., 2005. A facility manager's approach to sustainability. 01 12, 03(1472-5967), pp. 312-324.
- Ho, G. T., 2022. Factors Influencing the Decisions on Choosing Ho Chi Minh City as A Destination of North American Tourists. *Scholarly Journal*, 01 04, 23(187), pp. 138-142.
- Holland, S. P., Mansur, E. T., Muller, N. Z. & Yates, A. J., 2021. The environmental benefits of transportation electrification: Urban buses. *Energy Policy*, 01. Volume 148.
- Ho, V., 2022. *Sleepless HCM City and the night-time economy*. [Online]  
Available at: <https://vietnamnet.vn/en/sleepless-hcm-city-and-the-night-time-economy-2052534.html>  
[Accessed 29 04 2024].
- Hoyes, M., 2023. *Embrace the future: we reveal our travel predictions for 2024*. [Online]  
Available at: <https://partner.booking.com/en-gb/click-magazine/trends-insights/2024-travel-predictions>  
[Accessed 19 06 2024].
- H. Q., 2015. *Sức chứa du lịch – yếu tố quan trọng phát triển du lịch*. [Online]  
Available at: <https://vietnamtourism.gov.vn/post/16573>  
[Accessed 06 02 2023].
- Hristov, D. & Zehrer, A., 2015. The destination paradigm continuum revisited: DMOs serving as leadership networks. *Tourism Review*, 15 06, 70(1660-5373), pp. 116-131.
- Huang, A. et al., 2024. Unpacking AI for hospitality and tourism services: Exploring the role of perceived enjoyment on future use intentions. *International Journal of Hospitality Management*, 05. Volume 119.
- Hung, Q., 2015. *Sức chứa du lịch – yếu tố quan trọng phát triển du lịch*. [Online]  
Available at: <https://vietnamtourism.gov.vn/post/16573>  
[Accessed 16 03 2024].
- Huong, N. L., 2020. *Solo travel: The growing trend in the coming years*. [Online]  
Available at: <https://solotravelerworld.com/about/solo-travel-statistics-data/>  
[Accessed 04 02 2024].
- Hussain, H. N., Alabdullah, T. T. Y. & Jamal, K. . A. M., 2023. Implementing Technology for Competitive Advantage in Digital Marketing. *International Journal of Scientific and Management Research*, 06 06, 06(06), pp. 95-114.
- Huyen, B. T. N., 2023. Solutions for the sustainable tourism development in vietnam. *Industry and Trade Magazine*, 15 04.

- Iacus, S. M. et al., 2020. Estimating and projecting air passenger traffic during the COVID-19 coronavirus outbreak and its socio-economic impact. *Safety Science*, 09, 129(2020), pp. 06-08.
- Iberdrola, 2021. *Cultural tourism, the best way to travel and get to know the world*. [Online] Available at: <https://www.iberdrola.com/culture/what-is-cultural-tourism-and-importance> [Accessed 26 05 2024].
- Ignatieva, I., Saraeva, O., Zedgenizova, I. & Zvezdina, A., 2023. The impact of the digital economy on employment and labour market transformations: The main trends. *International Journal of Innovative Research and Scientific Studies*, 20 04, 06(03), pp. 507-513.
- Inversini, A., Chen, M. & Keller, A., 2023. *Digital Transformation: A Competitive Edge in Tourism & Hospitality*. [Online] Available at: <https://hospitalityinsights.ehl.edu/digital-transformation-competitive-edge-tourism-hospitality> [Accessed 25 06 2024].
- Irani, F., Öztüren, A. & Akhshik, A., 2021. *Host–tourist interactions and residents’ attitudes towards sustainable tourism development*. 01 ed. 04: goodfellowpublishers.
- Jack, M. E., 2022. Intangible Cultural Heritage and Participation: Encounters with Safeguarding Practices. *Museum Management and Curatorship*, 17 08, 37(05), pp. 561-563.
- Jackson, S. L., 2009. *Research Methods and Statistics: A Critical Thinking Approach, Third Edition*. s.l.: Wadsworth Publishing.
- Joe Hair, Marko Sarstedt, Lucas Hopkins and Volker Kuppelwieser, 2014. Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool for Business Research. 01, Volume 26, pp. 106-121.
- Joseph F. Hair Jr, William C. Black, Barry J. Babin, Rolph E. Anderson, 2019. *Multivariate Data Analysis*. 08 ed. s.l.: Annabel Ainscow.
- Joseph F. Hair Jr. William C. Black, Barry J. Babin and Rolph E. Anderson, 2009. *Multivariate Data Analysis*. 02. Issue ISBN 10: 1-292-02190-X.
- Joseph F. Hair; Jr. William C. Black; Barry J. Babin & Rolph E. Anderson, n.d. *Multivariate Data Analysis*. s.l.: s.n.
- Joseph, . F. H. J., William, C. B., Barry, J. B. & Rolph, E. A., 1998. *Multivariate Data Analysis*. 08 ed. s.l.: Cengage Learning.
- Juntao, M., Shixuan, W., Jie, G. & Wei, S., 2019. *A Literature Review on Financing Constraints*. (Shenzhen), China, Atlantis Press SARL.
- Jus & Misrahi, 2021. *Global economic impact & trends 2021*, s.l.: World Travel & Tourism Council.

- J., Utama, B. W. & Gunadi, W., 2023. Factors that Influencing Revisit Intention to Japan towards Japanese Culture Enthusiast. *European Journal of Business and Management Research*, 03 12, 08(06), p. 155–165.
- Kaiser, H., 1974. An index of factorial simplicity. *Psychometrika*, 01 03, 39(01), p. 31–36.
- Kallio, H., Pietilä, A.-M., Johnson, M. & Kangasniemi, M., 2016. Systematic methodological review: developing a framework for a qualitative semi-structured interview guide. *Journal of Advanced Nursing*, 25 05, 72(12), pp. 2954-2965.
- Kamble, A. & Deshmukh, R., 2021. *Personalized Travel and Experiences Market Size, Share, Competitive Landscape and Trend Analysis Report, by Service type, Mode of booking, Age Group, Purpose : Global Opportunity Analysis and Industry Forecast 2021-2030*, s.l.: Travel & Luxury Travel.
- Kang, H., 2020. Ancient Religious Art from the Óc Eo Civilization in Southern Vietnam. *Korean J Art Hist*, 25 01, 305(01), pp. 171-196.
- Khadaroo, J. & Seetanah, B., 2007. Transport Infrastructure And Tourism Development. *Annals of Tourism Research*, 10, 34(04), p. 1021–1032.
- Khadaroo, J. & Seetanah, B., 2008. The role of transport infrastructure in international tourism development: A gravity model approach. *Tourism Management*, 10, 29(05), pp. 831-840.
- King, J., 2023. *Value for investment*. [Online]  
Available at: <https://www.julianking.co.nz/vfi/resources/>  
[Accessed 05 12 2023].
- Koçyiğit, M. & Küçükcivil, B., 2022. *Handbook of Research on Digital Communications, Internet of Things, and the Future of Cultural Tourism*. 01 ed. s.l.:IGI Global.
- Kodavath, Y. L., 2015. Communication for Development- Role of Folk Performing Arts. *Indian journal of applied research*, 05, 05(05), pp. 19-20.
- Lambah, P. & Bhattacharya, A., 2022. *Watch, learn, go: Why online video is key to connecting with today's travelers*. [Online]  
Available at: <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/video-marketing-post-pandemic-travelers/>  
[Accessed 01 06 2024].
- Lam, M., 2017. *Doanh nghiệp du lịch Việt vẫn “loay hoay” với ứng dụng CNTT*. [Online]  
Available at: <https://sdl.thuathienhue.gov.vn/?gd=7&cn=85&tc=2616>  
[Accessed 02 06 2024].
- Lasahido, M. S. & Saputra, J. A. M., 2021. *Cultural Tourism*. India: Novateur Publication.
- Lawnet, 2023. *Resolution No. 82/NQ-CP dated May 18, 2023 on primary tasks and solutions for promoting rapid recovery and effective, sustainable development of tourism*. [Online]  
Available at: <https://lawnet.vn/en/vb/Resolution-82-NQ-CP-2023-primary-tasks-promoting->

[rapid-recovery-sustainable-development-tourism-8AD93.html](#)

[Accessed 28 06 2024].

Lim, W. M., Jasim, M. K. & Das, M., 2024. Augmented and virtual reality in hotels: Impact on tourist satisfaction and intention to stay and return. *International Journal of Hospitality Management*, 01, Volume 116, pp. 2-3.

Lin , H. H. et al., 2022. Can cultural tourism resources become a development feature helping rural areas to revitalize the local economy under the epidemic? An exploration of the perspective of attractiveness, satisfaction, and willingness by the revisit of Hakka cultural tourism. *Open Geosciences*, 14 06, 14(01), pp. 590-606.

Liu, C. & Wei, Y., 2016. The Impacts of Time Constraint on Users' Search Strategy. *Proceedings of the Association for Information Science and Technology*, 27 12, 52(01), pp. 1-6.

Liu, G. & Chen, J. S., 2014. A Dynamic Model for Managing Cultural Tourism. *Asia Pacific Journal of Tourism Research*, 04 04, 20(05), pp. 500-514.

Liu, G. & Chen, J. S., 2014. A Dynamic Model for Managing Cultural Tourism. *Asia Pacific Journal of Tourism Research*, 04 04, 20(05), pp. 500-514.

Li, X., Groot, M. d. & Bäck, T., 2021. Using forecasting to evaluate the impact of COVID-19 on passenger air transport demand. *Decision Sciences*, 19 08, 54(04), pp. 359-466.

Li, Y. et al., 2022. Spatial-Temporal Deep Intention Destination Networks for Online Travel Planning. *IEEE Transactions on Intelligent Transportation Systems*, 01 03, 23(03), pp. 2688 - 2700.

Li, Z. et al., 2022. Tourists' Health Risk Threats Amid COVID-19 Era: Role of Technology Innovation, Transformation, and Recovery Implications for Sustainable Tourism. *Frontiers in Psychology*, 07 04.12(2021).

Lokhandwala, M. & Hua, C., 2018. Dynamic ride sharing using traditional taxis and shared autonomous taxis: A case study of NYC. *Transportation Research Part C: Emerging Technologies*, 12, 97(2018), pp. 45-60.

Loureiro, S. M. C. et al., 2022. Culture, heritage looting, and tourism: A text mining review approach. *Environmental Psychology*, 08 08.13(2022).

LuatVietnam, 2020. *Decision No. 147/QĐ-TTg 2020 approving the strategy of tourism development for Vietnam*. [Online]

Available at: <https://english.luatvietnam.vn/decision-no-147-qd-ttg-on-approving-the-strategy-of-tourism-development-for-vietnam-by-2030-180149-doc1.html>

[Accessed 12 06 2023].

Luu, D. D., 2023. *Nghệ nhân có vai trò quan trọng trong phát triển làng nghề truyền thống ở Việt Nam*. [Online]

Available at: <https://nongthonvaphattrien.vn/nghe-nhan-co-vai-tro-quan-trong-trong-phat->

[trien-lang-nghe-truyen-thong-o-viet-nam-a5106.html](https://trien-lang-nghe-truyen-thong-o-viet-nam-a5106.html)

[Accessed 25 06 2024].

Lyons, G., 2006. The role of information in decision-making with regard to travel. *IEE Proceedings - Intelligent Transport Systems*, 09, 153(03), pp. 199 - 212.

MacCallum, R. C., Widaman, K., Zhang, S. & Hong, S., 1999. Sample Size in Factor Analysis. *Psychological Methods*, 03, 04(01), pp. 84-99.

Mallick, S. U., 2023. Promoting tourism through digital marketing. *The American Journal of Management and Economics Innovations*, 26 10, 05(10), pp. 62-85.

Mandić, A. & Praničević, D. G., 2019. The Impact of ICT on Actors Involved in Smart Tourism Destination Supply Chain. *Review of Tourism Research (eRTR)*, 02, 16(02), pp. 234-243.

Marks, A., Wilkes, L., Blythe, S. & Griffiths, R., 2017. A novice researcher's reflection on recruiting participants for qualitative research. *Nurse researcher*, 09, 25(02), pp. 34-38.

Mathew, P. V. & Sreejesh, S., 2017. Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 06, Volume 31, pp. 83-89.

McIntosh, R. W., 1986. *Tourism : principles, practices, philosophies*. 05 ed. New York: New York: Wiley .

Medarić, Z., Sulyok, J., Kardos, S. & Gabruč, J., 2021. Lake balaton as an accessible tourism destination – the stakeholders' perspectives. *Hungarian Geographical Bulletin*, 30 09, 70(20645031), pp. 233 - 247.

Mihalic, T., 2016. Sustainable-responsible tourism discourse – Towards 'responsustable' tourism. *Journal of Cleaner Production*, 16 01, Volume 111, pp. 461-470.

Millán, Á. & Esteban, Á., 2004. Development of a multiple-item scale for measuring customer satisfaction in travel agencies services. *Tourism Management*, 10, 25(05), pp. 533-546.

Moore, J. & Pratt, M. K., 2023. *What is digital transformation? Everything you need to know*. [Online]

Available at: <https://www.techtarget.com/searchcio/definition/digital-transformation>

[Accessed 02 05 2024].

MPI, 2024. *2023 Annual report on Vietnamese enterprises' digital transformation*, s.l.: Digital transformation office, Agency for Enterprise Development, Ministry of Planning.

mysmartjourney.com, 2023. *What are the travel trends in tourism?*. [Online]

Available at: <https://mysmartjourney.com/en-ca/post/what-are-the-travel-trends-in-tourism>

[Accessed 22 06 2024].

- MySmartJourney, 2022. *What is innovation in travel and tourism?*. [Online]  
Available at: <https://mysmartjourney.com/en-ca/post/innovations-in-travel-and-tourism-industry>  
[Accessed 25 06 2024].
- Nataliia Chorna, nataliia korzh, alla kiziun, natalia onyshchuk and Kateryna Antoniuk, 2024. *AD ALTA Journal of Interdisciplinary Research*, 01.pp. 136-140.
- Ngo, D. T. & Nguyen, L. T. H., 2024. Opportunities and Challenges in Digital Transformation of the Tourism. *International Journal of Advanced Multidisciplinary Research and Studies*, 12 02.pp. 1310-1313.
- Ngo, P. M., 2022. Opportunities and Challenges of Digital Transformation in Vietnam's. *International Journal of Economics, Business and Management Research*, 06(12).
- Nguyen , H. X., Nguyen, L. C. T., Khuu, D. M. & Nguyen, P. V., 2016. Factors Affecting Tourist Destination Choice: The Case of Destinations in Ho Chi Minh City, Vietnam. *International Journal of Religion*, 01 06, 05(09), p. 843–855.
- Nguyen, B. N. & Van , H. T. H., 2021. Impact of the Covid-19 Pandemic to the Tourism Industry: Evidence from Vietnam. *Estudios de Economía Aplicada*, 26 11, 39(12), pp. 27-36.
- Nguyen, D. H. & Nguyen, N. V., 2021. Analysis Study of Current Transportation Status in Vietnam's Urban Traffic and the Transition to Electric Two-Wheelers Mobility. *Sustainability*, 17 05, 13(10), p. 5577.
- Nguyen, P. X., 2019. The bus transportation issue and people satisfaction with public transport in Ho Chi Minh city. *Journal of Mechanical Engineering Research and Developments*, 22 01, Issue 1024-1752, pp. 10-16.
- Nguyen, T., 2022. [Online]  
Available at: <https://marketingai.vn/du-lich-ca-nhan-xu-huong-du-lich-dang-no-ro-tai-thi-truong-viet-nam-19467981.htm>  
[Accessed 26 05 2024].
- Nguyen, T. & Bui, O., 2020. *Stage of "Going Green" movement among hotels in Vietnam*, s.l.: Outbox Consulting & Informa Markets Vietnam.
- Nguyen, T. M. & Nguyen, D. T., 2021. Impact of the Industrial Revolution 4.0 on Vietnamese Cultural Development. *Linguistics and Culture Review*, 18 11, 06(01), pp. 45-54.
- Nguyen, T. T. T., 2021. *Vietnam as a Digital Society*, Ha Noi: Thanh Nien Publishing House.
- Nicolas, A., 2023. *Operationalisation in Qualitative Research*. [Online]  
Available at: <https://essays.uk/operationalisation-in-qualitative-research/>  
[Accessed 24 07 2024].
- N. T., 2018. *International OTAs holds 80% of Vietnam's online travel market share*. [Online]  
Available at: <https://hanoitimes.vn/international-otas-holds-80-of-vietnams-online-travel->

[market-share-4673.html](#)

[Accessed 07 06 2024].

Nugroho, L. D. et al., 2023. *Legal Policy of Implementation Green Economy In the Tourism Sector To Realize Sustainable Tourism And Environment*. Bangkalan, Indonesia, IOP Publishing Ltd.

Nunnally, J. C., 1978. *Psychometric theory*. 02 ed. New York: McGraw-Hill.

O'Connor, P., 2020. Online tourism and hospitality distribution: a perspective article. *Emerald Publishing Limited*, 20 02, 75(01), pp. 290-293.

Ozdemir, O., Dogru, T., Kizildag , M. & Erkmen, E., 2023. A critical reflection on digitalization for the hospitality and tourism industry: value implications for stakeholders. *International Journal of Contemporary Hospitality Management*, 02 08, 35(2023), pp. 3305-3321.

Pawestri, A., Wahyuliana, I., Nugroho, L. D. & Rusdina, E., 2022. Optimizing the Role of Local Governments in Improving the Fulfilment of Tourist Rights. *SHS Web of Conferences*, 18 11. Volume 149.

Peterson, B., 2019. *More Than Half of Travelers Would Pay More for Personalized Itineraries*. [Online]

Available at: <https://www.travelmarketreport.com/articles/%20%20%20%20/retail-strategies/articles/more-than-half-of-travelers-would-pay-more-for-personalized-itineraries>

[Accessed 06 05 2024].

Peterson, R. A., 2000. A Meta-Analysis of Variance Accounted for and Factor Loadings in Exploratory Factor Analysis. *Marketing Letters*, 11(03), p. 08.

Petronela, T., 2016. The importance of the intangible cultural heritage in the economy. *Procedia Economics and Finance*, 16 07, 39(2016), pp. 731-736.

Pham, N. T. T., 2016. Tourism-personalizing trend– development premises and strategic recommendations. *Science and Technology Development Magazine*, 19(05).

Plantrip, n.d. *Understanding Cultural Tourism*. [Online]

Available at: <https://plantrip.io/glossary/cultural-tourism>

[Accessed 30 06 2024].

Prasad, R. & Kajol, S., 2018. The Role and Importance of Social Media Marketing in The Tourism Sector. *International Journal of Emerging Technologies and Innovative Research*, 01 12, 05(12), pp. 179-192.

Premuzic, T. C., 2021. *The Essential Components of Digital Transformation*. [Online]

Available at: <https://hbr.org/2021/11/the-essential-components-of-digital-transformation>

[Accessed 03 02 2024].

Prideaux, B., 2000. The role of the transport system in destination development. *Tourism Management*, 02, 21(01), pp. 53-63.



- Pullman, M., 2017. *Guided Tours vs independent travel*. [Online]  
Available at: [https://www.wildfrontierstravel.com/en\\_GB/blog/guided-tour-vs-independent-travel](https://www.wildfrontierstravel.com/en_GB/blog/guided-tour-vs-independent-travel)  
[Accessed 22 06 2024].
- Riggs, W. W., 2019. *Evolving Transportation Sustainability*. University of San Francisco, USA: IGI Global Scientific Publishing.
- Ristić, Z., 2018. Cultural tourism as a unique form of sustainable tourism – Cultural tourism resources as tourism offer factors. *Scholarly Journal*, 17 5, 01(17), pp. 63-71.
- Ritchie, J. & Crouch, G., 2000. The Competitive Destination: A Sustainable Tourism Perspective. *Tourism Management*, 02, 21(01), pp. 1-7.
- Rodrigue, J. P., 2023. *B.7 – Tourism and Transport*. [Online]  
Available at: <https://transportgeography.org/contents/applications/tourism-transport/>  
[Accessed 03 05 2024].
- Rojas , H. R. & Alcocer , H. N., 2021. The role of traditional restaurants in tourist destination loyalty. *PLOS One*, 17 06.
- Romão, J., Okada, M., Machino, K. & Nijkamp, P., 2021. Destination management and sustainable development through the common lens of the Commons. *The Journal of ERSA*, 09 02, 08(01), p. 75–95.
- Ruhanen, L. & Whitford, M., 2019. Cultural heritage and Indigenous tourism. *Journal of Heritage Tourism*, 21 02, 14(03), pp. 179-191.
- S., 2023. *The Business of Online Travel*. [Online]  
Available at: <https://www.inevitabilityresearch.com/p/the-business-of-online-travel>  
[Accessed 22 06 2024].
- Saqib, A., 2020. Diversity, Tourism and Economic Development: An international perspective. *Tourism Analysis*, 03 03, 25(01), pp. 21-41.
- Sarnacchiaro, P., Luongo, S., Sepe, F. & Corte, V. D., 2024. The role of blockchain technology in the tourism industry: analyzing the factors affecting its adoption. *Quality & Quantity*, 14 02.
- Sayeh, S., 2022. Tourist’s Segmentation Based on Culture as their primary Motivation. *Athens Journal of Tourism*, 09, 09(03), pp. 183-194.
- Schwab, K. et al., 2017. *The Travel & Tourism Competitiveness Report 2017*, Geneva : World Economic Forum.
- Shambour, Q. Y., Abualhaj, M. M., Shareha, A. A. A. & Kharma, Q. M., 2023. Personalized Tourism Recommendations: Leveraging User Preferences and Trust Network. *Interdisciplinary Journal of Information, Knowledge*, 12, 19(2024), p. 17.

- Sharma, R., 2022. Influence of social media in travel decision making. *REST Journal on Data Analytics and Artificial*, 01(03), pp. 42-50.
- Sharpley, R., 2000. The influence of the accommodation sector on tourism development: lessons from Cyprus. *International Journal of Hospitality Management*, 31 07, 19(03), pp. 275-293.
- Shih, W. & Do, N., 2016. Impact of Tourism on Long-Run Economic Growth of Vietnam. *Modern Economy*, 28 03, 07(03), pp. 371-376.
- Sohrabi, B., Vanani, I., Tahmasebipur, K., & Fazli, S., 2012. An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International Journal of Hospitality Management*, 03, 31(01), pp. 96-106.
- Sohrabi, B., Vanani, I. R., Tahmasebipur, K. & Fazli, S., 2012. An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International Journal of Hospitality Management*, 03, 31(01), p. 96–106.
- Spalding, M. D. et al., 2023. Nature dependent tourism – Combining big data and local knowledge. *Journal of Environmental Management*, 01 07.337(2023).
- Stebbins, R., 1996. Cultural Tourism as Serious. *Annals of Tourism Research*, 10, 23(04), pp. 948-950.
- Stebbins, R., 1996. Cultural tourism as serious leisure. *Annals of Tourism Research*, 01, 23(04), pp. 948-950.
- Sutrisno, M., Syuaib, M., Nuryuningsih & Yudhitya, A. G., 2021. Community self-organization system: Paradigm shift and strategy in preserving city history. *3rd International Seminar on Livable Space*.
- T. A., 2019. *Vai trò của Tổ nghề và nghệ nhân đối với việc hình thành và phát triển làng nghề trong cuốn “Những làng nghề thủ công tiêu biểu của Thăng Long Hà Nội”*. [Online] Available at: [http://www.nxbhanoi.com.vn/chi\\_tiet\\_tin/tabid/204/cateID/4/artilceID/20398/language/en-US/Default.aspx](http://www.nxbhanoi.com.vn/chi_tiet_tin/tabid/204/cateID/4/artilceID/20398/language/en-US/Default.aspx) [Accessed 25 06 2024].
- Taherdoost, H., 2018. Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*, 31 07, 05(02), pp. 18-27.
- Talalova, L. N., Chu, H. T. & Gardiennet, A., 2021. Eco-friendly and agricultural destinations as green tourism trends. *RUDN Journal of Ecology and Life Safety*, 29(03), p. 266–276.
- Tang, Q., 2022. A Personalized Travel Route Recommendation Model Using Deep Learning in Scenic Spots Intelligent Service Robots. *Journal of Robotics*, 21 04, 2022(16879600), pp. 1-8.

- T. B., 2021. *Vietnam approves Education Society Scheme in 2021-2030 amid digital transformation*. [Online]  
Available at: <https://vir.com.vn/vietnam-approves-education-society-scheme-in-2021-2030-amid-digital-transformation-86247.html#:~:text=Vietnam%20approves%20Education%20Society%20Scheme%20in%202021%2D2030%20amid%20digital%20transformation,-July%2031%2C%202021&text=The%2>  
[Accessed 09 07 2023].
- T. C. & T. D., 2022. *Đau đầu với taxi trả hình 'chặt chém' khách*. [Online]  
Available at: <https://tuoitre.vn/dau-dau-voi-taxi-tra-hinh-chat-chem-khach-20221006081928903.htm>  
[Accessed 22 06 2024].
- Telecommunication, 2024. *Ho Chi Minh City's economy in 2024 is forecast to get better*. [Online]  
Available at: <https://www.vietnam.vn/en/kinh-te-tp-hcm-nam-2024-du-bao-khoi-sac-hon/>  
[Accessed 01 05 2024].
- T. H., 2021. *Phục hồi nguồn nhân lực du lịch sau đại dịch COVID-19*. [Online]  
Available at: <https://vietnamtourism.gov.vn/post/37613>  
[Accessed 07 05 2023].
- Thai, P., 2022. *Doanh nghiệp Nhật Bản kiến nghị dẹp taxi “dù” ở sân bay Tân Sơn Nhất*. [Online]  
Available at: <https://nld.com.vn/kinh-te/doanh-nghiep-nhat-ban-kien-nghi-dep-taxi-du-o-san-bay-tan-son-nhat-20221130135019775.htm>  
[Accessed 22 06 2024].
- Thangkitwuttikul, N., Pancharee, C., Ananthanate, P. & Wongsai, S., 2019. *An optimal tourist route along the Bangkok sky train line using linear programming*. Tokyo, Japan, s.n.
- The Editors of Encyclopædia Britannica, 2016. *Ho Chi Minh City*. [Online]  
Available at: <https://www.britannica.com/place/Ho-Chi-Minh-City>  
[Accessed 05 06 2024].
- The Man in Seat 61, n.d. *Breakfast in London, dinner in Barcelona*. [Online]  
Available at: <https://www.seat61.com/european-train-travel.htm>  
[Accessed 01 05 2024].
- TheOutboxCompany, 2023. *Vietnamese traveler profile in Q1 2023*. [Online]  
Available at: <https://the-outbox.com/vietnamese-traveler-profile-in-q1-2023/>  
[Accessed 22 06 2024].
- TheWorld&Vietnam, 2024. *Digital transformation, smart tourism help Vietnam's smokeless industry making breakthrough*. [Online]  
Available at: <https://en.baoquocte.vn/digital-transformation-smart-tourism-help-vietnams->

[smokeless-industry-making-breakthrough-254570.html](https://www.smokeless-industry-making-breakthrough-254570.html)

[Accessed 28 06 2024].

Thurley, S., 2005. Into the future. *The British & Irish Archaeological Bibliography*, 14 07, Volume 49, pp. 26 - 27.

Thuvienphapluat, 2017. *Law on tourism*. [Online]

Available at: <https://thuvienphapluat.vn/van-ban/EN/Van-hoa-Xa-hoi/Law-09-2017-QH14-on-tourism/360188/tieng-anh.aspx>

[Accessed 09 10 2023].

TITC, 2021. *2020: Vietnam Tourism strives to revive from global pandemic with unprecedented difficulties*. [Online]

Available at: <https://vietnamtourism.gov.vn/en/post/15630>

[Accessed 29 05 2024].

TITC, 2022. *Hoa Lo Prison Relic: To bring history closer to public*. [Online]

Available at: <https://vietnamtourism.gov.vn/en/post/17438>

[Accessed 10 09 2023].

TITC, 2023. *Vietnam wins big at World Travel Awards 2023*. [Online]

Available at: <https://vietnamtourism.gov.vn/en/post/19022>

[Accessed 19 06 2024].

T. M., 2024. *Hơn 4 triệu lượt khách quốc tế đến thành phố Hồ Chí Minh*. [Online]

Available at: <https://hanoimoi.vn/hon-4-trieu-luot-khach-quoc-te-den-thanh-pho-ho-chi-minh-679159.html#:~:text=T%E1%BB%95ng%20thu%20ng%C3%A0nh%20Du%20%E1%BB%8Bch,v%E1%BB%9Bi%20k%E1%BA%BF%20ho%E1%BA%A1ch%20n%C4%83m%2024>

24.

[Accessed 01 10 2024].

Tourbit, 2022. *Key enabling technologies for tourism SMEs digital transition*. [Online]

Available at: <https://tourbit.eu/key-enabling-technologies>

[Accessed 28 06 2024].

Tran, H., 2023. *Chuyển đổi số - 'đòn bẩy' giúp ngành du lịch phát triển bền vững*. [Online]

Available at: <https://tuyengiao.vn/chuyen-doi-so-don-bay-giup-nganh-du-lich-phat-trien-ben-vung-147722>

[Accessed 28 06 2024].

Tran, R., 2019. *9 Different Modes of Transportation in Vietnam*. [Online]

Available at: <https://vietnamdiscovery.com/different-modes-of-transportation-in-vietnam/>

[Accessed 02 05 2024].

TravelPerk, 2024. *www.travelperk.com*. [Online]

Available at: <https://www.travelperk.com/blog/gen-z-travel-statistics-trends/>

[Accessed 16 05 2024].

- Trenerly, B. et al., 2021. Preparing Workplaces for Digital Transformation: An Integrative Review and Framework of Multi-Level Factors. *Frontiers in Psychology*, 23 03.12(2021).
- Trieu, V. T., 2022. *Vai trò của nghệ nhân dân gian đối với sự nghiệp bảo tồn và phát huy bản sắc văn hóa dân tộc*. [Online]  
Available at: <http://danvan.vn/Home/Dan-toc-Ton-giao-truyen-thong-va-phat-trien/16604/Vai-tro-cua-nghe-nhan-dan-gian-doi-voi-su-nghiep-bao-ton-va-phat-huy-ban-sac-van-hoa-dan-toc>  
[Accessed 25 06 2024].
- T. T., 2023. *VOVI*. [Online]  
Available at: <https://vov.vn/du-lich/di-tich-nha-tu-hoa-lo-thu-hut-du-khach-nho-cach-lam-sang-tao-post1043125.vov>  
[Accessed 07 09 2024].
- Tuan, A., 2023. *Thị trường khách sạn Thành phố Hồ Chí Minh phục hồi hơn 92%*. [Online]  
Available at: <https://www.vietnamplus.vn/thi-truong-khach-san-thanh-pho-ho-chi-minh-phuc-hoi-hon-92-post886377.vnp>  
[Accessed 19 06 2024].
- TuoiTreNews, 2019. *Bad traffic a roadblock to tourism in Vietnam: expat*. [Online]  
Available at: <https://tuoitrenews.vn/news/city-diary/20191206/bad-traffic-a-roadblock-to-tourism-in-vietnam-expat/52118.html>  
[Accessed 03 05 2024].
- Um, S. & Crompton, J. L., 1990. Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 26 01, 17(03), pp. 432-448.
- UNCTAD, 2021. *Global economy could lose over \$4 trillion due to COVID-19 impact on tourism*. [Online]  
Available at: <https://unctad.org/news/global-economy-could-lose-over-4-trillion-due-covid-19-impact-tourism>  
[Accessed 09 05 2023].
- United Nations, 2015. *Transforming our World: The 2030 Agenda for Sustainable Development*, s.l.: United Nations.
- United Nations, 2010. *International Recommendations for Tourism Statistics 2008*, New York: United Nations Publication.
- UN-Tourism, 2020. *International tourism growth continues to outpace the global economy*. [Online]  
Available at: <https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy>  
[Accessed 09 09 2023].
- UN-Tourism, 2021. *Tourist Numbers Down 83% but Confidence Slowly Rising*. [Online]  
Available at: <https://www.unwto.org/news/tourist-numbers-down-83-but-confidence-slowly>

rising

[Accessed 08 02 2023].

UN-Tourism, n.d. *COVID-19 and Tourism*. [Online]

Available at: <https://www.unwto.org/covid-19-and-tourism-2020>

[Accessed 05 20 2023].

Urošević, M., Stanojević, M. & Đorđević, D., 2024. Urban Tourism Destinations in the World. *Economic Themes*, 01, 61(03), pp. 343-364.

Var, T. & Gunn, C., 2003. *Tourism Planning: Basics Concepts Cases*. 04 ed. s.l.:Routledge.

VBC, n.d. *What is Digital Society? Digital Society in Vietnam*. [Online]

Available at: <https://vietnamblockchain.asia/post/5669544/what-is-digital-society>

[Accessed 29 06 2024].

Venkatesh, V., Brown, S. A. & Sullivan, Y. W., 2016. Guidelines for Conducting Mixed-methods Research: An Extension and Illustration. *Journal of the AIS*, 17(07), pp. 435-495.

Vietnam-Insider, 2020. *You can now go glamping in Ho Chi Minh City in a double decker bus*. [Online]

Available at: <https://vietnaminsider.vn/vi/you-can-now-go-glamping-in-ho-chi-minh-city-in-a-double-decker-bus/>

[Accessed 22 06 2024].

VietnamPlus, 2023. *Culture contributes to creating Vietnam's strong tourism brand*. [Online]

Available at: <https://en.vietnamplus.vn/culture-contributes-to-creating-vietnams-strong-tourism-brand-post272143.vnp>

[Accessed 11 06 2024].

VietnamPlus, 2023. *HCM City's hospitality market reaches over 92% of pre-pandemic level*. [Online]

Available at: <https://en.vietnamplus.vn/hcm-citys-hospitality-market-reaches-over-92-of-pre-pandemic-level-post265323.vnp>

[Accessed 06 07 2024].

VietnamPlus, 2023. *Sci-tech, innovation should be key driving force of growth: PM*. [Online]

Available at: <https://en.vietnamplus.vn/sci-tech-innovation-should-be-key-driving-force-of-growth-pm-post253211.vnp>

[Accessed 29 06 2024].

VietnamPlus, 2024. *HCM City expects strong tourism growth in 2024*. [Online]

Available at: <https://en.vietnamplus.vn/hcm-city-expects-strong-tourism-growth-in-2024-post275734.vnp>

[Accessed 07 06 2024].

Vietravel-Airlines, 2023. *Vietravel Airlines Honored as Asia's Leading Leisure Airline for Travel Experience*. [Online]

Available at: <https://www.prnewswire.com/news-releases/vietravel-airlines-honored-as-asias->

[leading-leisure-airline-for-travel-experience-301920190.html](#)

[Accessed 03 05 2024].

VNA, 2021. *VIETNAM BUSINESS NEWS JUNE 17*. [Online]

Available at: <https://vietnamnet.vn/en/vietnam-business-news-june-17-746099.html>

[Accessed 09 08 2023].

VNA, 2024. *Human resources remain a challenge for tourism sector*. [Online]

Available at: <https://en.vietnamplus.vn/human-resources-remain-a-challenge-for-tourism-sector-post284667.vnp>

[Accessed 22 06 2024].

VNAT, 2021. *vietnam.travel*. [Online]

Available at: <https://vietnam.travel/things-to-do/COVID-19-travel-policies-vietnam>

[Accessed 14 05 2024].

vembassy-oslo.mofa.gov.vn, 2021. *PRESS RELEASE ABOUT THE 13th NATIONAL CONGRESS OF THE COMMUNIST PARTY OF VIETNAM*. [Online]

Available at: <https://vembassy-oslo.mofa.gov.vn/en-us/News/EmbassyNews/Pages/PRESS-RELEASE-ABOUT-THE-13TH-NATIONAL-CONGRESS-OF-THE-COMMUNIST-PARTY-OF-VIETNAM.aspx>

[Accessed 09 05 2023].

VNS, 2022. *Improvement on service quality a must for bus operators*. [Online]

Available at: <https://vietnamnet.vn/en/improvement-on-service-quality-a-must-for-bus-operators-2046812.html>

[Accessed 03 05 2024].

VNS, 2023. *HCM City develops cultural heritage tourism*. [Online]

Available at: <https://vietnamnet.vn/en/hcm-city-develops-cultural-heritage-tourism-2156085.html>

[Accessed 25 06 2024].

VNS, 2024. *Tourism sector's human resources need to adapt better*. [Online]

Available at: <https://vietnamnews.vn/society/1653896/tourism-sector-s-human-resources-need-to-adapt-better.html>

[Accessed 22 06 2024].

VNS, 2024. *Viet Nam develops railway tourism associated with “awakening” heritage*.

[Online]

Available at: <https://vietnamnews.vn/life-style/1654963/viet-nam-develops-railway-tourism-associated-with-awakening-heritage.html>

[Accessed 04 05 2024].

VOV, 2022. *HCM City named among top places to go in Asia in 2023: US magazine*.

[Online]

Available at: <https://vietnamtourism.gov.vn/en/post/18140>

[Accessed 26 05 2024].

- Vu, H. T. T., 2017. *Thu hut khách du lịch quốc tế nghiên cứu cho trường hợp Việt Nam*, Hai Phong: s.n.
- Vu, O. T. K., 2021. *Tác động của đại dịch Covid-19 đến du lịch Việt Nam và giải pháp phát triển trong thời gian tới*. [Online]  
Available at: <https://kinhtevadubao.vn/tac-dong-cua-dai-dich-covid-19-den-du-lich-viet-nam-va-giai-phap-phat-trien-trong-thoi-gian-toi-20644.html>  
[Accessed 09 06 2023].
- Wibowo, G. . A. et al., 2023. The Influence of Social Media on Cultural Integration: A Perspective on Digital Sociology. *International Journal of Science and Society*, 14 09.05(04).
- Winkelman, D. M., 1965. Three American Authors as Semi-Folk Artists. *The Journal of American Folklore*, 78(308), pp. 130-135.
- Workers, 2024. *What's special about the tourism stimulus tour in Ho Chi Minh City?*. [Online]  
Available at: <https://www.vietnam.vn/en/tour-kich-cau-du-lich-o-tp-hcm-co-gi-dac-biet>  
[Accessed 19 06 2024].
- Xiang, Z. & Fesenmaier , D. R., 2022. *Travel Information Search*. s.l.:Springer, Cham.
- Yang, S., Liu, Y. & Xu, L., 2024. The effect of food tourism experiences on tourists' subjective well-being. *Heliyon*, 15 02, 10(03), p. 02.
- Yulius, et al., 2023. *Interoperable QR Code Payment Ecosystem in ASEAN: What It Means for the World*. Bandar Seri Begawan, Brunei Darussalam, Boston Consulting Group.
- Zhang, H., Guo, T. & Su, X., 2021. Application of Big Data Technology in the Impact of Tourism E-Commerce on Tourism Planning. *Hindawi*, 28 05.2021(10762787).
- Zhenhuan Li, Dake Wang, Jaffar Abbas, Saad Hassan, Riaqa Mubeen, 2022. Tourists' Health Risk Threats Amid COVID-19 Era: Role of Technology Innovation, Transformation, and Recovery Implications for Sustainable Tourism. 07 04. Volume 12.
- Zhiqi Lin & S. Mostafa Rasoolimanesh, 2022. Sharing tourism experiences in social media a systematic review. 15 09.
- Zhu, Y. & Zhong, X., 2023. Research and design of intelligent tourism personalized recommendation algorithm in big data environment. *Journal of Computing and Electronic Information Management*, 07, 11(01), pp. 71-73.