

HUE UNIVERSITY
SCHOOL OF HOSPITALITY AND TOURISM



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**THE EFFECT OF TOURISM EXPERIENCE ON
HERITAGE TOURISTS' STORYTELLING BEHAVIOR**

Major: Tourism
Major code: 9810101

**SUMMARY OF TOURISM DOCTORAL
DISSERTATION**

HUE, 2024

The research was completed at: **School of Tourism, Hue Univeristy**
Supervisor: **Assoc. Prof. Dr. Bui Thi Tam**

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PART I. INTRODUCTION

1. The rationale of the study

Previous research has demonstrated that heritage tourism experiences exert a positive influence on tourists' behaviors toward the destination (Rasoolimanesh et al., 2022; Piramanayagam et al., 2021; Ali, 2015; Su & Hsu, 2013; Chen & Chen, 2010). Nevertheless, these studies exhibit two notable limitations. First, earlier investigations have predominantly relied on conventional measures of tourism experience, lacking the integration of appropriate foundational theories to elucidate the nature of heritage tourism experiences and their effects on tourists' perceptions. A comprehensive understanding of the nature and impact of heritage tourism experiences necessitates the application of relevant behavioral psychology theories. Furthermore, the commonly employed measures fail to adequately capture the multifaceted dimensions inherent in heritage tourism experiences

Second, the current theoretical framework regarding tourism experiences has extensively addressed aspects of tourists' communication behaviors, such as word-of-mouth, electronic word-of-mouth, and trip suggestions. However, research focusing on the dissemination of experiential narratives as a variable influencing behavioral intentions remains relatively limited, particularly in the context of heritage tourism destinations (Bassano et al., 2019). Notably, in the era of social media, individuals are significantly influenced by the shared experiences of others and are increasingly willing to disseminate their own experiences that may impact others (Dedeoğlu et al., 2020, as cited in Su et al., 2021).

From another perspective, heritage tourism plays a vital role in the economic and socio-cultural landscape of the destination. In Vietnam, cultural and heritage tourism

is a crucial factor in promoting economic development and enhancing the country's image to a global audience. This presents a significant challenge for professionals, businesses, and regulatory authorities in maintaining the competitiveness of the destination while ensuring the achievement of sustainable tourism economic development objectives.

Based on the aforementioned points, the dissertation titled “*The effect of tourism experience on heritage tourists' storytelling behavior*” has been selected to address the concerns that have been raised.

2. Research objectives

The primary objective of this dissertation is to fill the theoretical gaps concerning the core nature of heritage tourism experiences and their effect on the tourists' storytelling behavior, through an empirical case study conducted in heritage destinations in central region of Vietnam. To achieve this objective, the dissertation focuses on the following specific tasks:

- Developing a measurement scale for heritage tourism experiences;
- Analyzing the effects of heritage tourism experiences on tourist satisfaction, memorability, and the storytelling behavior;
- Proposing implications and recommendations to enhance tourist's experiences and promote positive their storytelling behavior at heritage sites in Central Vietnam

3. Research subjects and survey participants

- *Research subjects*: This dissertation focuses on elucidating the effects of tourism experiences on memorability, trip satisfaction, and the storytelling behavior of heritage tourists.

- *Survey participants:* The author engages with tourists who have experienced heritage tourism at various destinations in central region of Vietnam.

4. Scope of the study

• **Scope of research content:** from the perspective of tourists, the study concentrates on analyzing tourists' perceptions of heritage tourism experiences and their effects on storytelling behavior related to heritage destinations.

• **Spatial scope:** The study is conducted in Thua Thien Hue and Quang Nam province

• **Time scope:**

- Secondary data: The data includes reports from pertinent departments at two destinations covering the period from 2015 to 2022, along with insights derived from a review of additional relevant studies.

- Primary data: Collected through onsite interviews with tourists in the year 2022.

5. New contribution of the study

➤ *Theoretical contributions*

First, this study is among the few to develop a measurement scale grounded in a multidimensional approach, utilizing a combination of research methodologies to operationalize and quantify the concept of heritage experience.

Second, the dissertation provides empirical evidence supporting the application of script theory and the S-O-R (Stimulus-Organism-Response) framework in elucidating tourists' behavioral intentions.

➤ *Practical contributions*

First, the dissertation furnishes valuable, scientifically substantiated insights that assist policymakers in formulating sustainable tourism strategies and managing heritage tourism destinations in accordance

with market exigencies.

Second, the research findings offer a comprehensive understanding of the heritage tourist market at prominent UNESCO World Heritage sites in Central Vietnam.

Third, the orientations derived from the study's results will serve as a reference for travel enterprises and other stakeholders in refining heritage tourism programs and products, as well as enhancing general tourism offerings.

PART II. RESEARCH CONTENT
CHAPTER 1. SCIENTIFIC BASIS OF THE EFFECT
OF TOURISM EXPERIENCE ON STORYTELLING
BEHAVIOR

1.1. Fundamental Concepts

1.1.1. Heritage tourism

Scholars frequently characterize heritage tourism as a mode of tourism predicated on the consumption of distinct resources that possess historical value and significance, collectively termed as heritage (Timothy, 2018). The resources associated with heritage tourism are remarkably diverse, encompassing historical monuments, traditional crafts, folklore, festivals, linguistic heritage, and culinary traditions (Timothy, 2011; Poria et al., 2003).

1.1.2. Heritage tourism destination

A heritage destination is defined as a touristic place that rich in cultural, historical, and traditional resources that have been recognized as heritage by both domestic and international organizations. At such destinations, there exist tourism products specifically designed to leverage the values of heritage, involving the participation of various stakeholders to create an appealing environment that encourages tourists to stay for a minimum duration of 24 hours.

1.2. Heritage tourism experience

Heritage tourism experience refers to the subjective perceptions and evaluations of an individual regarding the

emotional, cognitive, physical, and spiritual aspects related to their interactions throughout the processes preceding, during, and following their visit to a heritage destination.

1.3. Tourist's satisfaction

Oliver (2010, p. 8) defines satisfaction as là *“the consumer's fulfillment response. It is a judgment that a product/service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or overfulfillment”*.

1.4. Memorability

Memorability is a highly complex psychological concept (Su et al., 2023). According to Merriam-Webster (2021, cited in Cao et al., 2024), memorability pertains to the capacity of an experience to be regarded as memorable and to be recalled in the future.

1.5. Tourist's storytelling behavior

Keskin et al. (2016, p. 32) define storytelling behavior as *“sharing and combining of knowledge and experiences through narrative and anecdotes in order to communicate complex ideas, concepts, and causal connections and build connections and associations”*.

CHAPTER 2. RESEARCH METHODOLOGY

2.1. Study sites

This study is centered on the destinations of Thua Thien Hue and Quang Nam, both of which contain UNESCO-recognized heritages and possess abundant natural and cultural tourism resources. Furthermore, these destinations are actively pursuing digitalization initiatives and play a crucial role in promoting the development of heritage tourism products, thereby contributing to the distinctive identity of the Central Coastal region.

2.2. Research Process

The research process begins with a qualitative approach aimed at developing a theoretical framework and formulating appropriate research hypotheses. Through a literature review, the theoretical framework, and hypotheses pertaining to the relationships among variables - tourism experience, satisfaction, memorability, and storytelling behavior – as well as six dimensions of heritage tourism experience are identified based on a synthesis of theoretical perspectives. Subsequently, the expert discussion method is employed to establish a suitable measurement scale for the research variables.

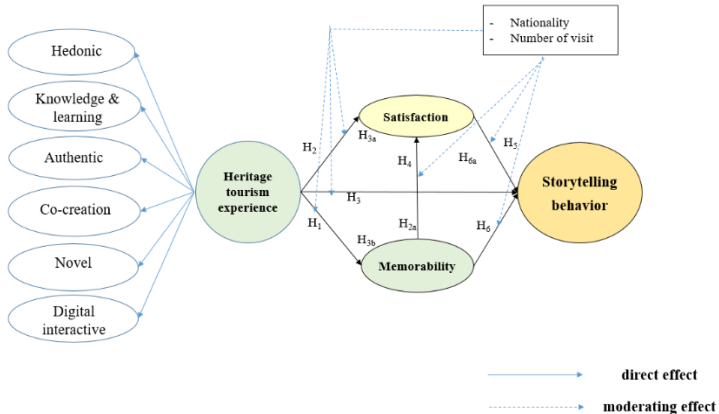


Figure 2.1 Proposed Research Model

In the second phase, following the establishment of the measurement scale and the design of the preliminary questionnaire, the next step in the research process focuses on testing to refine the questionnaire.

In the third phase, an onsite survey is conducted at the two destinations.

2.3. Data collection method

The author aligns with the perspective of Nguyen & Cheung (2014), positing that any individual visiting a heritage area (at any level) is considered a heritage tourist. Accordingly, the subjects of this investigation include both domestic and international tourists visiting heritage sites within the study area. The selection of sample elements is conducted using a non-probability sampling method, employing a combination of purposive and convenience sampling techniques to ensure that the sample structure is adequately distributed across the two research locales.

With a total of 40 measurement variables and the use of factor analysis to assess the measurement model and SEM analysis, the minimum sample size is calculated to be no less than 400 responses. To account for potential invalid responses, the author surveys 540 questionnaires, comprising 190 samples from Quang Nam and 350 samples from Thua Thien Hue. The survey in Thua Thien Hue is conducted at the Imperial City of Hue and the tombs of Emperors Minh Mang, Tu Duc, and Khai Dinh. The Ancient Town of Hoi An serves as the survey site in Quang Nam.

2.4. Data analysis method

Dissertation Integrating Multiple Data Analysis Methods Utilizing SPSS 26.0 and AMOS 26 on Windows:

- Descriptive Statistical Methods
- Factor Analysis Methods: EFA and CFA
- Structural Equation Modeling (SEM)

CHAPTER 3. RESEARCH RESULTS

3.1. Sample characteristics

In a survey comprising 540 distributed questionnaires, a total of 440 responses were collected. Following data cleaning procedures, 423 questionnaires were deemed suitable for in-depth analysis, with 187 samples from Quang Nam and 236 samples from Thua Thien Hue.

Domestic tourists constituted the majority of respondents, with a significant proportion being female. Tourists predominantly belonged to the age groups of 21-30 and 31-40, exhibiting higher educational qualifications and income levels. Most respondents were first-time visitors to the two destinations, traveling with family and friends for the purpose of sightseeing and recreation through self-organized trips.

3.2. Preliminary assessment of measurement scales

The results of the EFA indicate that all measurement variables converge onto their corresponding proposed factors. A total of 9 factors were identified from 40 measurement variables, with no variables excluded and no instances of cross-loading observed. The Total Variance Explained by these 9 factors is 68,13% (greater than 50%), demonstrating that the common variance significantly exceeds the unique variance and error. Furthermore, the reliability assessment using Cronbach's Alpha for each group of factors yielded values greater than 0,70 (ranging from 0,745 to 0,876), indicating a high level of reliability for the measurement scales (Kline, 2011).

3.3. Assessment of the measurement model and reliability of the scales

3.3.1. Assessment of the first-order model

The results of the CFA for the measurement scales of the research concepts indicate that most reliability indices,

as well as convergent and discriminant validity measures, meet the acceptable thresholds. However, one variable (bau4), associated with the factor of authenticity experience, exhibited a standardized loading below 0,5 and was subsequently excluded for a second round of analysis. The results from the second CFA, conducted with the remaining 39 variables, demonstrated a good fit of the model with the research data.

The CR for all factors ranged from 0,809 to 0,957, indicating high reliability in accordance with the criteria set forth by Nunnally and Bernstein (1994). Furthermore, the AVE for each construct exceeded 0,5, and the MSV for each factor was less than its corresponding AVE. Additionally, the square root of the AVE for each factor was greater than the correlations with other factors, further confirming adequate discriminant validity.

3.3.2. Assessment of the second-order model of heritage tourism experience

All observed variables of the experience factors are significant in the model, with p-values less than 0,001. Furthermore, all standardized factor loadings exceed 0,5, indicating that these observed variables exhibit a high level of appropriateness and are thus included for testing in the second-order structural components (Hair et al., 2010).

The results of the CFA for the second-order measurement model of tourism experience, encompassing 25 variables, reveal that the model demonstrates a good fit with the research data. The fit indices indicate a CMIN/df ratio of 1,732 ($\chi^2/df = 450.362/260$ and $p = 0,000$); GFI = 0,861; CFI = 0,920; TLI = 0,907; and RMSEA = 0,059. The standardized regression weights for all variables are greater than 0,50, with the lowest being 0,531.

3.3.3. Assessment of the overall structural model

The results of the CFA for the overall measurement model indicate that, with 677 degrees of freedom, the model demonstrates a good fit with the research data. The findings also reveal that the standardized factor loadings for the majority of the measurement variables exceed 0,50.

The AVE values for most factors are above the threshold of 0,5, and the MSV values further confirm that the constructs are adequately distinguished from one another. Additionally, the results of the Pearson correlation analysis, conducted through the Fornell-Larcker matrix, indicate that all factors exhibit discriminant validity in relation to the other constructs.

3.4. Testing the research model and hypotheses

The results of the normality test indicate that the set of proposed research variables is suitable for analysis using SEM. The author proceeded to test the proposed research hypotheses.

The research model has 671 degrees of freedom, and the fit indices indicate the effectiveness of the model, with a CMIN/df ratio of $[671] = 1,955$ ($\chi^2/df = 1311.511/671$ and $p = 0,000$); GFI = 0,864; CFI = 0,925; TLI = 0,918; and RMSEA = 0,048. Additionally, the model estimation results indicate that all relationships in the model have p-values less than 0,01, suggesting that these relationships are statistically significant and positively influence the research variables. These findings demonstrate that the research model achieves a good fit with the data.

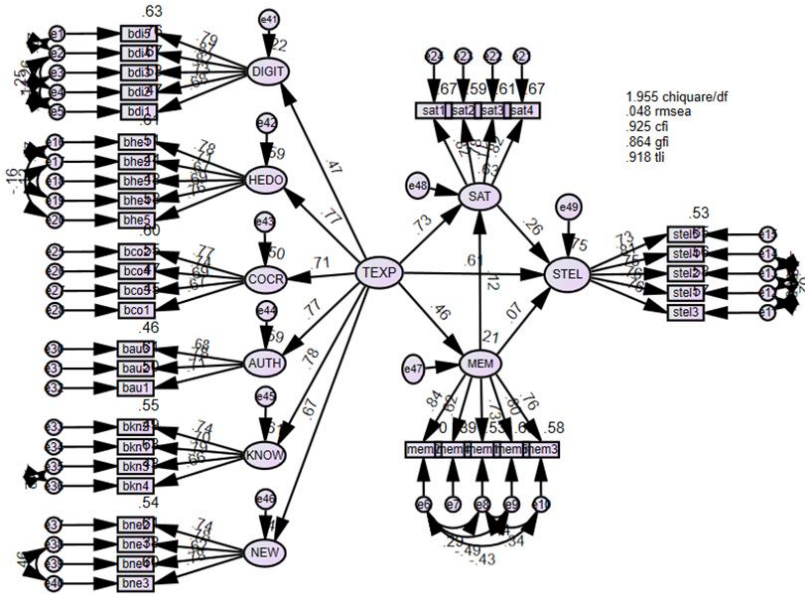


Figure 3.1: Estimated Model Results (Standardized)

(Source: Data analysis, July-October 2022)

The results of the hypothesis testing indicate that 9 out of the 10 proposed research hypotheses are accepted (see Tables 3.1 and 3.2). The only exception is the hypothesis regarding the direct relationship between memorability and storytelling behavior.

Table 3.1: Results of hypothesis testing for the relationship between heritage tourism experience and storytelling behavior

No.	Hypothesis	Direct effect	Indirect effect	Total effects	Results
1	H ₁ . MEM <-- TEXP	0,461***	na	0,461***	H ₁ Accept
2	H ₂ . SAT <-- TEXP	0,728***	na	0,728***	H ₂ Accept
3	H ₃ . STEL <-- TEXP	0,611***	na	0,611***	H ₃ Accept
4	H ₄ . SAT <-- MEM	0,121*	na	0,121*	H ₄ Accept
5	H ₅ . STEL <-- SAT	0,262***	na	0,262***	H ₅ Accept
6	H ₆ . STEL <-- MEM	0,067 ^{ns}	na	0,067 ^{ns}	H ₆ Reject

7	H _{2a} . SAT <-- MEM <-- TEXP	0,728***	0,056*	0,784***	H _{2a} Accept
8	H _{3a} . STEL <-- SAT<- - TEXP	0,611***	0,236***	0,848***	H _{3a} Accept
9	H _{3b} . STEL <-- MEM<-- TEXP	0,611***	0,236***	0,848***	H _{3b} Accept
10	H _{6a} . STEL <-- SAT<- - MEM	0,067 ^{ns}	0,032**	0,099 ^{ns}	H _{6a} Accept

(Source: Data analysis, July-October 2022)

Table 3.2: Analysis of Mediating Effects

Hypothesis	Direct		Indirect		Type of mediating effect
	β	Sig.	β	Sig.	
H _{2a} . SAT <-- MEM <-- TEXP	0,728	0,003	0,056	0,053	Partial mediation
H _{3a} . STEL <-- SAT<-- TEXP	0,611	0,002	0,236	0,002	Partial mediation
H _{3b} . STEL <-- MEM<-- TEXP	0,611	0,002	0,236	0,002	Partial mediation
H _{6a} . STEL <-- SAT<-- MEM	0,067	0,106	0,032	0,049	Full mediation

(Source: Data analysis, July-October 2022)

The path analysis results indicate that heritage tourism experienceserves as a significant precursor to storytelling behavior. Notably, overall satisfaction and memorability act as mediating factors in the relationship between heritage tourism experience and behaviors of tourists.

Subsequently, this study conducted an analysis of the impact of the aforementioned demographic variables as control variables. The specific results are summarized in Table 3.3.

Table 3.3: Influence of control variables on Tourism experience (TEXP), Memorability (MEM), Satisfaction (SAT), and Storytelling behavior (STEL)

Control variable	P value			
	TEXP	MEM	SAT	STEL
Gender	0,131	0,028**	0,476	0,923
Age	0,138	0,423	0,251	0,651
Level of education	0,785	0,008***	0,781	0,585
Destination (Hue - Hoi An)	0,494	0,087*	0,339	0,341

(Source: Data analysis, July-October 2022)

The results of the analysis indicate that most of the control variables do not have statistically significant effects. However, there are statistically significant differences between groups of tourists with varying educational backgrounds ($p \leq 0,01$) and between groups of tourists surveyed at the two different destinations ($p \leq 0,10$) regarding memorable experience. Similarly, there is a statistically significant difference at the mean level between male and female tourists concerning their tourism expericencememories ($p \leq 0,05$).

3.5. The moderating effect of the 'Nationality'

The analysis reveals that 5 out of the 6 hypotheses regarding the moderating effect of 'nationality' on the direct relationships among the research variables are statistically significant. The only exception is the relationship between satisfaction (SAT) and storytelling behavior (STEL) (hypothesis H7d), which does not show a significant effect.

Table 3.4. The moderating effect of the 'Nationality'

No.	H ₇ Hypothesis		Domestic			International		z-score
			β	P value		β	P value	
H _{7a}	SAT	<---	TEXP	0.823	0.000	0.789	0.000	1.949*
H _{7b}	MEM	<---	TEXP	0.181	0.244	0.459	0.023	1.795*
H _{7c}	MEM	<---	SAT	0.404	0.009	0.015	0.919	-1.797*
H _{7d}	STEL	<---	SAT	0.186	0.161	0.174	0.197	-0.205
H _{7e}	STEL	<---	TEXP	0.642	0.000	0.767	0.003	1.665*
H _{7f}	STEL	<---	MEM	0.141	0.037	-0.057	0.382	-2.166**

(Source: Data analysis, July-October 2022)

3.6. The moderating effect of the 'Number of visit'

The results of the analysis indicate that there is a statistically significant difference between the two groups regarding the impact of tourism experience (TEXP) on tourist satisfaction (SAT).

Table 3.5 The moderating effect of the 'Number of visit'

No.	H ₈ Hypothesis			First time		Revisit		z-score
				β	P value	β	P value	
H _{8a}	MEM	<---	TEXP	0.466	0.000	0.491	0.000	-1.567
H _{8b}	SAT	<---	TEXP	0.778	0.000	0.686	0.000	-2.278**
H _{8c}	SAT	<---	MEM	0.076	0.178	0.123	0.215	0.438
H _{8d}	STEL	<---	SAT	0.201	0.065	0.352	0.007	1.226
H _{8e}	STEL	<---	TEXP	0.670	0.000	0.563	0.000	-1.297
H _{8f}	STEL	<---	MEM	0.035	0.486	0.076	0.342	0.552

(Source: Data analysis, July-October 2022)

CHAPTER 4: DISCUSSION, POLICY IMPLICATIONS, AND RECOMMENDED SOLUTIONS

4.1. Discussion

4.1.1. Evaluation of the Heritage tourism experience scale

The study has proposed a heritage tourism experience scale composed of six components. Theoretically, this proposed scale builds upon and enhances the values established by previous measures, such as memorable tourism experiences, experiential marketing, and experience economy.

Through rigorous assessments, including EFA and CFA, all measurement variables align with the proposed factor structure, demonstrating that the scale fits the survey data well. The identified components of the experience contribute significantly to the overall tourism experience of tourists. This alignment indicates a strong connection between the proposed theoretical framework and the actual perceptions of tourists engaging in heritage experiences.

4.1.2. Direct effects of Heritage tourism experience on Memorability, Satisfaction, and Storytelling behavior

Heritage tourism experience has a direct impact on tourist satisfaction, memorability, and storytelling behavior at heritage sites in Central Vietnam (corresponding to hypotheses H₁, H₂, and H₃). These results align with previous studies that highlight the role of tourism experiences as a strong predictor of outcomes.

It can be asserted that the more positive and memorable the experience, the greater the satisfaction tourists feel, which in turn stimulates their intention to share stories. This study provides evidence that supports the SOR theory, suggesting that for heritage tourism

experiences, when tourists receive positive and memorable interactions during their journey, these experiences trigger cognitive processing and positive emotional responses (satisfaction with the trip) and promote the intention to engage in storytelling behavior.

4.1.3. The effect of Memorability and Satisfaction on Storytelling behavior

Memorability is confirmed to have a positive direct effect on tourists' satisfaction with their trip (H₄). Given the context of visits to Thua Thien Hue and Hoi An, most tourists are first-time visitors who are often overwhelmed by the beauty of the heritage sites dating back centuries. They experience warm interactions with friendly locals and enjoy a transformation from their busy daily lives. These memories are vivid, easily recalled, and vividly resurfaced in the minds of tourists when asked about their experiences.

Additionally, satisfaction with the trip has a positive direct impact on storytelling behavior (H₅). Specifically, the higher the level of satisfaction regarding the tourism experience, the more pronounced the intention to engage in positive behaviors that benefit the destination.

However, the research findings indicate that memorable experiences do not have a direct effect on the storytelling behavior of heritage tourists, leading to the rejection of hypothesis H₆. This outcome contrasts with findings from some previous studies. The memorability of the tourist group in this study may not be strong enough to generate a similar effect. Furthermore, the varying demographic groups within the sample reflect differing perceptions of the travel memories they wish to retain.

4.1.4. The mediating role of Memorability and Satisfaction

The research findings indicate that the hypothesis regarding the mediating role of memorability in the relationship between tourism experience and satisfaction (H_{2a}) is accepted. Additionally, the validation of hypotheses H_{3a} and H_{3b} confirms the mediating effects of both satisfaction and memorability in the relationship between tourism experience and storytelling behavior. These findings represent significant new contributions to the theoretical framework surrounding heritage tourism experiences, as no prior research has examined the roles of these independent and mediating variables in relation to storytelling behavior about heritage destinations.

Finally, the results validating the hypothesis of the complete mediating effect of satisfaction in the relationship between memorability and storytelling behavior (H_{6a}) were accepted. This finding suggests that for tourists to effectively recount their tourism experiences, it is essential for them to feel genuinely satisfied and engaged within the context of their experiences, regardless of whether those memories are retained over time or whether the duration of their exploration of the destination is consistent.

4.1.5. The moderating effects of Nationality and Number of visits

The multi-group moderation analysis reveals statistically significant differences in the direct path relationships among TEXP, SAT, MEM, and STEL. This demonstrates the moderating role of nationality on these direct relationships. Specifically, in the context of heritage tourism in Central Vietnam, the tourism experiences of international tourists play a crucial role in shaping their memorability and, subsequently, their storytelling

behavior about the destination, independent of their satisfaction levels. Conversely, for domestic tourists, satisfaction is a key factor in this impact chain.

Interestingly, the results of the moderation analysis regarding the variable "number of visits" indicate that it only significantly moderates the relationship between TEXP and SAT. Specifically, the experiences of first-time visitors have a stronger impact on their satisfaction compared to returning tourists. This finding can be attributed to the value of novelty in the experience, as previously discussed.

4.2. Implications and Recommendations

4.2.1. Recommendations for enhancing Heritage tourism experiences

4.2.2.1 Enhancing novel experience

- Providing more interesting services for heritage exploration
- Developing heritage exploration activities at night
- Creating heritage and cultural Spaces connected to attractions

4.2.1.2. Enhancing co-creation experience

- Improve content of pre-trip information for tourists
- Create opportunities for tourist to interact with local residents
- Enhance staff's attitude and service quality at heritage sites
- Allow tourists to provide feedback on their experiences

4.2.1.3. Enhancing digital interactive experience

- Effectively utilize 4.0 technology to develop smart destinations
- Apply technology to present content and information at heritage sites
- Increase opportunities for tourists to utilize

information technology amenities

- Enhance technological factors that positively affect tourist emotions

4.2.3. Recommendations to enhance Storytelling behavior

4.2.3.1. Solutions for researching and updating information on heritage tourism markets

- Establish a Market Information System (MIS)
- Enhance the quality of the market research department

- Invest adequately in research and development

4.2.2.2. Solutions for refining and differentiating heritage tourism products in Central Vietnam

- Improve core service at heritage sites
- Enhance augmented service at heritage sites
- Design appropriate check-in spots
- Strengthen collaboration in the service supply chain

4.2.2.3 Solutions for promoting destination

- Develop a branding strategy
- Upgrade and operate an effective E-Portal, mobile applications
- Promote through cultural events.

PART III. CONCLUSION AND RECOMMENDATIONS

1. Conclusion

The study examining the influence of heritage tourism experiences on storytelling behavior represents a relatively novel area of inquiry. This study, despite certain limitations associated with data collection amidst the ongoing impacts of the COVID-19 pandemic, has made substantial contributions to both theoretical frameworks and practical management applications.

From a theoretical standpoint, this dissertation offers three significant contributions. First, the author has delineated heritage tourism experiences into six specific dimensions. The findings suggest that these six components not only align with existing theoretical constructs but also serve as practical metrics for assessing contemporary tourist experiences, particularly in the context of the ongoing digital transformation at heritage sites. Second, the empirical findings expand the applicability of script theory and the S-O-R model within the broader field of tourism studies, specifically in relation to heritage tourism. Third, the research indicates that, in addition to tourism experiences, both satisfaction and travel memorability are critical indicators of positive storytelling behavior among heritage tourists.

From a practical perspective, this dissertation holds several important implications. It presents numerous strategic recommendations and specific solutions for developing the heritage tourism market in Thua Thien Hue and Quang Nam, with an emphasis on enhancing visitor experiences, overall satisfaction, and positive memories, as well as fostering the intention to share stories among tourists in the near future. The findings of this research

will contribute to the enhancement of product offerings that align with the demands and preferences of the tourist market, through initiatives such as the design of tourism products and augmented services at destinations that maximize perceived value for visitors.

2. Recommendations

To establish a sustainable competitive advantage for the destination, management agencies should prioritize the design of positive experiences over merely focusing on traditional product offerings. Consequently, tourism managers in Thua Thien Hue and Quang Nam, as well as in other similar heritage destinations, must underscore these elements by providing an array of experiential opportunities for visitors. In particular, there should be an emphasis on advancing digitization efforts, supported by comprehensive research to mitigate any potential adverse reactions from tourists, especially considering that the central tourism market has long been celebrated for its commitment to preserving the cultural heritage of preceding generations.

Training institutions are required to address the identified deficiencies in professional skills, cultural awareness, and the capacity to support information technology for tourists among tourism personnel. Furthermore, collaboration between educational entities and tourism operators is crucial to facilitate the instruction of new languages, thus enabling proactive engagement with emerging international tourism markets.

Lastly, the role of local residents is paramount. It is essential for the community to acknowledge that their presence extends beyond merely benefiting from the positive impacts of tourism; they serve as a vital connection in the functioning of the tourism economy.

LIST OF PUBLICATIONS RELATED TO THE DISSERTATION

1.1. Article in the journal of Hue University

1 **Nguyễn Hoàng Tuệ Quang** (2023). Các xu hướng nghiên cứu về du lịch di sản: Lý thuyết và vận dụng. Tạp chí khoa học Đại học Huế: Khoa học xã hội và nhân văn, 132(6A), 171-194. DOI: 10.26459/hueunijssh.v132i6A.6864

1.2. International conference proceedings with ISBN

2 **Nguyen Hoang Tue Quang**, Bui Thi Tam, & Le Ha Minh Nhat (2024). Exploring heritage tourist's experience with virtual reality applications: A study at Hue city. In Proceeding of the International Conference on Economics 2024. Ho Chi Minh, Vietnam. ISBN: 978-604-346-271-5

3 **Nguyen Hoang Tue Quang**, Bui Thi Tam, & Le Ha Minh Nhat (2024). Heritage tourist's experience with audio guide: The case of Hue city. In Proceeding of Smart tourism and sustainable development: potentials, opportunities and challenges 2024 (volume 1). Ha Noi, Vietnam. ISBN: 978-604-43-1608-6

4 **Nguyen Hoang Tue Quang** (2024). Augmented reality experience in the heritage tourism context: A review of literature from 2014 to 2023. In Proceeding of Sustainable development adapting to climate change in the context of globalization and the fourth industrialization. Can Tho, Vietnam. ISBN: 978-604-965-871-6

5 **Nguyen Hoang Tue Quang** & Tran Huu Tuan (2024). Heritage tourism research: A bibliometric overview. In Proceeding of ICE 2024 - 2nd International Conference on Economics. Ho Chi Minh, Vietnam. ISBN: 978-604-346-313-2