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RESEARCH ON FACTORS INFLUENCING DOMESTIC TOURISM DESTINATION CHOICE: THE CASE OF GENERATION Y IN VIETNAM

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SUMMARY OF TOURISM DOCTORAL DISSERTATION

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The research was completed at: **School of Tourism, Hue Univeristy**

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Thesis defended at the Hue University Thesis Examining Council meeting .....

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PART I. INTRODUCTION

1. The rationale of the study

Tourism is a key economic sector that significantly contributes to global growth and economic integration, and Vietnam is no exception. To remain competitive, tourism managers must understand the factors influencing tourists' destination choice (DC).

Although tourism generates substantial revenue, it is highly vulnerable to economic fluctuations, political instability, natural disasters, or pandemics. In times of crisis, domestic tourism is considered a solution to mitigate damage and support recovery, due to its stability and adaptability. During and after the COVID-19 pandemic, many governments (e.g., Thailand, New Zealand, Vietnam) launched campaigns encouraging domestic travel to stimulate economic recovery (Linh, 2020). However, research on domestic destination choice from the perspective of national bias has only recently gained attention (Kock et al., 2019a; Gyimóthy et al., 2022). The concept of Tourism Ethnocentrism (TE) has been proposed, suggesting that DC is influenced not only by perceived quality but also by positive in-group bias. TE reflects both belief and moral obligation to support the domestic tourism sector. Preference for domestic products extends beyond economic interest to issues of national identity. Moreover, there is evidence that country-of-origin (domestic/foreign) influences culturally-related product evaluations (Gürhan-Canli & Maheswaran, 2000). Cultural values such as individualism and collectivism are shifting in emerging Asian countries, including Vietnam, potentially affecting consumer behavior toward domestic versus foreign brands.

Over the past three decades, Vietnam's tourism industry has grown impressively, contributing increasingly to GDP. In 2024, domestic tourism reached 110 million trips with a total revenue of 840 trillion VND, highlighting Vietnam's potential as an attractive destination. However, the strong preference of Vietnamese travelers for outbound tourism (around 5 million trips in 2023) poses a challenge. Most studies on Vietnamese domestic tourism focus on specific

destinations, while research on Vietnam as a national destination remains limited.

In addition, recent years have seen growing interest in generational analysis in tourism literature (Zhou et al., 2023). Generation Y, also known as Millennials (born between 1980–1999), is widely recognized as a large generational group with a unique blend of needs, desires, and expectations (Leask et al., 2013). Members of this group came of age in a market marked by the internationalization of products and brands (Parment, 2011) and a consumer culture that emphasizes the experiential dimensions of shopping (Lissitsa & Kol, 2016). This underscores an emotional, symbolic, and identity-oriented consumption style—key non-rational traits that must be considered when interpreting destination-choice behavior. Despite these characteristics, research on their tourism behavior in a globalized context remains limited.

Addressing these research gaps, this dissertation aims to examine the factors influencing domestic destination choice of Vietnamese Generation Y, analyzed from the perspectives of national bias, cultural diversity, and generational characteristics. This dissertation titled "Research on factors influencing domestic tourism destination choice: The case of Generation Y in Vietnam" has been selected to address the concerns that have been raised.

2. Research objectives

The primary objective of this dissertation is to establish a scientific basis for the factors influencing domestic destination choice—taking into account national biases—through a case study of Vietnam's Generation Y. Based on these findings, it offers policy recommendations aimed at boosting domestic tourism. To achieve this objective, the dissertation focuses on the following specific tasks:

- Systematize and clarify the theoretical issues concerning the factors affecting domestic destination choice among Generation Y.
- Analyze the impact of various factors influencing domestic DC, using the case of Vietnam's Generation Y.

• Propose managerial implications aimed at attracting Vietnam's Generation Y tourists to choose domestic destinations.

3. Research subjects and survey participants

- *Research subjects:* This dissertation focuses on factors influencing the domestic destination choice of Vietnam's Generation Y.

- *Survey participants:* Domestic tourists belonging to Generation Y, identified as individuals born between 1980 and 1999.

4. Scope of the study

• **Scope of research content**: This dissertation approaches the issue of domestic destination choice, focusing on analyzing the impact of country bias factors (National Identity, Tourism Ethnocentrism) and destination evaluation factors (Perceived Value) on the mediating factor of Attitude toward Destination as well as on Domestic Destination Choice.

• **Spatial scope:** The spatial scope of this study is at the national level, with Vietnam being examined as a national destination.

• **Time scope**:

- Secondary data: The data includes reports from pertinent departments covering the period from 2013 to 2023, along with insights derived from a review of additional relevant studies.

- Primary data: Collected through direct interviews and online surveys conducted in 2024.

5. New contribution of the study

➢ ***Theoretical contributions***

First, this study proposes a new perspective based on the dual-process approach, focusing on tourists' emotional biases and value evaluations, rather than relying solely on traditional factors.

Second, the dissertation expands the understanding of country bias in tourism by integrating the concepts of Tourism Ethnocentrism and National Identity into the destination choice model — an area that has been relatively underexplored.

Third, this study identifies the moderating role of Collectivism in the relationships between National Identity, Attitude, and Domestic

Destination Choice, thereby contributing to theoretical insights on the impact of multicultural factors on tourist behavior.

Finally, the dissertation applies two foundational theories from psychology and marketing to construct a unique research model that clarifies the relationships between these factors and domestic destination choice among Vietnam's Generation Y.

- ***Practical contributions***

First, the dissertation provides a scientific foundation to assist managers and policymakers in developing sustainable domestic tourism strategies that align with market demands.

Second, the research contributes in-depth insights into Generation Y — an important tourist segment that has not yet been systematically studied in Vietnam.

Third, the dissertation's findings support domestic tourism businesses in optimizing their products, while promoting national identity, tourism ethnocentrism, and perceived value, thereby enhancing competitiveness and the image of domestic destinations.

PART II. RESEARCH CONTENT
CHAPTER 1. SCIENTIFIC BASIS OF FACTORS INFLUENCING DOMESTIC DESTINATION CHOICE AMONG GENERATION Y

1.1. Fundamental Concepts

1.1.1. Domestic tourism

Tourism refers to the activity in which individuals travel away from their home for specific purposes and activities at a destination, involving both spatial and temporal elements. Domestic tourism can be understood as the movement and participation of residents in tourism activities within the national territory where they reside, without crossing international borders.

1.1.2. Tourism destination

A tourist destination is a multidimensional concept. UNWTO (2007) provides a comprehensive definition, stating that a tourist destination a physical space where tourists stay for at least one night, comprising tourism products, services, and resources that attract visitors; it has administrative boundaries for management and a recognizable image that determines its competitiveness in the market. This definition serves as the conceptual foundation for this dissertation.

1.2. Generational Theory, Generation Y

1.2.1. Generational Theory

Generational theory is based on the concept that generations or cohorts (Noble & Schewe, 2003) can be viewed as a social phenomenon and differ from one another due to their formative experiences, which lead to distinct worldviews (Singer & Prideaux, 2006). Each generation possesses unique characteristics, values, and expectations that influence how they interact with products and services.

1.2.2. Generation Y

1.2.2.1. Identifying Generation Y

Research on Generation Y faces challenges due to inconsistencies regarding the exact start and end years, as well as variations in their naming and characteristics. However, shared historical events and formative experiences are more significant than

precise boundaries. For consistency, this dissertation defines Generation Y as those born between 1980 and 1999.

1.2.2.2. Traits of Generation Y

Generation Y grew up during the era of technology and globalization, often referred to as digital natives with creative, open-minded, and multicultural thinking. They are influenced by social changes, terrorism, climate change, and fast-paced consumer trends. This generation tends to value freedom, independence, English proficiency, and sees themselves as global citizens. They actively engage with diverse cultures and express unique identities in their consumption behaviors. However, research on the consumer identity of Generation Y remains limited.

1.3. Destination choice

1.3.1. Definition

Destination Choice (DC) is an important topic in tourism research. Although a universal definition is difficult to establish, DC can be understood as the process by which tourists select a destination from among competing options. At the micro level, it is influenced by practical factors such as time, budget, and destination image. DC represents the initial and essential decision in the trip planning process, shaping all subsequent decisions made by tourists.

1.3.2. Destination Choice Research Approaches

Research on destination choice (DC) has developed through various approaches: Utility Theory: Normative Approach, Psychological Approach, Sociological Approach, and Choice Set Models: Structured Process Approach. Recently, the dual-system approach has been considered more appropriate, combining both rational and emotional elements in decision-making. This dissertation applies the dual-system approach to study domestic destination choice among Vietnam's Generation Y, emphasizing the roles of national identity, tourism ethnocentrism, perceived value, and attitude toward the destination.

1.4. National identity

The theoretical foundation of the following definition of "national identity" is based on social identity theory (Tajfel, 1978;

Tajfel, 1981), self-categorization theory (Turner et al., 1987), and several subsequent developments in psychology (Abdelal et al., 2006). In general, national identity refers to a shared sense of socio-cultural experience; the perception of shared values, norms, and beliefs; and a feeling of pride and belonging to a national group or country (Cleveland et al., 2015).

1.5. Tourism ethnocentrism

Kock et al. (2019, pp. 427–428) defined tourism ethnocentrism as "*an individual's prescriptive beliefs and felt moral obligation to support the domestic tourism economy*".

1.6. Perceived value

Perceived value refers to the consumer's overall assessment of the trade-off between benefits and costs when selecting a product. In tourism, perceived value is described as the general evaluation made by tourists based on their comparison between the perceived utility or benefits and the perceived costs or sacrifices associated with a destination. This study adopts a multidimensional approach, encompassing functional value, emotional value, and epistemic value.

1.7. Collectivism

In social psychology, collectivism is a fundamental aspect that explains human thoughts, behaviors, and values. It reflects the degree of social connectedness and group membership, emphasizing interdependence, harmony, and cooperation. Collectivists prioritize group goals, adhere to social norms, and strongly identify with the collective, which influences their consumption choices.

CHAPTER 2. RESEARCH CONTEXT AND METHODOLOGY

2.1. Research Context

2.1.1. Domestic Tourism in Vietnam

During the period 2013–2019, Vietnam's domestic tourism experienced strong growth, far exceeding targets and contributing significantly to GDP. However, the COVID-19 pandemic caused severe damage, leading to a sharp decline in revenue and severely impacting the tourism workforce. Since 2022, domestic tourism has made an impressive recovery, surpassing pre-pandemic levels and becoming a primary pillar of the economy. The government has identified tourism as a spearhead economic sector, with a strategic focus on professional, comprehensive, and breakthrough development.

2.1.2. Generation Y in Vietnam

According to the 2024 National Population Census, Vietnam has over 101 million people, with Generation Y (aged 25–44) accounting for more than 30% of the population, playing a crucial role in consumption, particularly in tourism. This generation grew up during three major reforms: Economic Renovation (Doi Moi), Family Planning, and Educational Reform, creating a blend of traditional values and modern thinking. They tend to be individualized, open to new experiences, but remain deeply influenced by family and Confucian culture. As such, Generation Y is considered a "generation in identity crisis" with a unique multi-layered value system that requires deeper research within the modern consumption context.

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 - national identity, tourism ethnocentrism, perceived value, attitude toward the destination, and domestic destination choice were constructed. Subsequently, in-depth expert interviews and focus

group discussions were conducted to identify measurement scales and finalize the questionnaire.

In the following stages, the dissertation carried out surveys with tourists and applied various quantitative research methods and analytical techniques.

2.3. Research Model And Hypotheses Development

The author selected two fundamental theories for this dissertation: Social Identity Theory and the Cognitive-Affective-Behavioral (CAB) Theory. Based on these foundations, the following research model is proposed.

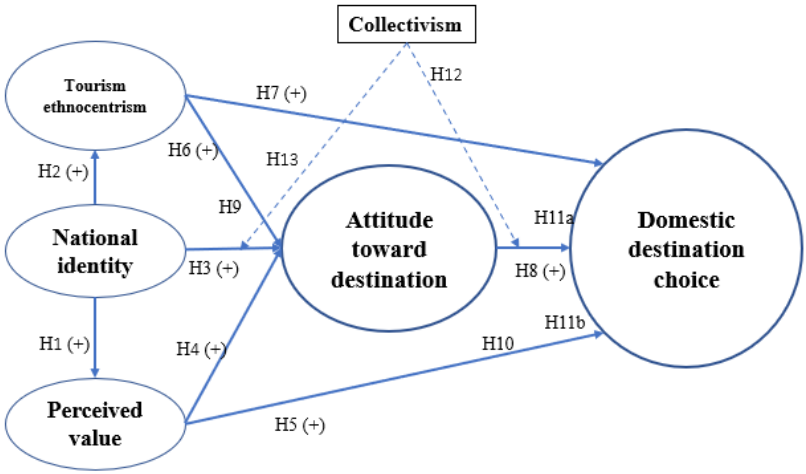

Figure 2.1 Proposed Research Model

2.3. Data collection method

With a total of 38 measurement variables and the application of factor analysis to assess the measurement model and SEM analysis, the minimum sample size was calculated to be no less than 380 samples. To enhance the reliability of the survey results, the author determined a sample size of 500 respondents.

The author conducted the data collection in August 2024, during the peak tourism season, using two methods: direct surveys (250 samples) and online surveys (250 samples). The sample was selected

using the convenience sampling method. The online survey was distributed via Google Forms; the direct survey was carried out in Khanh Hoa and Ninh Thuan — two prominent tourist destinations in 2024, which attracted a large number of Generation Y tourists.

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)
- Normality Testing and Common Method Bias (CMB)

CHAPTER 3. RESEARCH RESULTS

3.1. Sample characteristics

Out of the 500 distributed questionnaires, 485 valid responses were collected and used for analysis. Female respondents made up the majority of participants. Among them, married individuals with children constituted the largest portion, and most respondents had a high level of education.

Overall, the demographic information of the surveyed participants indicates a fairly diverse sample in terms of demographic characteristics, with a sufficient number of respondents representing different tourist groups across various demographic profiles.

3.2. Preliminary assessment of measurement scales

To preliminarily assess the scale's validity, the author applied Exploratory Factor Analysis (EFA) and reliability testing using Cronbach's Alpha on a sample of 242 respondents. After removing variables that did not meet the required standards (CHOI7, GTE13), the remaining 36 variables were included in the EFA.

The Total Variance Explained by these 9 factors is 75.58% (greater than 50%), KMO = 0.945, and Bartlett's test significance = 0.000. The Cronbach's Alpha values for all scales exceeded 0.923, indicating a high level of reliability for the measurement scales (Kline, 2011).

These findings confirm that the measurement scales used in the study demonstrate strong validity and reliability.

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

3.3.1. Assessment of the first-order model

The first-order measurement model was tested using CFA with the remaining 243 samples, showing that the model had a good fit with the research data (CMIN/df = 1.573; GFI = 0.840; CFI = 0.966; RMSEA = 0.049). The CFA loadings for all measurement variables exceeded 0.70 (the lowest being 0.763), confirming unidimensionality and convergent validity. The composite reliability values of the scales ranged from 0.938 to 0.948, indicating high reliability according to Nunnally (1994). 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 perceived value

The results show that all observed variables are statistically significant ($p < 0.05$) with standardized factor loadings exceed 0,5 indicating that these observed variables exhibit a high level of appropriateness. Similarly, all relationships in the second-order structure have p-values less than 0.05 and factor loadings above 0.5, confirming that GTEM and GTFU are important components of PEVAL. Notably, GTEM has a higher loading coefficient (0.940).

The CFA model for the second-order PEVAL with 14 variables demonstrates a good fit with the research data (CMIN/df = 1.544; GFI = 0.950; CFI = 0.990; TLI = 0.985; RMSEA = 0.047), with all standardized regression weights exceeding 0.50.

3.3.3. Assessment of the overall structural model

The results of the CFA for the overall measurement model indicate that, with 555 degrees of freedom, the model demonstrates a good fit with the research data with CMIN/df = 1.577 ($\chi 2$/df = 875.397/555, p = 0.000); GFI = 0.838; CFI = 0.965; TLI = 0.961; and RMSEA = 0.049. In addition, the analysis results indicate that all CFA factor loadings for the observed variables exceed the threshold of 0.50, confirming the unidimensionality and convergent validity of the component scales forming the research constructs.

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. Normality Testing and Common Method Bias (CMB)

The study conducted tests for normal distribution and common method bias (CMB). The CFA results from the Multi-Trait Multi-Method (MTMM) model indicate that no CMB was detected, ensuring the validity of the data.

For normality — a prerequisite for SEM analysis — the study examined the skewness and kurtosis of all variables. With absolute skewness values below 3 and kurtosis values below 10, all variables met the normality requirements, allowing for the subsequent SEM analysis.

3.5. 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 553 degrees of freedom, and the fit indices indicate the effectiveness of the model, with the following indices: CMIN/df = 2.281 (χ^2/df = 1261.135/553, p = 0.000); GFI = 0.866; CFI = 0.963; TLI = 0.958; and RMSEA = 0.051, confirming that the research model fits well with the data.

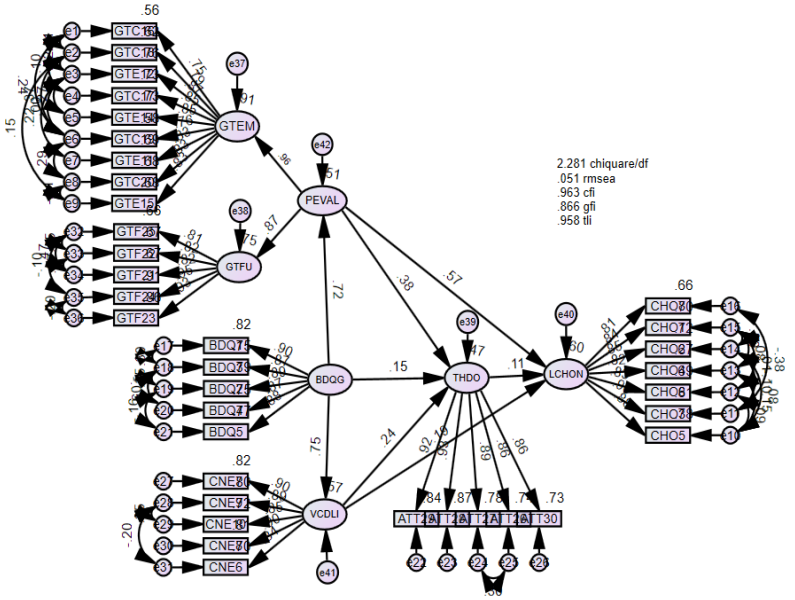

Figure 3.1: Estimated Model Results (Standardized)

(Source: Data analysis, August – September, 2024)

The test results show that 6 out of 8 research hypotheses on direct effects and 2 out of 4 research hypotheses on mediating effects were accepted (see Tables 3.1 and 3.2).

Table 3.1: Results of Direct Effect Hypotheses Testing

Hypothesis	Standardized Estimates (β)	Standard Error	Bootstrap (n=5000; BCI = 95%)			Results
			Lower	Upper	P-value	
H_1. PEVAL<-- BDQG	0,716***	0,062	0,378	0,623	0,000	Supported
H_2. VCDLI <-- BDQG	0,753***	0,050	0,695	0,889	0,000	Supported
H_3. THDO<-- BDQG	0,155^{ns}	0,091	-0,036	0,318	0,116	Not Supported
H_4. THDO <-- PEVAL	0,383***	0,150	0,234	0,816	0,002	Supported
H_5. LCHON <-- PEVAL	0,571***	0,149	0,406	0,979	0,001	Supported
H_6. THDO <-- VCDLI	0,244***	0,092	0,058	0,420	0,007	Supported
H_7. LCHON <-- VCDLI	0,193***	0,059	0,045	0,273	0,006	Supported
H_8. LCHON <-- THDO	0,111^{ns}	0,068	-0,034	0,234	0,140	Not Supported

(Source: Data analysis, August – September, 2024)

Table 3.2: Analysis of Mediating Effects

Hypothesis	Standardized Estimates (β)	Standard Error	Bootstrap (n=5000; BCI = 95%)			Results
			Lower	Upper	P-value	
H_9 THDO <-- VCDLI<-- BDQG	0,458***	0,082	0,294	0,616	0,000	Full mediation
H_{10} LCHON <-- PEVAL<-- BDQG	0,623***	0,058	0,418	0,646	0,000	Partial mediation
H_{11a}. LCHON <-- THDO<--VCDLI	0,027^{ns}	0,022	-0,003	0,088	0,108	Not Supported
H_{11b}. LCHON <-- THDO<--PEVAL	0,042^{ns}	0,037	-0,015	0,133	0,104	Not Supported

(Source: Data analysis, August – September, 2024)

The path analysis results indicate that national identity, tourism ethnocentrism, and perceived value serve as key antecedents of domestic destination choice. In particular, tourism ethnocentrism and perceived value act as mediating factors in the relationship between national identity and both attitude and DC behavior.

Subsequently, this study conducted an analysis of the moderating effect of collectivism. The specific results are summarized in Table 3.3.

Table 3.3: Analysis of the Moderating Effects of Collectivism

Relationship Effects	**B**	**Sig.**
Collectivism with Attitude Toward Domestic Destinations and Domestic Destination Choice		
ZDEC<-- ZTDO (Attitude Toward Destination)	0,307	0,000
ZDEC <-- ZCOL	0,547	0,000
H_{12}. ZDEC (Domestic Destination Choice)<-- col_x_tdo<-- ZTDO	- 0,062	0,044
Collectivism with National Identity and Attitude Toward Domestic Destinations		
ZTDO <--- Collectivism (ZCOL)	0,293	0,000
ZTDO <--- ZBDA (National Identity)	0,506	0,000
H_{13}. ZTDO <--- bda_x_col	0,162	0,000

(Source: Data analysis, August – September, 2024)

The results of testing hypotheses H12 and H13 indicate that collectivism plays a significant moderating role in the model. For H12, the coefficient $\beta = -0.062$ ($P < 0.05$) shows that collectivism weakens the relationship between Attitude Toward Destination and Domestic Destination Choice; Vietnamese Generation Y tourists with higher collectivist orientation are less influenced by their personal attitudes. For H13, the coefficient $\beta = 0.162$ ($P = 0.000$) confirms that collectivism strengthens the impact between National Identity and Attitude Toward Destination.

CHAPTER 4: DISCUSSION, POLICY IMPLICATIONS, AND RECOMMENDED SOLUTIONS

4.1. Discussion

4.1.1. Evaluation of the Perceived value scale

The study synthesized existing theories to identify the components that constitute Perceived Value for Generation Y tourists toward domestic destinations. The proposed measurement scale builds upon previous research, affirming the multidimensional nature of Perceived Value, encompassing functional, emotional, and epistemic value groups. Quantitative analysis assessed these components in detail, demonstrating that they all contribute to Perceived Value and reflect the actual perceptions of Vietnamese Generation Y tourists. Most tourists exhibit positive attitudes, indicating that domestic tourism meets their expectations.

4.1.2. The Direct and Indirect Effects of National Identity

This study explores the impact of National Identity on Perceived Value, Tourism Ethnocentrism, and Domestic Destination Choice Behavior of Vietnamese Generation Y. SEM analysis based on 485 survey samples indicates that National Identity has a positive direct influence on Perceived Value and Tourism Ethnocentrism (H_1, $H_{2.}$), while indirectly influencing Attitude toward Destination through Tourism Ethnocentrism, which is identified as a full mediator (H_9). However, National Identity does not have a statistically significant direct effect on Attitude, an unexpected finding that suggests directions for further research. Notably, the study also finds that Perceived Value serves as a partial mediator between National Identity and Destination choice (H_{10}).. When National Identity is activated, Vietnamese Generation Y tends to evaluate domestic destinations more positively, thereby promoting domestic travel behavior. This finding highlights that enhancing Perceived Value is a key factor in transforming national identity into concrete actions in tourism consumption behavior.

4.1.3. The Direct and Indirect Effects of Perceived Value

The study confirms that Perceived Value has a positive effect on both Attitude toward Destination (H_4) and Domestic Destination Choice Behavior (H_5) among Vietnamese Generation Y tourists. When tourists perceive that a destination provides high functional, emotional, and epistemic value, they form a positive attitude. This finding aligns with the CAB model, emphasizing the role of cognition in shaping attitudes. Additionally, Perceived Value also directly influences DC, clarifying that Generation Y tourists travel not merely due to cost or distance factors, but because of emotions, experiences, and alignment with their personal identity.

4.1.4. The Direct and Indirect Effects of Tourism Ethnocentrism

The research results show that Tourism Ethnocentrism (TE) has a direct and positive effect on both Attitude toward Destination (H_6) and Domestic Destination Choice Behavior (H_7). This supports Social Identity Theory, indicating that tourists with a high level of ethnocentrism tend to evaluate domestic destinations more positively, viewing domestic travel as a duty-bound behavior that contributes to preserving national culture and economy. Particularly in Vietnam's post-COVID-19 context, the "Vietnamese travel in Vietnam" spirit reflects not only a consumer choice but also a sense of social responsibility and patriotism. Moreover, TE is identified as a predictor of DC, extending its role from influencing attitude to directly driving actual behavior. This finding aligns with the studies of Kock and Lever, emphasizing that TE not only promotes positive word-of-mouth but also serves as a strong motivator for supporting domestic tourism, thereby providing important implications for sustainable domestic tourism policy development.

4.1.5. The Direct and Indirect Effects of Attitude toward Destination

The research results indicate that Attitude toward Destination has no significant impact on Domestic Destination Choice of Vietnamese Generation Y tourists (H_8), challenging assumptions in consumer behavior theories such as TPB and CAB. Furthermore,

Attitude does not serve as a mediating factor between Tourism Ethnocentrism and DC (H_{11a}), nor between Perceived Value and DC (H_{11b}). This suggests that DC is directly influenced by actual perceived values or ethnocentric beliefs rather than through the formation of a positive attitude. In the Vietnamese context, where the society is highly collectivistic and travel behavior is strongly shaped by practical experiences and social beliefs, these findings emphasize that tourism development strategies should focus on enhancing perceived value and internal motivation rather than merely building favorable attitudes. This provides important implications for both theoretical development and policy-making in the tourism sector.

4.1.6. The Moderating Role of Collectivism

The research results show that Collectivism plays a significant moderating role in the relationship between Attitude toward Destination and Domestic Destination Choice Behavior among Vietnamese Generation Y tourists (H_{12}). When the level of collectivism is high, the positive effect of attitude on DC weakens, as behavior is governed more by group norms than by individual emotions. This reflects the characteristics of East Asian cultures, where the "self" is closely tied to the "we." At the same time, the study also confirms the moderating role of Collectivism in the relationship between National Identity and Attitude toward Destination (H_{13}). At the same level of national pride, individuals with a higher collectivist tendency tend to form stronger positive attitudes. These findings strengthen Social Identity Theory and highlight the importance of incorporating cultural factors such as Collectivism into domestic tourism behavior models in Vietnam and Asia.

4.2. Implications and Recommendations

4.2.1. Recommendations for enhancing Perceived value

4.2.2.1 Enhancing Emotional and Epistemic Value

- Develop novel and distinctive tourism products
- Effectively manage tourism business operations
- Improve the quality of domestic tourism products and services
- Enhance the quality of the tourism environment

- Upgrade the quality of tourism human resources
- Establish check-in points and services that attract tourists
- Design meaningful tourism products and experiences
- Develop domestic destination brands and improve service reliability to strengthen tourists' trust
- Provide destination exploration services
- Promote interaction between tourists and local residents

4.2.1.2. Enhancing Functional Value

- Pricing strategy
- Managing prices of tourism products and services at destinations
- Destination planning and investment in tourism infrastructure and technical facilities
- Improving the quality of tourism products and services

4.2.2. Recommendations to enhance National identity

- Destination marketing to stimulate National Identity
- Strengthening the "attachment" to domestic destinations
- Improving regulations on the quality management of domestic tourism products and services
- Education and interpretation
- Preserving national cultural identity

4.2.3. Recommendations to enhance Tourim Ethnocentrism

- Strengthening communication campaigns on "Vietnamese people travel in Vietnam"
- Activating Vietnamese National Identity
- Transforming the perception of the potential of the domestic tourism market

4.2.4. Policy Recommendations to Promote Domestic Tourism Development

It is necessary to strengthen public awareness campaigns so that tourists recognize the role of tourism ethnocentrism in protecting domestic employment and businesses, especially small and medium-sized enterprises, which are key pillars of the economy. The government should create a level playing field, support innovative start-ups, enhance value chain linkages, and improve competitiveness.

Strict service quality control, price fraud prevention, and the reinforcement of consumer trust are essential. At the same time, the government should adopt selective integration policies, safeguard cultural identity, and promote domestic tourism consumption.

4.2.5. Managerial Implications from the Moderating Effect of Collectivism

In the tourism industry, market segmentation strategies help to better understand target customers in a competitive environment. For collectivist groups, it is important to emphasize national identity and community values; whereas for individualist groups, the focus should be on unique and personal experiences. Effective communication should incorporate group behavior, leverage KOLs, and employ positive social messages to promote sustainable domestic tourism.

PART III. CONCLUSION AND RECOMMENDATIONS

1. Conclusion

This dissertation focuses on the factors influencing domestic destination choice among Vietnamese Generation Y, with particular emphasis on the roles of National Identity, Tourism Ethnocentrism, and Perceived Value. By applying the dual-process approach to tourist behavior research, the study offers several important contributions both theoretically and practically.

From a theoretical perspective, the dissertation makes four key contributions. First, it confirms the suitability of the dual-system approach in tourism behavior research, providing deeper insight into the factors affecting DC. Second, it offers empirical evidence demonstrating that country biases (such as national identity and tourism ethnocentrism) influence domestic tourism consumption behavior. Third, the study identifies the moderating role of Collectivism between national identity, attitude, and DC behavior, thereby expanding the understanding of cultural factors in tourism behavior theory. Finally, by integrating Social Identity Theory and CAB Theory, the research confirms the direct and indirect effects of Perceived Value, National Identity, and Tourism Ethnocentrism on both attitudes and DC, thereby extending the application of these theories in tourism science.

From a practical perspective, the dissertation provides a useful framework for destinations seeking to attract domestic Generation Y travelers. It proposes specific strategies and solutions to enhance perceived value, national identity, and tourism ethnocentrism, including improving human resources, products/services, maximizing tourist value, promoting domestic tourism, and educating/protecting national identity, in order to meet the increasingly high demands of Vietnam's Generation Y tourism market.

2.Limitations and Future Research Directions

This dissertation on the factors influencing domestic destination choice among Vietnamese Generation Y still has certain limitations, which suggest avenues for future research.

First, regarding data collection, half of the questionnaires were collected online (via Google Form) and half from Khanh Hoa and Ninh Thuan provinces, which may affect the randomness and representativeness of the sample. The fact that the author did not personally collect all data also raises the potential for errors. Future studies should diversify the locations and data collection methods to improve generalizability and reliability.

Second, although this dissertation has explored the moderating role of Collectivism, it has not deeply examined other demographic factors. Future research should consider additional moderating variables to gain a more comprehensive understanding of DC behavior.

Third, while this study focuses on National Identity, individuals may possess multiple identities in the context of globalization. Further research is needed to examine the role and interaction of different identities (e.g., global identity) in tourists' decision-making processes.

Fourth, the study sample focuses exclusively on Generation Y. Comparative analyses of tourist behavior across different generations would provide a more comprehensive view of both similarities and differences.

Fifth, the model is limited to the context of domestic tourism. Expanding research to international tourism or other tourism products (e.g., hotels, car rentals) may yield new insights.

Finally, the model does not yet incorporate important digital factors (eWOM, social media) that are rapidly developing and greatly influencing Generation Y's behavior. Future studies should integrate these factors into the model for a more complete understanding.

In summary, these limitations serve as a foundation for further research to enhance the understanding of the drivers of domestic destination choice in Vietnam.

LIST OF PUBLICATIONS RELATED TO THE DISSERTATION

1.1. Article in the journal of Hue University

1. Phan Thao Nguyen & Tran Thi Ngoc Lien (2025). A conceptual model of millennial tourists' domestic destination choice: An extension of social identity theory. *Tạp chí khoa học Đại học Huế: Kinh tế và phát triển.* Vol. 134, No. 5S, 2025, pp. 31–51, DOI: 10.26459/hueunijed.v134i5D.7679

1.2. International conference proceedings with ISBN

2. Phan Thao Nguyen (2024). A conceptual paper of the mediating role of tourism ethnocentrism between global identity, national identity and domestic destination choice: a case of Vietnamese Millennial tourists, In *Proceeding of the International Conference on Economics 2024*. Ho Chi Minh, Vietnam. ISBN: 978-604-346-271-5
3. Phan Thao Nguyen (2024). The role of national identity and perceived value in domestic destination choice: the case of millennials in Vietnam, In *Proceedings book of the 12th International Conference on Multidisciplinary Research (ICMR) - Promoting multidisciplinary studies on emerging trends and innovations in education and sustainable development*. Thái Nguyên, Vietnam. ISBN: 978 - 604 - 924 - 836 – 8.
4. Phan Thao Nguyen (2025). The Impact of National Identify, Tourism Ethnocentrism and Perceived Value on Vietnamese Millennials' Attitude towards Domestic Tourist Destinations, In *ICTIM 2025 Proceedings - International Conference on Tourism Innovation and Management - Emerging Trends in Tourism - Pathways to a Sustainable Future*. Ha Noi, Viet Nam. ISBN: 978-604-43-4910-7.