

## NEW CONTRIBUTIONS OF DOCTORAL THESIS

**Title of Thesis:** *Research On Factors Influencing Domestic Tourism Destination Choice: The Case Of Generation Y In Vietnam*

**Major:** Tourism

**Major Code:** 9810101

**PhD student:** Phan Thao Nguyen

**Course year:** 2020

**Academic supervisors:** 1. Assoc.Prof.Dr. Tran Huu Tuan  
2. Dr. Tran Thi Ngoc Lien

**Educational institution:** School of Hospitality and Tourism – Hue University

### **New contributions of the thesis**

#### *Theoretical contributions*

- The thesis proposes a novel perspective based on a dual-system approach, in which both affective biases and travelers' cognitive evaluations of destination value are treated as key drivers of consumer behavior.

- The study extends research on home country biases in domestic tourism by integrating the concepts of national identity and tourism ethnocentrism, clarifying how they jointly and independently shape attitudes and destination choice.

- The study identifies the moderating role of "Collectivism", thereby enriching theoretical explanations of how multicultural factors influence consumer behavior.

- The study combines two foundational theories—Social Identity Theory and the Cognition–Affect–Behavior (CAB) model—to build and validate a comprehensive framework for understanding domestic destination choice among Vietnam's Millennials.

#### *Managerial contributions*

- The thesis provides a scientific foundation and strategic data for policymakers, regulatory bodies, and stakeholders, enabling the design and implementation of integrated, market-driven strategies that foster sustainable development of domestic tourism.

- The thesis further delivers in-depth insights into Vietnamese Millennial tourists segment, filling critical data gaps about their perceptions and needs to inform and optimize policy and stimulus program design.

- The thesis guides tour operators and industry partners in crafting domestic tourism products and programs that strengthen national identity, tourism ethnocentrism, and perceived value—thereby driving domestic destination choice and enhancing brand image and competitiveness.

**Academic Supervisor**

**PhD Student**



**Assoc.Prof.Dr. Tran Huu Tuan**

**Dr. Tran Thi Ngoc Lien**

**Phan Thao Nguyen**