

## NEW CONTRIBUTIONS OF THE DISSERTATION

Dissertation title: “FACTORS INFLUENCING INTERNATIONAL TOURISTS' DESTINATION CHOICE: A CASE OF THE MEKONG DELTA”

Code: 9810101

Major: Tourism

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## NEW CONTRIBUTIONS OF THE DISSERTATION

### *Theoretical contributions*

The dissertation develops the V-A-B model by integrating the Push-Pull theory and perceived risk. It incorporates perceived risk as a moderating variable, clarifying the transition process from Value to Attitude and Behavior. This model provides a new approach to studying international tourism behavior, especially in the context of volatility.

The model emphasizes the combined role of personal values, national image, and destination information in influencing travel motivation and fostering positive attitudes among tourists. Through empirical data, the research identifies that factors such as personal values (freedom of choice, respect, positive influence) and destination image (ecological diversity, culture, cuisine) play a crucial role in promoting destination selection.

### *Practical contributions*

The research provides a scientific foundation for developing personalized tourism products, enhancing loyalty, and strengthening connections with international tourists. The implications proposed in the dissertation serve as valuable references for travel agencies and other stakeholders in refining tourism programs and products.

The findings of the dissertation offer a basis for managers and stakeholders to consult during the formulation and implementation of tourism development policies in the Mekong Delta, contributing to the realization of government policies (Decision 201/QĐ-TTg, 2227/QĐ-TTg, Resolution 82/NQ-CP).

*Hue city, ..... 2025*

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