

NEW CONTRIBUTIONS OF THE THESIS

Thesis Title: *The impact of perceived smart tourism services on tourists' memorable experience and revisit intention in Can Tho City, Viet Nam*

Specialization: Tourism

Code: 9810101

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Content:

The new academic and theoretical contributions

- This thesis contributes to the expansion of the theoretical framework on smart tourism services by examining tourists' perceptions of smart tourism services (PSTs), including six key domains: smart attractions, smart catering, smart transportation, smart accommodation, smart shopping and smart payment, rather than merely focusing on the hardware and software components of technology.

- The study develops a measurement scale for tourists' perceptions of smart tourism services, comprising seven factors: co-creation perception, personalization, accessibility, information, interactivity, usefulness, and ease of use. This scale offers a valuable tool for researching and evaluating smart tourism services at various destinations.

- By applying theories from psychology (SOR), marketing (SDL), and technology acceptance (TAM), the thesis explores the relationship between perceptions of smart tourism services, satisfaction, and tourists' revisit intentions, thereby offering new insights into tourists' behavior towards technology-integrated tourism services.

The new managerial contributions

- The research provides an analytical framework and a set of criteria for measuring perceptions of smart tourism services in Can Tho City, offering a practical tool for destinations with a similar level of digital transformation in the implementation of smart tourism services.

- It proposes specific practical solutions to assist businesses and regulatory bodies in developing and enhancing smart tourism services, thereby increasing tourist satisfaction and promoting revisit intentions, while effectively addressing the rapidly changing needs of tourists in the digital age.

Hue, ... date ... month ... year ...

Signature of instructor



GS. TS. Hà Nam Khánh Giao

Signature of PhD student



Huỳnh Diệp Trâm Anh