

## NEW CONTRIBUTIONS OF THE THESIS

Title of Thesis: *A Study on the Factors Influencing Local Residents' Support for Tourism Development through Online Platforms: A Case Study of Can Tho City*

Major: Tourism

Major Code: 9810101

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Course Year: 2022

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### **Content:**

#### ***Theoretical Contributions***

- The dissertation extends the literature on determinants of local residents' support within online contexts.

- It demonstrates that online environmental factors, including online social support (OSS), social media use (SMU), and local online community engagement (LOCE), exert differential effects on residents' perceived value (PV) and residents' support for tourism development (ST).

- The analyses further clarify the mediating roles of LOCE and SMU in the relationships among OSS, PV, and residents' support for tourism development (ST).

#### ***Practical Implications***

- The findings elucidate the multidimensional mechanisms through which online factors operate, thereby advancing understanding of the role of digital technologies in shaping residents' attitudes toward tourism development.

- The dissertation proposes policy recommendations to leverage the online environment more effectively in raising awareness and fostering residents' support for tourism development in Cần Thơ.

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