

INFORMATION ON PHD DISSERTATION

PhD Dissertation title: The impact of Electronic Word of Mouth on the intentions to choose domestic destinations of Millennial tourists.

Major: Business Management

Code: 9.34.01.01

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Scientific Supervisor: **PhD. Nguyen Thi Hoang Yen** and **PhD. Tran Dinh Toan.**

Training Institution: Posts and Telecommunications Institute of Technology

NEW FINDINGS OF THE DISSERTATION:

1. The dissertation develops a comprehensive theoretical model to examine the impact of Electronic Word of Mouth (EWOM) on the intention to choose domestic destinations with the participation of Self-congruity, aiming at Vietnamese millennials. This model enriches the Theory of Planned Behavior in the field of tourism. The research results once again confirm the role of EWOM in forming Intention Behavior, however the relationship is indirect. At the same time, the dissertation contribute to the Intention Behavior factor by adding a new observable variable "I definitely want to travel domestically" based on qualitative and quantitative research.
2. The dissertation has determined the impact of EWOM on the factors which belong to the extended Theory of Planned Behavior (TPB). It demonstrates that the impact of EWOM on self-congruity is the most direct and strongest.
3. The dissertation has demonstrated that EWOM affects self-congruity, attitude and perceived behavioral control, thereby suggesting that managers and teams working in the tourism should use comments and reviews on the internet to increase the intention to choose domestic destinations of Vietnamese millennial tourists.
4. The dissertation proposes that it is necessary to communicate and control word of mouth information on the internet regularly to enhance the compatibility between destination personality and tourist personality, when tourists see this compatibility, the intention to choose tourist destinations in Vietnam will be enhanced.

APPLICATIONS, APPLICABILITY IN PRACTICE OR ISSUES REMAINS THAT NEED FURTHER RESEARCH:

In addition to the results achieved, the study also revealed some research limitations, from which the author proposes the next research direction:

1. Intention to choose destinations of tourists is influenced by many factors, it is necessary to add factors such as patriotism, destination personality, Theory of Acceptance and Use of Technology, etc.. to more fully measure the influencing factors in the relationship between Electronic Word of Mouth and intention to choose a domestic destination.
2. The author conducted a survey on millennials living and working in the inner city and suburbs of Hanoi, which may not represent the entire Vietnamese millennial generation. Further research should expand the scope, compare different locations across Vietnam.
3. The dissertation only focuses on millennial generation, but now generation Z (those born between the 2000s and 2015) also have the right to pick their travel destinations. Therefore, in the next study, it is possible to expand the study of the impact of Electronic Word of Mouth on the travel intentions of Generation Z tourists and compare it with that of millennials.
4. The dissertation uses Theory of Planned Behavior is the original theory, although this is a widely used theory in the field of consumer behavior, but the future studies can use different theories or use and compare with other theories such as: theory of ethics in marketing, theory of risk, theory of value,... for a more multi-dimensional view.

On behalf of the Scientific Supervisor

PhD candidate

PhD. Nguyen Thi Hoang Yen

Pham Long Chau