

A study of the factors affecting the content created by international travellers in Vietnam

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ABSTRACT

Nowadays, international visitors often use the Internet to find information and share their travel experiences on social networks. This action helps other travellers make their traveling plans easier. However, there has not been much research on the user's perception on the use of travel content. This study aims to develop a model to measure the impact of user's perception on user-generated tourism content and to use the SEM model to test the feasibility of the proposed model. Results show that the perceived usefulness (PU) indirectly influenced user-generated content through the following channels: electronic word of mouth (eWOM), attitudes of visitors when choosing destinations and attitudes when using media social communication. The paper also provides recommendations to stakeholders in order to improve the value of content which is generated by international visitors for the development of the Vietnamese tourism industry.

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1. Introduction

Today, social networking is increasingly used to share personal reviews and opinions about a product. Consumer's comments on social media is called user-generated content (UGCs). This content is considered more reliable than advertising source (Varkaris & Neuhofer, 2017; Presi et al., 2014). This information is a type of electronic word-of-mouth (Fine et al., 2017), which has a two-way interaction and a rapid spread on the Internet. Tourism is an information-intensive industry (Ajagunna & Crick, 2014). According to a survey conducted by Google Traveler in June 2014, 77% of travelers use the Internet as a reliable information source when finding and choosing a tourist destination. In addition, more than 74% of marketing professionals think that Facebook, Google, Instagram, Twitter, etc. are important promotion channels to the strategy for the products and the business itself (Daniels, 2013). These impacts have a significant influence on the tourism industry because they change the way that customers look, read, and select information about places they are visiting. Thus, grasping the trend of using social networks and exploring the role of user-generated content is essential to address some of the realities of Vietnam's tourism industry when it is not fully developed to its potential appropriately.

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In terms of research methodologies, previous studies in the field of tourism used to apply qualitative methods to analyze the situation, so the solution presented was not highly applicable. There are also some quantitative studies but only at the level of study of the traditional and direct relationship between the variables. At present, no study has investigated the role of perceived usefulness for user-generated tourism content through the indirect impact of electronic word-of-mouth, the attitudes of travelers when choosing the destination, and using social media. By building a model to measure the impact of perceived usefulness on user-generated travel content through three intermediate variables and using the structural equation modeling (SEM) we may test the feasibility of the proposed model of this survey. The research will provide the premise for further studies in the field of tourism. At the same time, the research will start new directions for industry research in addition to qualitative research and quantitative studies.

The SEM model has been widely used in many studies on international traveling behavior, but studies have hardly applied SEM in Vietnam due to the complex nature of the relationship between variables. After cleaning the primary data set with 200 observations collected from international travelers who traveled in Vietnam, the authors conducted a factor analysis to ensure the validity of the dataset before running the model. With positive results from the SEM model, the paper elucidates the indirect effect of cognitive factors on the usefulness of user-generated traveling content through electronic word-of-mouth of visitors when choosing destinations and attitudes through social media usage. Based on the results obtained, the article sets the direction for the industry to better communicate with customers to understand the needs and conditions that affect their decisions, hence, enhancing the image of national tourism in the eyes of the international visitor community. For this purpose, the article models and points out the most influential factors in the behavior of sharing visitors' experiences in Vietnam to the Internet community. The authors also examine the empirical nature of the proposed model to clarify the significance of the tourism industry in Vietnam. To achieve these issues, the authors focus on addressing the following questions: What kind of factors influence to the attitudes and content of tourism generated by international travelers? Among those factors, which factor has the most important role in the act of writing tourist content?

2. Conceptual background and research methodology

2.1. Conceptual background and analytical framework

Theory of reasoned action (Liu et al., 2017) explains the relationship between attitudes and behaviors, based on the assumption that humans are rational and utilizes available information systems to make decisions for their actions. Accordingly, the intention to perform a particular behavior is the most important factor determining whether an individual performs that behavior. Technology acceptance model (Brandon-Jones & Kauppi, 2018) is an extension model based on rational action theory that explains the individual's behavior toward the application of technology to their works. The individuals can accept or reject information collected from technology (Jonsson & Myrelid, 2016). As a result, the behavior of information technology users can be predicted and explained through this model (Thakur et al., 2013; Bronner & De Hoog, 2010). Accordingly, perception of usefulness and ease of use strongly influence the adoption of technology (Belso-Martínez et al., 2013). Perceived usefulness (PU) represents the level to which users believe that using technology will improve their performance (Rauniar et al., 2014). In this study, the perception of usefulness is the level of trust of international visitors on the information they seek from social networking sites to prepare for a trip. The previous research has shown that the perception of usefulness is the basis of information reception. Hence, it strongly impacts to the intention to use of the current as well as the future self-assessment system of the individual for their travel plans (Iyer et al., 2017). Therefore, usefulness becomes a factor that is important and influences the planning and decision-making of the destination selection of visitors. Word of mouth is a form of oral communication in which information is passed from the sender to the receiver (Iyer et al., 2017). The evolution of the Internet and Web 2.0 has digitized previous oral traditions into electronic word-of-mouth (eWOM), allowing users to share ideas and experiences about products and services at the websites

without any commercial purposes. This can be a communication between the manufacturer and the customer as well as between the customers (Yang et al., 2016; Amin et al., 2014). The value of electronic word-of-mouth is determined by the usefulness of the product and the ability to meet customer needs (Sainaghi, 2010; Kudeshia & Kumar, 2017; Rossmann et al. 2016). According to Zhao et al. (2015), one-third of those who plan to travel need to have access to online forums before buying tickets. Tourists are increasingly aware of the usefulness of eWOM in the process of referring them to the selection of tourist destinations. Therefore, the research team proposes the hypothesis as follows,

H₁: Perception of usefulness affects the electronic word of mouth.

The research by Abubakar et al. (2016) shows that eWOM is a source of data that many consumers refer to because it reflects multi-dimensional information. The source of information that individuals receive will influence the formation of visitor attitudes and choices (Cheah et al. 2015). Attitude is an emotional evaluation which represents a person's common sense of preference or dislikes for a particular object or behavior (Saadeghvaziri et al., 2013). Attitude has an important role in the selection in particular, and the behavior of travelers in general (Kucukusta, 2017). Therefore, the team proposed the hypothesis

H₂: Oral communication affects the attitude when choosing the destination.

The content posted by the authors on social networking sites to share their comments is called user-generated content (UGC) (Presi et al. 2014). The UGC needs to meet three basic elements. First, it needs to be published on social networking sites. Secondly, the UGC needs to show the creativity and the desire for the contributions by writers, not just copying the existing data. Finally, UGC is made up of regular Internet users, not by advertisers (Kaplan & Haenlein, 2010). The sources of information from UGC are credible because they are based on real experiences (Kim & Lee, 2017) that gives visitors an appropriate selection of destinations. In UGC activities, the user plays a central role as a user, receiver, and contributor to the content placed on the Internet (Pagani et al., 2013). Therefore, not only using online content, but the users also want to help other travelers minimize the risk in the destination selection process. This is the driving force for international visitors to write their feedback for everyone to consult. Thus, the team proposes the following hypothesis.

H₃: Attitude when choosing a destination affects the user-generated travel content.

Social media is a set of online applications that are designed to connect people around the world while helping user share and exchange information from a personal perspective (Kaplan & Haenlein, 2010). They play an increasingly important role in the tourism industry, especially in the search for information for decision-making on choosing visitors' destinations (Fotis et al., 2012). Awareness of usefulness directly impacts the attitude of using social media as well as both, directly and indirectly, influence the user's intention to use the technology. Positive attitudes affect the positive intention of an individual (Ullah et al., 2017). Therefore, the study proposes the following hypothesis,

H₄: Perception of usefulness influences attitudes of visitors when using social media.

On the Web 2.0 platform, individuals are not only the recipients but also the people sharing the information. Thus, users are free to make comments or create content voluntarily for their own experiences (Geri et al. 2017). Content writers can share both positive and negative experiences, which reflect not only objective but also useful for the reader (Bachleda & Berrada-Fathi, 2016). The more useful information people get from the social network, the more popular the Internet is when people search the information for choosing the destination (Reinhold et al., 2017). Using social media does not help the travelers decide on a destination easier, but it also motivates each to build more effective online content for the user. Therefore, the team proposed the hypothesis.

H₅: Attitude of visitors using social media influences user-generated content.

Herrero et al. (2015) asserted that the tourist community regularly exchanges and shares information in the online forums. Thus, tourism content has been written by travelers that are increasingly changing the

tourism industry (Ribeiro et al., 2014). Although relatively new, user-generated travel content is becoming increasingly popular and useful for visitors in sharing experiences and proposing ideas (Varkaris & Neuhofer, 2017). Therefore, the author proposed the hypothesis.

H₆: Perceived usefulness affects user-generated content.

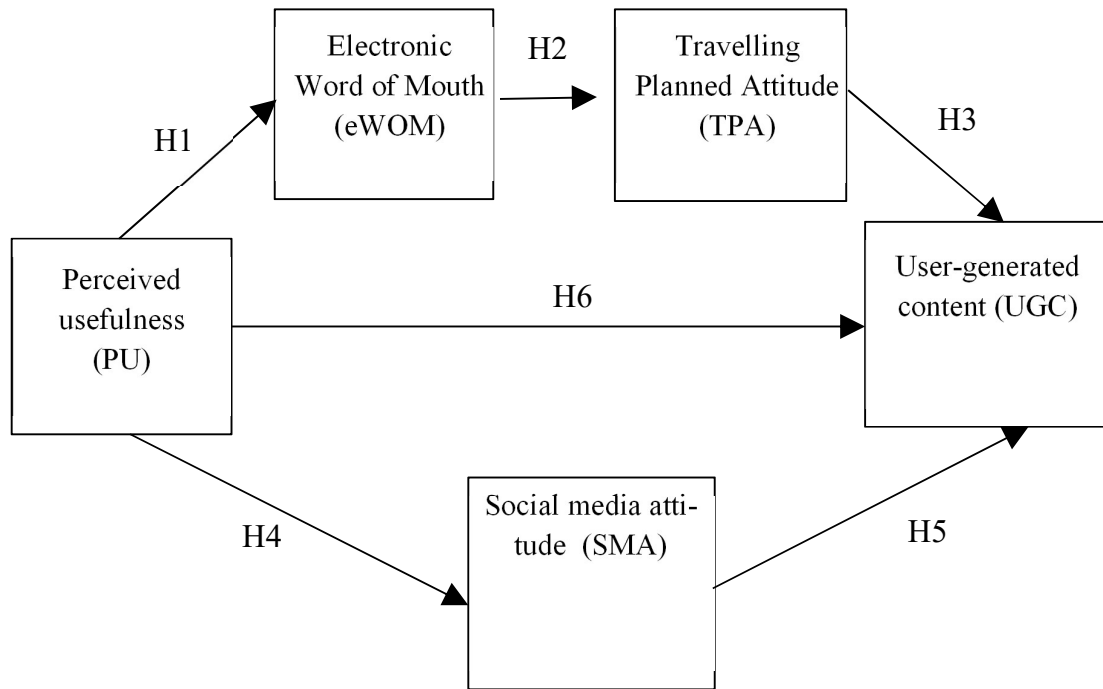


Fig. 1. Research model

2.2. Research methodology

This study examines the impact of PU on UGC through the indirect impact of eWOM, SMA, and TPA. As this is an initial study to evaluate the relationship between the five variables, so the research team collected primary data using a convenient random sampling technique through an online questionnaire consisting of two parts: First, provide demographic and general information about the participants. The second part consists of questions aimed to reflect the variables. Furthermore, the research candidates are international tourist, so the questionnaire is designed in English. In the second part, the five factors selected for the measurement which are based on the available background from previous studies and adapted to current Internet usage. Five factors with 22 variables were identified through the 22 questionnaires in the Likert scale with five levels: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = highly agree. At the same time, in each factor, questions will be stratified according to the level of interest, interests, and excitement of visitors to each research object. Specifically, the SMA factor consists of five observational variables which are derived from the study by Skogland in 2017; The TPA consists of four observational variables that are derived from the study of Yuzhanin and Fisher (2016) and Reinhold et al. (2017). The four-variable eWOM factor is derived from the study of Lu and Gursoy (2015) and Fine et al. (2017). The UGC of five observational variables which are derived from the study by Kim and Lee (2017) and Presi et al. (2014). Finally, the PU consists of four observational variables that are taken from Lin's (2012), Wu et al. (2011).

Before the formal study, the study carried out a preliminary study of 50 people to ensure the accuracy of the questionnaire. Based on the study of Roger (2006), Joseph et al. (2009), Tabachnick and Fidell (1996), with 22 observational variables and one independent variable in multivariate regression analysis, the research team realized that a sample size is greater than 110 that may represent the overall population.

The research data set consists of 200 responses from international travelers who have traveled in Vietnam after reviewing user-generated travel content on social media in the period from May 2017 to July 2017. The team used both software SPSS 20 and AMOS 20 for analyzing the data. Following the descriptive statistics for the sample to characterize the sample, the team analyzed the discovery factor EFA to validate the factor structure and factorial variables. Besides, the article also uses Cronbach's Alpha reliability test, Kaiser-Meyer-Olkin (KMO) verification, Bartlett's test to ensure the validity of the dataset. After obtaining these factors, continue to analyze the assay factor CFA to find endogenous variables and exogenous latent variables of the model, as well as to examine the hypothesis model. CFA also allows for rigorous testing of the model through the reliability and discriminant value of the scale (Henseler et al., 2016). After the CFA test, data is valid for implementing SEM. The fit of the model is shown in terms of χ^2 / df , CFI, GFI, AGFI, and RMSEA. Specific criteria for these tests are as follows, Cronbach's Alpha is accepted if greater than 0.6, and the scales are from 0.7 or better. The KMO coefficient must be between 0.5 and 1, and the significance coefficient of the Barlett test is 5% (Hair et al., 1998). Convergence values were measured by the AVE extraction indices and the CR, AVE and CR reliability over 0.7 was considered good, whereas the level if approximately 0.5 was considered acceptable (Alarcón & Sánchez, 2015). χ^2 / df usually ranges from 1 to 3 (Hair et al., 1998). With a CFI value greater than 0.8, the model is considered good (Gassiot Melian et al., 2016). The RMSEA value is lower than 0.08 (Lajoie et al., 2017). GFI and AGFI must be greater than or equal to 0.9, or a value close to 0.9 is acceptable (Morosan & DeFranco, 2016).

3. Result and findings

3.1. Research results

Demographic Characteristic

In terms of the number of participants in the survey, the team collected 200 responses from international travelers who traveled in Vietnam after having consulted the content on social media. The majority of respondents are female, with females accounting for 74% of the total number of observations. At the same time, 122 visitors from 21 to 30 years of age participated in the survey, accounting for 61%, nearly twice as many as those under age 20. Thus, more than 90% of visitors to Vietnam are under 30 years of age with a graduate degree and using Facebook. Besides, the frequency of traveling once a year makes up the majority with 82%.

EFA analysis and test of reliability and validity

To be able to conduct SEM, research data required to undergo testing to ensure consistency, validity, and reliability. All scales in this article, which were tested for consistency and suitability were implemented through EFA discovery factor analysis, confidence analysis, and assay factor analysis. When the CFA measurement model is adopted, data sets can perform SEM with AMOS software. Factor analysis is a statistical method used to shrink and to reduce the data to simplify a set of complex variables initially into a smaller set of variables in the form of elements but still, contain most of the information content of the initial set (Tschannen-Moran et al. 2013). With the Varimax rotation method to achieve the simple structure of the variables through the concentration column of the factor load factor matrix. SPSS 20 software supports the results of the EFA factor analysis, as shown in Table 1, the KMO = 0.83 is greater than 0.5, the p-value of 0,000 reflects the reliability of 100% (Messner, 2015), the factor load factor was greater than 0.5 with a variance of 0.71 to 0.88 and a percentage of total deviation of 67.98% greater than 50% (Field, A. 2013). Thus, through data analysis, EFA has good results. After analyzing the EFA factor, the reliability of each factor was tested. According to Sekaran (2000), if the value of Cronbach's Alpha is between 0.6 and 0.8, the scales are considered reliable, and over 0.8 are considered to be highly reliable. The results in Table 1 show that both PU, eWOM, TPA, UGC have Cronbach's Alpha value greater than 0.8, and SMA is also good at 0.792. Thus, the reliability of the scales is valid.

Table 1
EFA result and testing the reliability of scales

Factors	Observation variables	Loading factor index	Cronbach's Alpha
PU	PU 1	0,766	0,860
	PU 2	0,623	
	PU 3	0,714	
	PU 4	0,728	
SMA	SMA 1	0,560	0,792
	SMA 2	0,556	
	SMA 3	0,553	
	SMA 4	0,636	
	SMA 5	0,572	
TPA	TPA 1	0,721	0,885
	TPA 2	0,791	
	TPA 3	0,861	
	TPA 4	0,638	
eWOM	eWOM 1	0,694	0,868
	eWOM 2	0,786	
	eWOM 3	0,764	
	eWOM 4	0,646	
UGC	UGC 1	0,708	0,852
	UGC 2	0,702	
	UGC 3	0,724	
	UGC 4	0,559	
	UGC 5	0,635	
KMO		0,83	
p-value		0,000	
% Total variance deduction		67,98	

Source: the result is obtained from SPSS 20 by author

Assay Factor Analysis CFA

This analysis was undertaken to examine the relevance of the model to which the research data was available; in other words, the CFA sought to assert the theoretical model to be relevant to the data collected. This is a good premise for approaching the SEM model. The ultimate goal of assertive factor analysis is to determine the reliability and accuracy of the variables in the model. The results from Table 2 show that all the detailed data from the CFA results are good and even better than the minimum criteria, indicating the suitability of the proposed model. Specifically, $\chi^2 / df = 1.929 < 3$ shows that the model has overall relevance at significance level p-value = 0.00 when performing assay factor analysis. The authors also found that the CFI = 0.917 > 0.8, GFI = 0.856, and AGFI = 0.818 showed the suitability of the model and measurement model for the whole survey because this measure is consistent with the hypothesis model with an observed covariance matrix, with values from 0.8 to 1 that is acceptable. Besides, the RMSEA coefficient between the estimated parameters is also good, reaching 0.068 < 0.08 that strongly demonstrates that the level of fit for the model is quite high.

Table 2
CFA analysis of suitability level of the model

Model fit Indices	Acceptance range	Value from CFA	References
X^2 / df	< 3	1,929	Joseph F. Hair Jr & et al. (2009)
p-value	< 0,05	0,00	Morosan & DeFranco (2016)
GFI	> 0,9	0,856	Kline, R.B. (2011)
AGFI	> 0,9	0,818	Svensson (2015)
CFI	> 0,9	0,917	Svensson (2015)
RMSEA	≤ 0,08	0,068	

Convergence value is the degree whose indicators of a particular variable converges or distributes a high proportion of a common variable. According to Davcik (2014), the convergence value of the measurement model can be evaluated by the extraction deviation AVE and the composite reliability CR. The AVE deduction measures the variation of a structure against its measurement error, the AVE value above 0.7 is considered to be good, while the AVE level of about 0.5 is considered to be acceptable (Alarcón

& Sánchez, 2015). The composite reliability CR is a coefficient to measure the reliability that is less fluctuated than Cronbach's Alpha because Cronbach's Alpha is considered to have many disadvantages (Mahmood, 2017, Bollen, 1989). The acceptable value of CR is 0.7 or higher. As shown in Table 3, the reliability of the variables achieved high internal stability with CR of five variables ranging from 0.80 to 0.89, and the extraction deviation AVE is greater than 0.5. Besides, the highest correlation coefficient is from 0.30 to 0.54; it means that the five variables have distinct values. Thus, CFA analysis shows that the scales meet the criteria and qualify for more in-depth analysis to serve the research process.

Table 3

The test result of distinguished values and convergence values

	PU	SMA	eWOM	TPA	UGC
PU	1	0,35	0,54	0,47	0,27
SMA	0,35	1	0,23	0,19	0,28
eWOM	0,54	0,23	1	0,44	0,16
TPA	0,47	0,19	0,44	1	0,30
UGC	0,27	0,28	0,16	0,30	1
Highest correlation coefficient	0,54	0,35	0,54	0,47	0,30
CR	0,86	0,80	0,87	0,89	0,85
AVE	0,61	0,51	0,63	0,68	0,54
\sqrt{AVE}	0,78	0,71	0,79	0,82	0,73
$\sqrt{AVE} / \text{Highest correlation coefficient}$	1,43	2,02	1,45	1,74	2,43

Test the suitability of the SEM model

The steps of performing exploratory and assay analysis have shown that each variable of this model is perfectly suited for running the SEM structure equation model. The research team used AMOS 20 to analyze the measurement model, estimate the structural model, and test the hypothesis proposed in the study (Guh et al., 2013). Table 4 shows the results for the suitability of the proposed model for the data in the study. Specifically, $\chi^2 / df = 1.96 < 3$ shows that the model has suitability at significance level p -value = 0.00. Besides, the team found that the CFI and RMSEA coefficients were acceptable. Although GFI = 0.856 and AGFI = 0.818 are less than 0.9, this model is still acceptable because the values from 0.8 to 1 are normally acceptable. The above coefficients demonstrate that the consistency level of the model and the overall is quite high.

Table 4

Results of the relevance of the SEM model

Model fit indices	Acceptable value	Results from SEM model
χ^2 / df	< 3	1,96
p -value	< 0,05	0,00
GFI	> 0,9	0,85
AGFI	> 0,9	0,81
CFI	> 0,9	0,91
RMSEA	$\leq 0,08$	0,07

Table 5

Results of hypotheses based on normalized regression

Hypothesis	Effect	β	p -value	Result
H1	PU impacts to eWOM	0,56	0,000	Yes
H2	eWOM impacts to TPA	0,46	0,000	Yes
H3	TPA impacts to UGC	0,22	0,005	Yes
H4	PU impacts to SMA	0,36	0,000	Yes
H5	SMA impacts to UGC	0,20	0,024	Yes
H6	PU impacts to UGC	0,10	0,241	No

Source: the result obtained from AMOS 20

Based on Table 5 and Fig. 1, there is no basis for rejecting the hypotheses H₁, H₂, H₃, H₄, and H₅, which are proposed in the conceptual and hypothesis are quite high reliability. Hypotheses H₁, H₂, H₄ reach

100% confidence, while H_3 was 99.5% and H_5 was 97.6%. Hypothesis H_6 gives the result that PU does not directly affect the UGC from the SEM model. This result implies that eWOM, SMA, and TPA variables had a good intermediate role in explaining the relationship between PU and UGC. The diagram is illustrated in Fig. 2.

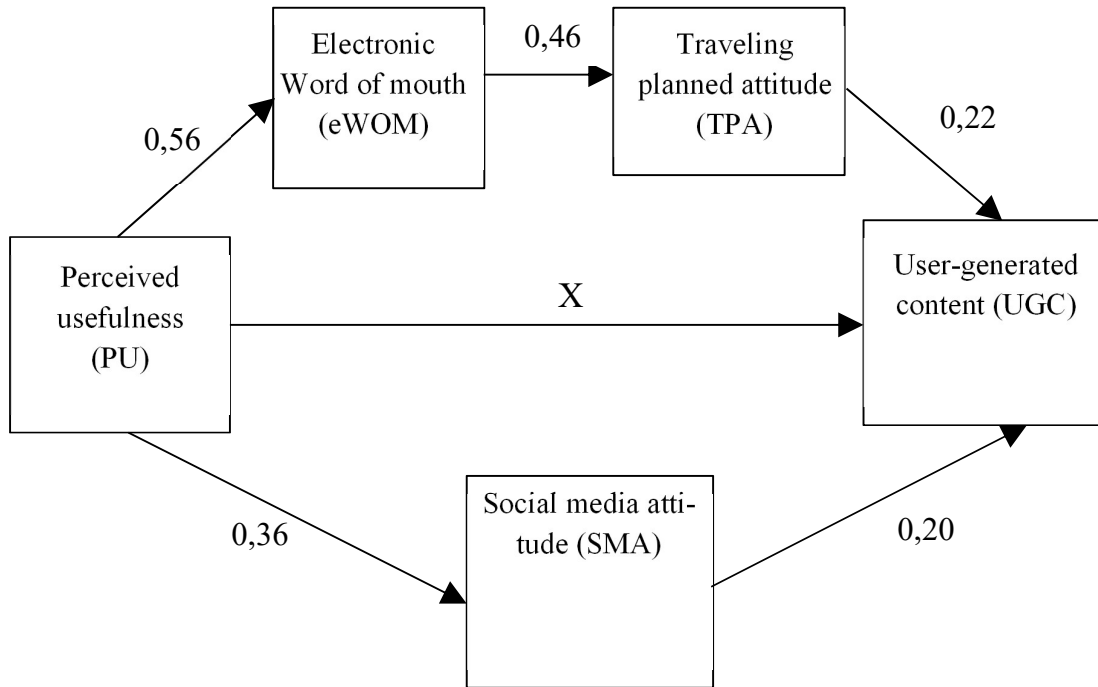


Fig. 2. The intermediate role of eWOM, TPA and SMA

3.2. Discussion

The results of SEM model indicate that perceived usefulness had a positive effect on the content of international visitors responding after traveling in Vietnam.

H_1 : PU significantly affects to eWOM

The usefulness and the ability to meet the needs of the product will determine the value of electronic word-of-mouth (Sainaghi, 2010; Kudeshia & Kumar, 2017). According to Zhao et al. (2015), one-third of those intending to travel to have the access to online forums before buying e-tickets because they believe that the reviews will be useful for their decision. Examination results show that the relationship between perceived usefulness and electronic word of mouth had the greatest impact, suggesting that international visitors are increasingly aware of the usefulness of electronic word-of-mouth. eWOM is a powerful tool to help them gather detailed and reliable information about the destination where they intend to travel.

H_2 : eWOM significantly affects TPA

Electronic word of mouth affects the attitude of visitors when choosing the most attractive destination for themselves with $\beta = 0.46$, and reliability is 100%. This means that electronic word of mouth plays an important role in the transmission of information, thereby affecting the perception and choice of destination (Cheah et al., 2015). In other words, eWOM significantly influences the behavior and attitudes of consumers (Kudeshia & Kumar, 2017).

H_3 : TPA significantly affects the UGC

The results of some previous studies show the impact of UGC on TPA. In particular, visitors now tend to refer to online social feedbacks rather than information provided by companies (Park & Cho, 2012; Compete Inc., 2006). Research by Cox et al. (2009) shows that the number of visitors using the UGC to

share information and to view the reviews, the photos, and the video when considering the destination continues to increase. However, this study showed the opposite effect of TPA to UGC with $\beta = 0.22$ and reliability confidence of 99.5%. As such, positive attitudes toward viewing destination information will motivate travelers to write social content after experiencing the reality.

H₄: PU significantly affects to SMA

PU impacts on SMA with $\beta = 0.36$ and 100% reliability. The result shows that social networking is becoming increasingly important in delivering real-life experiences to visitors. This function is useful for the next visitors because they will filter out much reliable information for their travel planning. This study also gives a similar result to that of Pöyry et al. (2013). That also explains why more and more people are attracted by social networking sites.

H₅: SMA significantly affects to UGC

H₅ hypothesis testing demonstrates that when visitors find useful social networking in their search for travel information, they will be motivated to write the content of their trip. This result supports the view of Fotis et al. (2012) that social media plays an increasingly important role in the tourism industry, particularly in the search for information for decision-making to select visitors' destination.

H₆: PU significantly affects to UGC

Prior studies have just focused only on clarifying the direct, individual relationship between the variables in the proposed model. Based on this, the authors review the intermediate role of eWOM, TPA, SMA in PU, and UGC relationships. Testing results of hypothesis H₆ indicate that there was no direct effect of PU on UGC. In combination with the above hypotheses, it is concluded that the perceived usefulness factor indirectly influences to user-generated travel content through three intermediate variables, such as eWOM, TPA, and SMA.

4. Conclusion and managerial implications

4.1. Conclusion

Research results indicate that perceived usefulness had a direct and strongest impact on the traditional word of mouth of international visitors, thereby influencing the attitude of the next tourist destination. Therefore, it affects to user-generated content. Besides, perceived usefulness will also affect user-generated content through attitudes when using social media. Electronic word of mouth, traveling planned attitude, and social media attitude had intermediate roles in the impact of perceived usefulness and user-generated content. When the model in this study was applied in practice, it encountered some limitations such as lack of diversity due to limited data, differences between participant and survey space. Besides, the tourism companies in Vietnam did not have any connections together; the marketing strategy was less effective or competitive competency in the industry was not improved; which yielded to the loss of a proportion of information collection. The authors collected information through questionnaires through online surveys. Most of the data was handled manually, so the errors could not be avoided. The analytical methods chosen for this study were relatively straightforward, so they could produce many error results. Further research should extend the scope of the study to be longer and more complete of the sequence of data, adding cultural elements and several other factors such as customer behavior when using media social tourism or external factors that affect the content of user-generated travel content to make the model more relevant.

4.2. Managerial implications

Research results show that international tourists tend to collect useful information from electronic word-of-mouth to select their destinations. Then, leave their feedback in the form of content created by the travelers to help the next visitors make the right decision. Therefore, firstly, the businesses operating in the field of tourism and travel services should focus on the flow of information from the customer's

assessment, then increasing the efforts to improve the visitor's sense of product and service because the flow of information from electronic word of mouth affects business operations of the business through the decisions of visitors. The more positive word of mouth, the more visitors will be willing to pay for the travel product they are interested in.

Second, in the age of Internet connectivity, the businesses need to focus on exploiting the benefits of social media in business, extending interest to visitors through interactive websites, allowing them to share their opinions about products and services of the business according to personal feeling. The higher the interaction between the user and the service provider, the more the customer believe in what the travel companies provide. Focusing on social media is important because it is the most trusted tool to date to find the opinions of visitors while preparing for the trip. Third, social media is both a driver of visitor perception of electronic word-of-mouth and a key factor in tourism planning and tourism decision making. Therefore, there is a need for a coordinated effort between businesses and media agents to encourage tourists to use multidimensional information resources at social networking sites.

Fourthly, ministries and departments, especially Vietnam National Administration of Tourism, the Ministry of Culture, Sports and Tourism, should issue policies to encourage enterprises to develop tourism services with the application of technology to communicate to customers and propose the solutions to promote social networking sites to share travel information as a reliable source of information for consumers in general and international visitors in particular. At the same time, organizing workshops for small and medium enterprises shall participate in consulting and orienting on long-term and consistent development strategies.

The above are some suggestions for stakeholders to solve part of the current situation of the tourism industry in Vietnam. However, to have the best possible solutions, it is necessary to have coordination between the parties to build a valid tourism value chain. We need to seriously build a tourism value chain that has a close link between actors from the state, the media, businesses, and individuals in the industry. It is not difficult for a general traveler and international tourists in particular to make a good assessment of a tourist destination, but to do so, we need to have good products first that bring a memorable experience that contains their own identity that visitors must share. All factors must be aimed at bringing quality products and good value for money travelers. All of this will become an electronic word of mouth in the international community. This is the fastest and least costly way that Vietnamese businesses can use. Thus, the tourism industry in Vietnam can develop to match the potential and expectations.

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