

INFORMATION ON NEW CONCLUSIONS OF DOCTORAL DISSERTATION
(Information will be posted on the Website)

Name of dissertation: Factors affecting tourists' loyalty to Vietnam's agricultural tourism destination – Researching in Hanoi.

Major: **Business Administration**

Code No: **9340101**

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Training Institution: **Electric Power University**

Summary of new contributions of the Dissertation

Firstly, the thesis proposes applying simultaneously BRT model and customer loyalty model in researching services to evaluate the factors affecting tourists' loyalty to agricultural tourism destination in Hanoi. The integrated BRT model shows that there is an explanation the relationship between the specific factors and tourists' loyalty.

Secondly, the two main factors reason-for (tourists' satisfaction) and reason-against (perceived-risks) have significantly impacts on tourists' loyalty (intension) in context of agricultural tourism destination in Hanoi.

Thirdly, the data analysis shows that the tourists' perceived value, reason-for (tourists' satisfaction) and reason-against (perceived-risks) have certain affects to their attitude to destination in agricultural tourism areas.

Fourthly, the results of thesis implicates that both of word-of-mouth (including direct WOM and e-WOM) and the destination image have positive impacts on tourists' loyalty (intension). Moreover, the thesis's results also show that, WOM and destination image play the important role as moderating variable of the relationship between tourists' attitude to destination and their loyalty. It can be said the this role of moderating variables could expand the behavioral reasoning theory (BRT) model.

Last but not least, due to the theoretical contribution of the thesis, it proposes some particular solution for the related parties such as hospitality & tourism businesses, the board of organization of the agricultural destination in Hanoi, Hanoi Tourism Department... to concentrate on developing Hanoi's agricultural tourism and controlling effectively the factors which have impacts on tourists's loyalty.

Giáo viên hướng dẫn

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Nghiên cứu sinh



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