MINISTRY OF INDUSTRY AND TRADE

INDUSTRIAL UNIVERSITY OF HO CHI MINH CITY

PHẠM NGỌC KIM KHÁNH

IMPACT OF SOCIAL RESPONSIBILITY ON BRAND EQUITY, SATISFACTION AND REVISIT INTENTION OF TOURISTS: THE CASE OF DESTINATIONS IN THE SOUTHEAST REGION, VIETNAM

Major: **Business administration**

Major code: **9340101**

SUMMARY OF DISSERTATION

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Ho Chi Minh city, February 2025

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CHAPTER 1 OVERVIEW OF RESEARCH

1.1 Background of the research problem

1.1.1 Practical background

In recent years, the quality of life has improved as the socio-economy has been developing positively. Therefore, tourism has become a need in everyone's life. When a comfortable and convenient life has become too familiar to many people, the need to explore new lands and contact new cultures has become a popular trend. At this time, tourism does not stop at garthering but tourists also want to experience better tourism services with reputable tourism businesses. In today's era, among the myriad of service industries, tourism has become a shining star. It is also said that tourism is a mass business because anyone can be a part of its supply chain. All organizations and businesses can provide products or any services for tourism business activities. With a sustainable development strategy until 2030, the World Tourism Organization - UNWTO has stated that the tourism industry will continue to grow at a growth rate of 1.4%. According to UNWTO (2022), the Asian tourism market will become the leading destination by 2030 with a predicted market share of 30%. Therefore, in the current period, Asian countries are considered a new potential market attracting tourism businesses around the world, with a breakthrough growth rate. Recently, the interest of countries in the "smokeless industry" is increasing, they orient tourism as a sustainable development industry. However, tourism activities can have negative impacts on the environment, society and community such as health and people's lives. Therefore, the impact will be minimized by implementing corporate social responsibility (CSR) activities, which will attract more tourists.

The Government has affirmed that Vietnam has been integrating with the world in all aspects from economy, education, health or tourism in the development strategy of the "smokeless" industry in 2020 with a vision to 2030. However, according to the Vietnam National Administration of Tourism (2020), the tourism industry has been assessed and selected by the Government as the "key industry" of the country at present and in the

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future with the aim of optimally exploiting the advantages, natural conditions, cultural values, ... Every year, millions of domestic and foreign tourists visit tourist destinations in Vietnam. Specifically, in 2023, there were more than 12.6 million international visitors to Vietnam (Vietnam National Administration of Tourism, 2023b).

To sum up, the "smokeless" industry has been receiving certain attention and has been selected as a "key industry" globally, in Asia, Southeast Asia, and nationally with increasingly improved needs and tastes of tourists. Moreover, the Vietnamese Government has affirmed that the Southeast region is one of the 7 key regions for tourism development in the period 2025 - 2030. However, tourism in the Southeast region has not fully exploited the tourism potential in the region to affirm the "tourism brand" of the destinations.

1.1.2 Theoretical background

Creating and developing a brand is one of the core strategies of tourism destination management. Branding as a concept is not only applied to goods and companies but also to the tourism sector. Destination brand is one of the main topics of tourism marketing to enhance differentiation and competitiveness, but establishing a strong brand is increasingly of significant interest due to the fierce competition between destinations for tourist spending. In addition to building and developing a strong brand, "destination social responsibility"1is one of the topics that tourists are particularly interested in today when choosing a destination for their trips.

The author has conducted an exact search for the phrase "Destination social responsibility" on reputable academic database websites with 54 scientific publications in various forms (according to data from Web of Science, 01/2024). From this result, the author found that this specific concept has only appeared in many studies from 2017 to present.

In 54 studies related to the topic, the author analyzed "Co-citation", which means the frequency of any two studies being cited by another study. The author analyzed, the analysis results showed that there are 4 main topics that researchers are interested in when mentioning the phrase

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"destination social responsibility" in the period 2017 to present with 3348 cited references, including (1) destination social responsibility and customer behavior; (2) destination social responsibility and destination reputation; (3) destination social responsibility and sustainable development; and (4) destination social responsibility and marketing (Figure 1.1) and formed a co-citation network (Figure 1.2).

In addition, the author also searched for the phrase "Destination social responsibility" appearing in many different places such as in the research title, summary content, theoretical basis or keywords of the research. According to statistics from Web of Science (WoS) (01/2024), there are 699 publications in many different forms. And the studies with the appearance of this concept have appeared since 1998, however the period with many studies started from 2008 to present.

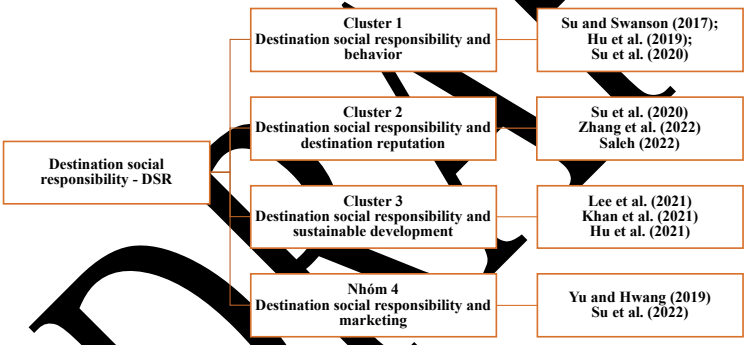


Figure 1.1 Results of Bibliometric analysis from WoS data (01/2024)

Source: Author collected and analyzed

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Figure 1.2 Co-Citation network of bibliometrics analysis from data of Web of sicence (../2024)

Source: Author collected and analyzed

In addition, the concept of "destination social responsibility" was developed from the concept of "corporate social responsibility" (CSR), so the author searched for the phrase "Corporate social responsibility in tourism" and the results returned more than 1379 related scientific publications, of which 936 publications were scientific articles (according to WoS data 0../2024). Therefore, the research topic related to CSR in tourism and destination social responsibility has been attracting the attention of researchers in many different aspects in recent times. According to Kuokkanen and Su (2020), a good new marketing tool was CSR, which aimed to differentiate brands from each other. In addition, from the concept of CSR, Su and Swanson (2017) argued that destination social responsibility meant the efforts of stakeholders at the destination to participate in CSR activities. Furthermore, in order to develop and implement sustainable marketing methods and strategies, and at the same time, to present them more systematically for any destination, tourism enterprises needed to assess the importance and relationship of tourism brand equity to customers (Joshi & Yadav, 2017; Pike, 2010).

Therefore, in recent times, some authors developed the concept of destination brand equity from the concept of brand equity, such as Boo et

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al. (2009), Phung et al. (2019), Lu et al. (2015), and Liu (2020). In general, destination brand equity was defined as the favorable response to the destination brand and brand commitment that has been built by tourists' positive perceptions of the destination (Chi et al., 2020). Destination brand equity would create more value or meaning that tourists can feel about the destination, which can lead to their revisit intention (Lim & Weaver, 2014). For the above reasons, the research situation on the impact of CSR in general on brand equity has always received much attention from authors in many different fields. However, studies on the impact of destination social responsibility on destination brand equity are still limited, such as Martínez and Nishiyama (2019), ChunYang et al. (2020), and T. T. Phuong and Huynh (2022).

Moreover, with the database that the author has extracted from prestigious journals, the topic of destination social responsibility affecting customer behavior is also one of the topics that has attracted the attention of researchers, but similar to the topic of destination social responsibility to destination brand equity, the studies on this specific topic are still limited. Studies by Su and Huang (2019); Thu Tran et al. (2018) and specifically explored the influence of destination social responsibility on tourist satisfaction at tourist destinations. In addition, Hassan and Soliman (2021); and Su and Huang (2019) showed that destination social responsibility affected revisit intention.

Moreover, the tourism industry is a special industry where activities are mainly based on natural resources, so today tourists and government agencies are interested in the issue of "destination resilience" of destinations after crises that affect tourism exploitation. Soetanto et al. (2017); Magis (2010) stated that CSR activities had a positive impact on organizational resilience. Meanwhile, Saad et al. (2022) stated that customer loyalty and sentiment today were not only influenced by other factors but also by "resilience". If organizations performed "recovery" well, customer loyalty would have increased, especially in the post period of the Covid-19 pandemic.

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1.1.3 Research gaps

From the theoretical context with the results of Bibliometric analysis – Scientific bibliometrics with scientific databases from WoS shows that there are still quite a few studies specifically conducted on the concept of "destination social responsibility" in many different aspects. ***The first research gap*** shows that from the theoretical context, there has been no study indicating the simultaneous impact of destination social responsibility on destination brand equity, tourist satisfaction and revisit intention. Besides, there has been no study specifically studying the concept of destination resilience affecting tourist satisfaction and revisit intention. Moreover, there are quite a few specific studies on the concept of destination resilience, so in this study this concept has developed from the concept of organizational resilience. ***The second research gap*** related to the practical context shows that the Southeast region is a region with great tourism potential, however destinations or tourism companies have not yet identified comprehensive tourism development strategies due to the limited number of studies related to tourism in the Southeast.

With the reasons analyzed in the research context and practical context, the author finds it necessary to supplement and resolve the limitations that previous research has not done through conducting research on the influence of factors such as destination social responsibility, destination brand equity, tourist satisfaction, revisit intention and especially destination resilience to help the "smokeless" industry in Vietnam and the Southeast region in particular have a theoretical foundation to propose sustainable development strategies, taking advantage of available tourism potential. Therefore, the author decided to choose the research topic "The impact of social responsibility on brand equity, satisfaction and revisit intention of tourists: The case of destinations in the Southeast region, Vietnam" to carry out in order to overcome and supplement the limitations of previous studies. The topic aims to clarify theoretical issues surrounding destination social responsibility on destination brand equity, tourist satisfaction and revisit intention. Moreover, the research aims to measure the direct and indirect influence of the factors to complete the

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theoretical foundation, at the same time combining analysis of the current situation to draw experience. Therefore, the results of this research help administrators and tourism managers have the opportunity to review the policies and strategies of enterprises or destinations, thereby completing destination social responsibility, destination brand equity to strengthen tourist satisfaction as well as revisit intention; and actively contribute to the development of tourism enterprises in the Southeast region, Vietnam.

1.2 Research objective

1.2.1 General research objectives

The study determines the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam. From findings, managerial implications are proposed to help tourism destinations enhance their destination brand equity, tourist satisfaction, and revisit intention.

1.2.2 Specific research objectives

First, to determine the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam.

Second, to examine and measure the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam.

Third, to examine the mediating effects of destination brand equity, tourist satisfaction at destinations in the Southeast region, Vietnam.

Fourth, to propose managerial implications to help tourism destinations enhance destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam through destination social responsibility practices.

1.3 Research questions

First, what is the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam?

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Second, what is the impact level of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam?

Third, what are the mediating effects of destination brand equity and tourist satisfaction at destinations in the Southeast region, Vietnam?

Fourth, what are the managerial implications to help tourism destinations enhance destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast region, Vietnam through destination social responsibility practices?

1.4 Research subjects

1.4.1 Research subjects

The impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention in the case of destinations in the Southeast, Vietnam.

1.4.2 Research sample

In this study, the research sample is domestic tourists who have chosen or are choosing tourist destinations in the Southeast region to experience tourism.

1.5 Research scope

1.5.1 Spatial scope

This study was conducted in the Southeast region, including 6 provinces and cities: Dong Nai, Ba Ria - Vung Tau, Binh Phuoc, Tay Ninh, Ho Chi Minh City and Binh Duong.

1.5.2 Time scope

- Secondary data are related to the practical context and research context with related studies through national, regional databases and reputable scientific databases such as WoS, Scopus and Google Scholar. Relevant documents are selected mainly from 2015 to present. However, this study was conducted for the main purpose of an overview of the research situation, so the author has an overview of studies conducted in the previous period from 1998 to present. In addition, secondary data related to the tourism situation in the region during the period 2020 - 2023

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were also collected in this study for the purpose of analyzing the current situation of the research problem more specifically.

- Primary data were collected in 2 phases
  - Preliminary data: From August 2023 to September 2023
  - Official data: From October 2023 to January 2024

1.6 Research method

This study uses a mixed research method including qualitative and quantitative research methods.

1.7 Research meaning

1.7.1 Theorical meaning

This study was conducted with contributions to theoretical meaning in general and to the tourism industry in the Southeast region in particular. Firstly, from the concepts of CSR, brand equity of Carroll (1991) and Aaker (1991) have been further developed into the main concepts in this study including destination social responsibility and destination brand equity. Secondly, from related theoretical frameworks including (1) Stakeholder theory; (2) Stimulus – Organism – Response (SOR) theory; (3) Attribution theory; (4) Place attachment theory; (5) Theory of Reasoned Action – TRA; and (6) Theory of Planned Behaviour – TPB have been combined in the context of tourism in general and the Southeast region in particular through combining the factors of destination social responsibility, destination brand equity, tourist satisfaction and revisit intention. Third, scientific theories have been applied to specifically determine the impact of destination social responsibility on destination brand equity, tourist satisfaction and revisit intention; based on the research results and analysis of the current situation as a basis for proposing appropriate management implications to help improve the destination social responsibility and destination brand equity to "retain" visitors to revisit, to use tourism services of tourism enterprises or destination. In addition, the study aims to build a research model and examine the scales in this model. The research results are not only meaningful for researchers and managers but also open up

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directions for further studies on the impact of destination social responsibility on destination brand equity, tourist satisfaction and revisit intention. In addition, the results of this study are also a theoretical basis and theoretical model for tourism businesses and tourist destinations in the Southeast region to refer to and from there build and orient tourism development strategies through destination social responsibility practices to strengthen destination brand equity, tourist satisfaction, and increase the ability to "retain" tourists in the region with a vision of sustainable tourism development.

1.7.2 Practical meaning

The study analyzed the overall picture of the current situation of the tourism industry, destinations, and tourism businesses in the Southeast region, Vietnam in the context related to the research problem, thereby providing managerial implications to help the tourism industry in general and tourism enterprises in particular have strategies to improve destination social responsibility practices to improve and enhance destination brand equity, tourist satisfaction and revisit intention. In addition, from these research results, it also helps administrators, leaders in the tourism industry, and interested researchers have an overview of the concept of destination social responsibility, destination brand equity, tourist satisfaction and revisit intention, especially in the Southeast region - a key tourism development area.

1.8 Research outline

This study includes 5 chapters:

Chapter 1: Research overview

Chapter 2: Literature review

Chapter 3: Methodology

Chapter 4: Research results

Chapter 5: Conclusion and Managerial imlication

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CHAPTER 2 LITERATURE REVIEW

2.1 Definitions

Corporate social responsibility; Destination social responsibility; Destination brand; Brand Equity; Destination Brand Equity; Tourist Satisfaction; Revisit intention; Tourism destination

2.2 Theorical background

In this study, several related theories were applied as a basis for proposing the research model, including Stakeholder Theory of Freeman (1984); S-O-R Theory of Mehrabian and Russell (1974); Attribution Theory of Weiner (1986); Place Attachment Theory of Kyle et al. (2005); and Theory of Planned Behavior of Ajzen (1991).

2.3 Research review

In this study, the author summarizes related studies based on impact groups, including (1) Studies related to destination social responsibility and destination brand equity; (2) Studies related to destination social responsibility, tourist satisfaction and revisit intention; (3) Studies related to destination brand equity, tourist satisfaction and revisit intention; (4) Studies related to tourist satisfaction and revisit intention; (4) Related studies (other). From related studies at domestic and international aspects, the author has built a summary table of related studies in order to see an overview of the related research situation. The research situation in domestic and international aspects, and the related theories are argued as the basis for proposing the research model as follows:

Firstly, the situation of related research domestic and international aspects shows that the research still has certain limitations that need to be studied more deeply and developed in future studies. The summary table of related research shows that both domestic and foreign research has not yet conducted research related to the combination of destination social responsibility with destination brand equity, tourist satisfaction and revisit intention. Moreover, most of the research on the topic of "corporate social responsibility" or "brand equity" is research on general concepts in the field of tourism, and there are very few specific studies on "destination social responsibility" and "destination brand equity".

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However, according to Su and Huang (2019) and Su and Swanson (2017), studies related to destination social responsibility were developed based on the concepts and aspects of CSR practices. Therefore, this study was conducted to study the impact of “destination social responsibility” on “destination brand equity”, “tourist satisfaction”, and “revisit intention” from the development of previous research on CSR with general brand equity in related fields.

Second, in the related concepts section of “Corporate Social Responsibility”, the author mentioned the issue of CSR affecting the sustainable development of enterprises, especially for the “smokeless” industry - tourism. For sustainable development, according to DesJardine et al. (2019), it stated that CSR activities had a significant impact on organizational resilience, the level of organizational resilience was influenced by the level of implementation of the organization's responsibilities to society. However, "corporate social responsibility" is the basis for developing the concept of "destination social responsibility" and "organizational resilience" is the basis for developing the concept of "destination resilience". In addition, up to now, there has been no specific research on the impact of destination social responsibility on destination resilience, but some researchers have pointed out the impact of CSR on organizational resilience. Furthermore, according to the study of Saad et al. (2022), it is showed that the organizational resilience had an impact on customer loyalty, which means that when customers have loyalty to any organization, business or destination, it means that customers can return in the future.

Third, from the related theories that the author mentioned, including Freeman's Stakeholder Theory (1984); Mehrabian and Russell's S-O-R Theory (1974); Weiner's Attribution Theory (1986); Kyle et al.'s Place Attachment Theory (2005); and Ajzen's Theory of Planned Behavior (1991) are the foundational basis to support the study to argue the relationships between the factors. In addition, these related theories have also been applied to related studies with the aim of reaffirming the

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suitability of related theories in many different contexts, fields, and subjects of application.

From the above reasons, the author selects and proposes hypotheses and research models including the following factors: (1) destination social responsibility; (2) destination brand equity; (3) tourist satisfaction; (4) Tourist intention to return; and (5) Destination resilience.

2.4 Hyothesis and research model

From the overview of the related research situation at domestic and international asects, combined with related theories, the author proposes 08 direct hypotheses and 04 indirect hypotheses as follows:

H1+: Destination social responsibility has a positive impact on destination brand equity.

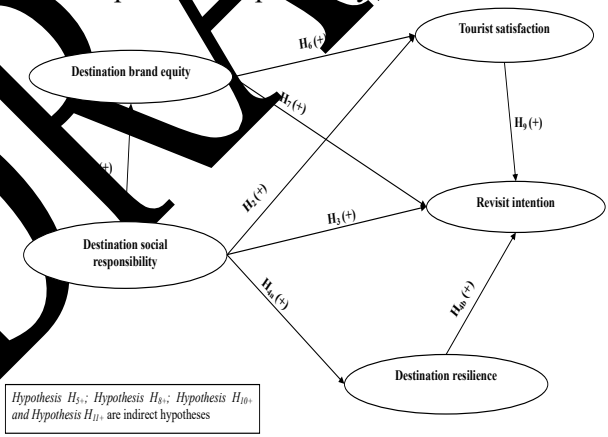
H2+: Destination social responsibility positively affects tourist satisfaction

H3+: Destination social responsibility positively affects tourist revisit intention

H4a+: Destination social responsibility positively affects destination resilience

H4b+: Destination resilience positively affects revisit intention

H5+: Destination social responsibility positively affects revisit intention through the mediating role of destination resilience



Fugure 2.1 Research model

H6+: Destination brand equity positively affects tourist satisfaction

H7+: Destination brand equity positively affects revisit intention

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H8+: Destination social responsibility positively affects revisit intention through the mediating role of destination brand equity

H9+: Tourist satisfaction has a positive impact on revisit intention

H10+: Destination brand equity positively affects revisit intention through mediating role of tourist satisfaction

H11+: Destination social responsibility has a positive impact on revisit intention through the mediating role of tourist satisfaction

CHAPTER 3 METHODOLOGY

3.1 Research process

This study was conducted through 2 periods with 11 steps to achieve the identified research objectives of the research problem "The impact of social responsibility on brand equity, satisfaction and intention to return of tourists: The case of destinations in the Southeast region, Vietnam", including:

-Step 1: Identify the problem and research objectives

-Step 2: Form and clarify the research topic

-Step 3: Analyze related studies

-Step 4: Evaluate and summarize related studies

-Step 5: Literature review and research model

-Step 6: Collect qualitative data

-Step 7: Analyze qualitative data

-Step 8: Prepare quantitative research

-Step 9: Collect quantitative data

-Step 10: Analyze quantitative data

-Step 11: Write a report

3.2 Qualitative research

3.2.1 Overview of qualitative research

While "numbers depend on meaning", meaning does not always depend on numbers. The more vague and simple the concepts, the less likely it is that the data can be quantified in a meaningful way (Dey, 1993). Therefore, for issues that have not received much attention from enterprises such as destination brand equity, qualitative research allows the author to collect and analyze as much qualitative data as possible to

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develop theories and simulate the research problem through research models and scales.

The data collected through qualitative research is analyzed by the author in the following order: data preparation (compilation and consolidation of data); inferring relationships and developing hypotheses; testing hypotheses.

3.2.2 Qualitative research process

To apply qualitative research in this study is through 3 step as following:

1. To interview tourism experts working at tourism enterprises, or destinations, and to discuss in group with visitors so that the research model is completed.
2. To identify appropriate scales in this study by adopting and modifying from scale of previous related studies.
3. To interview tourism experts working at tourism enterprises, or destinations, and to discuss in group with visitors so that the scale is completed.

3.2.3 Data collection method

Qualitative research is conducted through the analysis of primary and secondary data. For secondary data, which are available information and data from scientific journals or books in domestic and international, the author collected them from many different sources with the aim of determining the theoretical basis, building a research model, and building a scale. From the results of secondary data analysis, the author proceeded to collect primary data, which are data collected from deep-interviews with experts and group discussions. From there, the research model and scale of the study were completed through the process of analyzing the collected primary data.

3.2.4 Qualitative research characteristics

In this study, the author interviewed experts and discussed groups of tourists with the aim of collecting opinions from service providers and service beneficiaries.

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3.2.5 Qualitative research to complete the model

The author has conducted expert interviews and group discussions through an interview outline with the aim of completing the research model with 02 perspectives from service providers and service beneficiaries. The qualitative research results showed that all experts and respondent groups had high agreement with the proposed research model including 05 main factors: destination social responsibility, destination brand equity, destination resilience, satisfaction and return intention of tourists at the destination in the Southeast region, Vietnam.

3.2.6 Qualitative research to build and complete the scale

The author conducted qualitative research to build the scale through inheriting and adjusting the scale from previous related studies to approriate with the research problem and research context with a total of 48 observed variables of 5 main factors. The research scale includes (1) destination social responsibility measured by 16 observed variables of economic responsibility, environmental responsibility, ethical responsibility, and moral responsibility (Azizuddin et al., 2023; Tamajón & Font, 2013; Thu Tran et al., 2018); (2) destination brand equity measured by 16 observed variables of brand identity, perceived quality, brand image, and brand loyalty (Boo et al., 2009; Frías Jamilena et al., 2017; Su et al., 2015; M. T. Phung et al., 2019); (3) Destination resilience measured by planned resilience and adaptive resilience with 8 observed variables inherited and developed from the scale of Sobaih et al. (2021); (4) Tourist satisfaction is measured by a scale inherited from the study of Thu Tran et al. (2018) with 04 observed variables; and (5) Revisit intention measured through 04 observed variables inherited from the study of Su et al. (2020).

Then, the author conducted qualitative research to complete the scale through expert interviews and group discussions with an interview outline to collect opinions and views from 02 sides of service providers and beneficiaries. The results showed that all experts and respondent groups agreed with the scale with 48 observed variables of the factors in the study. However, experts and respondent groups proposed to adjust the

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sentence and content of some observed variables to complete and easily approach respondents in the official quantitative research phase.

3.3 Quantitative Research

3.3.1 Sample Size

Sample size was determined in many different ways with different views from different researchers, for example, according to Gorsuch (1997), each question should have a minimum of 5 participants, and the total should have a minimum of 100 participants in the study. Meanwhile, according to Hair (2009), the minimum sample size is determined based on the multiple of the number of observed variables with the following formula:

$$n=5\times m$$

In which: m is the total number of observed variables

According to Tabachnick et al. (2013), the minimum sample size to ensure reliability and increase the value of the study should be achieved according to the following formula:

$$n=50+8\times m$$

In which: m is the total number of observed variables

Also agreeing with the view of Tabachnick et al. (2013), Green (1991) also believes that the minimum sample size should be achieved as follows: $n \geq 50+8\times m$ *(In which: m is the total number of observed variables).*

Therefore, the minimum sample size of this study is based on the total number of observed variables of the 5 main factors in the study, which is 48 observed variables. Thus, to ensure the reliability of the study, the study needs a minimum sample size of 434 surveys. However, the larger sample size would be more valuable and more reliable, and also reducing sampling bias. In addition, the primary data collection method in this study is a survey method, so in order to achieve a standard sample size of 700 surveys, the author plans to distribute 1,000 online and in-person questionnaires.

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3.3.2 Measurement scale

This study uses a 5-point Likert scale to collect quantitative data with the following groups of options:

1 - Completely disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Completely agree

3.3.3 Questionnaire design

The questionnaire is an important tool of the study to help collect the opinions of the survey subjects in accordance with the study. A well-designed questionnaire will ensure that the collected results and the research results are clear, accurate, and consistent with the research objectives as well as address specific research questions. Roopa and Rani (2012) pointed out that a good questionnaire needs to be designed in accordance with the process.

The questionnaire in this study was divided into 3 main parts, including Introduction, Main content – Questions with choices, Conclusion

3.3.4 Quantitative data collection method

Quantitative data used to analyze quantitative results is primary data collected directly from respondents who participated in the survey online and in person. In addition, with the research problem related to the topic of tourism which is a fairly popular topic with the survey subjects. Therefore, in this study, the author chose a non-probability convenience sampling method to collect data more quickly.

3.3.5 Preliminary quantitative research

Preliminary quantitative research is conducted to verify the reliability of the scale, correct errors after preliminary quantitative analysis to complete the questionnaire or survey before collecting official quantitative data. Therefore, the author will conduct preliminary quantitative data collection through a survey similar to the structure of an official survey to complete the official scale and official survey.

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Preliminary quantitative data is analyzed and evaluated through Cronbach's alpha reliability with SPSS 26.0 statistical analysis software. According to Nunnally and Bernstein (1994), the Cronbach's alpha coefficient value was reliable when the value of any observed variable in the scale satisfies the following two conditions:

- Corrected Item – Total Correlation ≥ 0.3
- Cronbach's Alpha coefficient ≥ 0.6

The preliminary quantitative research results showed that all 48 observed variables met the reliability test conditions. Therefore, the official research scale included 5 main factors with 48 observed variables.

3.3.6 Official quanitative research

To analyze the official quanitative research, authors did step by step as following:

Step 1: Descriptive statistics to perform descriptive statistics of the research sample according to categorical variables (Fisher & Marshall, 2009).

Step 2: Reliability testing to evaluate the reliability of the research scales using Cronbach's Alpha coefficient and Composite Reliability coefficient (CR)

Step 3: Convergent validity testing through the Average Variance Extracted (AVE) index to assess the level of correlation between observed variables in the same concept (Blumberg & colleagues, 2014)

Step 4: Outer loadings analysis to determine and measure the level of relevance of observed variables to latent variables.

Step 5: Discriminant validity testing was to analyze and evaluate the level of non-correlation between observed variables of a concept and the other concepts (Blumberg & colleagues, 2014). Discriminant validity is analyzed through different methods, including Cross-loading, Fornell and Larcker or Heterotrait-monotrait ratio (HTMT).

Step 6: Evaluate the structural equation model - SEM through testing for multicollinearity, R-squared coefficients (R2) - The level of explanation of the independent variable for the dependent variable, f-squared coefficient (f2) - The level of influence of the independent variable

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Step 7: Boostrapping to re-estimate the parameters of the model that have been estimated by the ML method to test the hypothesis and evaluate the research model.

CHAPTER 4 RESEARCH RESULTS

4.1 Overview of tourism in the Southeast region

According to the statistical report of Statista (2023), Vietnamese tourists used tourism services for many different purposes, of which the purpose of "Traveling for a healthier life" accounts for 5%, followed by the purpose related to “Learning about local culture” and “Seeking experiences with many new people” at 30% and 29% respectively. This showed that people use tourism services to improve the quality of life while improving social and cultural knowledge.

In 2020, the Vietnamese government identified the tourism strategy and vision for 2030 with 7 key tourism regions planning 63 provinces and cities. The Government especially emphasized that the Southeas regiont is a key tourism region in the coming time with natural characteristics of "favorable time - favorable location - favorable people", rich and diverse resources and outstanding economic development. In addition, the Southeast also has regions with infrastructure and services that have received significant investment. According to the Vietnam National Administration of Tourism (2023), the Southeast welcomed more than 65 million tourists, accounting for more than 54.2% of the total number of tourists in the country in 2022. According to Statista's report (2023), among the 10 provinces and cities with the highest tourism revenue in the period 2018 - 2022, 2 provinces and cities are in the Southeast, including Ho Chi Minh City and Ba Ria - Vung Tau. Besides, Ho Chi Minh City has always maintained its role as the "locomotive" of the country's economy with the highest tourism revenue in the country in the period 2018 - 2022 (Statista, 2023). In addition, the Vietnamese Government has identified the overall national planning with the strategy of "linking tourism development in the Southeast region" for the period 2020-2025 (Vietnam National Administration of Tourism (2023). In the past time, provinces and cities in the Southeast region carried out

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activities to increase the connection between provinces and cities in the region and at the same time "thoroughly" exploit the tourism potential of the region. In the Preliminary Report on the activities of the 2 years 2021 and 2022 of the provinces and cities in the Southeast region when implementing the "regional tourism linkage strategy", the linkage and cooperation of the provinces and cities in the region were highly appreciated. However, the report also pointed out the remaining limitations in the tourism industry of the region in terms of brands, specific products, and diversification of other tourism products (Vietnam National Administration of Tourism (2023)

4.2 Research results

4.2.1 Quanitative data analysis

This study analyzed the quanitative data through 5 stages as following:

Stage 1: Data filtering

Stage 2: Data coding

Stage 3: Data entry

Stage 4: Data analysis

However, in this study, out of 5 factors using second-order scale, including (1) Destination social responsibility scale; (2) Destination brand equity scale; (3) Destination resilience scale.

Therefore, in order to analyze the research model with second-order factors, this data analysis phase is carried out through a two-stage approach. Two stage approach (Sarstedt & colleagues, 2019), with step 1 applying the repeated indicator approach to measure and test low-order variables in the model and step 2 is the discrete two-stage approach to measure and test high-order variables in the model through the statistical analysis software SmartPLS 4.0. Specifically, the data processing and analysis at each step are as follows:

- Step 1: Repeated indicator approach
- Step 2: Discrete two-stage approach

Stage 5: Discussion of results

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4.2.2 Quantitative data analysis results

4.2.2.1 Descriptive statistics

During the process of collecting quantitative data, the author also collected data related to the information of the respondents who participated in the survey to determine the level of assurance of the research sample that was collected. From there, the author can draw conclusions about the characteristics of the official quantitative research sample through the ratio of gender, occupation, age, and annual travel frequency. This study had only 514 valid responses among 577 sent-back responses from 729 delivered questionnaires for tourists. From descriptive statistics via SPSS 26.0, there were 217 males (42.2%), and 297 females (57.8%). Regarding occupation, there were only 66 respondents were students (12.8%), 284 people working at offices (55.2%), 97 people who own businesses (18.9%), and the remainder was others (13.1%). Age range was also collected from respondents, the highest rate for range from 25 – 30 years old with 238 people (46.3%), only 86 people in range of 18 – 24 (16.7%), 132 people in 31- 40 range (25.7%), and the remainder in range over 40 (11.3%). Moreover, this study also identified the tourist frequency of selected respondents. As the results, most respondents took over 3 trips per year, which it was 366 people (71.2%), only 17 respondents who took under 1 trip per year (3.3%), 78 people answered that they had 3-5 trips per year (15.2%), and only 53 people spent time for over 5 trips each year (10.3%).

4.2.2.2 Analysis of the low-order measurement model

The results in this document are analyzed with a low-order structural model including variables that are aspects of the second-order measurement factors - destination social responsibility; destination brand equity; and Destination resilience with the main factors measuring level 1 - Tourist satisfaction and revisit intention in the research model, including: Analysis of external loadings; Testing the reliability of the scale; Testing the convergence of the scale; Testing the discrimination of the scale;

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Evaluation of the low-order SEM linear structure model: R^2 coefficient, Q^2 coefficient, Multicollinearity testing. The results showed that all observed variables satisfied the conditions of the tests to continue analyzing the high-order measurement model.

4.2.2.3 Analysis of the low-order measurement model

The results in this content are analyzed with a low-order structural model including variables that are aspects of the second order measurement factors - destination social responsibility; destination brand equity; and Destination resilience with the main factors measuring level 1 - Tourist satisfaction and Intention to return in the research model, including: Analysis of external loadings; Testing the reliability of the scale; Testing the convergence of the scale; Testing the discrimination of the scale; Evaluation of the low-order SEM linear structure model: R2 coefficient, Q2 coefficient, Multicollinearity testing. The results show that all observed variables satisfy the conditions of the tests to continue analyzing the high-order measurement model.

4.2.2.4 Analysis of the high-order measurement model

The results in this content are the results of quantitative data analysis with the high-order structure model extracted from the results of the low-order quantitative data analysis and using these results to analyze, test and evaluate the high-order structure model including 5 main factors (1) destination social responsibility; (2) Destination brand equity; (3)

Table 4.1 Path coefficients

	Cofficient	Standard Deviation	P-values	Hypothesis
DBE → RI	0,205	0,042	0,000	Accepted H_7
DBE → TS	0,454	0,057	0,000	Accepted H_6
DR → RI	0,485	0,055	0,000	Accepted H_{4b}
DSR → DBE	0,366	0,055	0,000	Accepted H_1
DSR → DR	0,416	0,057	0,000	Accepted H_{4a}
DSR → RI	0,087	0,028	0,002	Accepted H_3
DSR → TS	0,190	0,051	0,000	Accepted H_2
TS → RI	0,212	0,055	0,000	Accepted H_9
DBE → TS → RI	0,096	0,032	0,002	Accepted H_{10}
DSR → DBE → RI	0,075	0,022	0,000	Accepted H_8
DSR → DR → RI	0,202	0,035	0,000	Accepted H_5
DSR → TS → RI	0,040	0,016	0,012	Accepted H_{11}

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Resilience; (4) Tourist satisfaction; and (5) Revisit intention in the research model, including: Outer loadings analysis; Reliability test; Convergence test; Discriminant test; Evaluation of high-order SEM

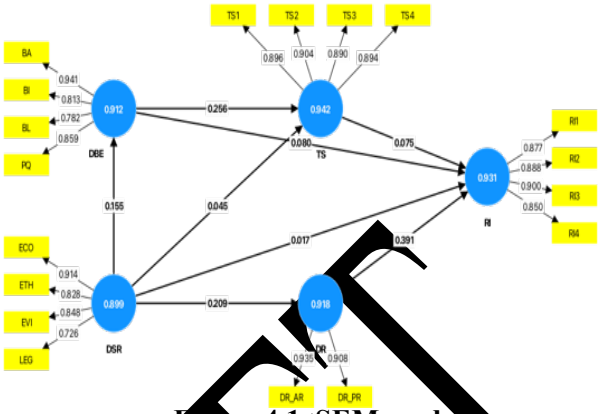


Figure 4.1 SEM model

linear structural model: R^2 coefficient, Q^2 coefficient, Multicollinearity test, Hypothesis test - Bootstrapping. The results showed that all observed variables satisfied the conditions and all hypotheses were accepted, including 8 direct hypotheses and 4 indirect hypotheses. Moreover, all 4 mediating hypotheses with factors having mediating effects had direct effects, so the mediating effects in this study were partial mediating effects according to the viewpoint of Baron and Kenny (1986); and mediation effects where both direct and indirect effects are significant and in the same direction (Complementary mediation) (Zhao st al., 2010).

4.3 Discussion

From the research results, this study has shown that destination brand equity, destination resilience, tourist satisfaction, and revisit intention were all affected by destination social responsibility. However, this study was divided into groups influenced by factors including (1) destination social responsibility and destination brand equity; (2) destination social responsibility, tourist satisfaction, and revisit intention; (3) destination brand equity, tourist satisfaction, and revisit intention; (4) destination social responsibility, destination resilience, and revisit intention; and (5) tourist satisfaction and revisit intention. This result is consistent with previous studies of each group.

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In short, this study has new results that have not been mentioned in previous related studies. First, this study continues to develop the concept of destination social responsibility and destination brand equity as previous studies by Su & Huang (2019); Thu Tran et al. (2018); M. T. Phung et al. (2019); Gutiérrez Rodríguez et al. (2017); Shi et al. (2022) from the studies by Carroll (1991) and Aaker (1991). However, destination social responsibility includes economic, environmental, ethical and legal responsibilities, while previous studies measure this responsibility through five other aspects (Su & Huang, 2019) or four other aspects (Gutiérrez Rodríguez et al., 2017; M. T. Phung et al., 2019). In addition, destination brand equity includes brand identity, brand image, brand loyalty, and perceived quality (Shi et al., 2023), or the elements of destination brand, perceived destination value, and perceived destination quality (Rahman et al., 2022). Second, this study also develops destination resilience from organizational resilience, while previous studies have examined organizational resilience in the tourism industry or similar industries (Burlea-Schiopoiu et al., 2023; Elshaer, 2024; Sobaih et al., 2022). Third, no study has conducted research and examined destination social responsibility simultaneously from the marketing perspective and the tourist behavioral perspective. In other words, there has been no research that has shown the impact of destination social responsibility on destination brand equity, destination resilience, tourist satisfaction and revisit intention. Finally, as the author mentioned above, the number of studies conducted in the Southeast region, Vietnam is quite limited, especially on the topic of destination social responsibility.

CHAPTER 5 CONCLUSION AND MANAGERIAL IMPLICATION

5.1 Conclusion

The main purpose of this study was to explore and examine the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention at destinations in the Southeast, Vietnam based on the analysis from the practical context and research

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context to achieve the research objectives. The research results show that the research model and scale have achieved the research objectives as well as the research questions. Therefore, it can be affirmed once again that this study has identified and examined the impact of destination social responsibility on destination brand equity, tourist satisfaction, and revisit intention, especially the impact on destination resilience that is of interest to managers and tourists at destinations in the Southeast, Vietnam.

5.2 Managerial implication

This study aims to determine the impact of destination social responsibility on destination brand equity, tourist satisfaction and revisit intention, and destination resilience. The research results illustrated that the impacts of these factors were positive in both direct and indirect aspects. Therefore, from the research results, the author proposed managerial implications to help tourism enterprises, tourism destinations and tourism managers have a basis to build strategies to improve destination resilience, tourist satisfaction and revisit intention.

First, tourism managers or destination managers at destinations in the Southeast region, Vietnam need to orient and plan sustainable tourism development strategies through destination social responsibility activities. Instead of using traditional marketing tools, managers should use destination social responsibility as an alternative marketing tool to enhance destination brand equity through social media advertising or public relations events. In addition, tourism enterprises and tourist destinations should orient, invest and replace equipment at destinations that use environmentally friendly energy such as wind power and solar power to protect the environment and save business operating costs. At the same time, destinations should also use energy-efficient, energy-saving equipment to minimize emissions to the environment to ensure a friendly environment for people.

Secondly, managers need to review, consider and strengthen aspects in the concept of destination brand equity. Managers should focus on long-term investment in destination brand assets by enhancing destination

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brand awareness and brand image in tourism thinking through advertising programs, especially related to destination social responsibility, on prime-time TV channels, social media platforms, or magazines and newspapers with the aim of spreading positive and beautiful information to tourists. Second, managers should plan strategies to improve services or products provided at destinations to ensure that they always bring good experiences to tourists. Finally, destinations need to have tourist appreciation programs through vouchers, discount coupons, or discount programs that tourists can receive the first time at the destination, and these coupons will be applied to the next time - This is also one of the forms of "retaining" customers to come back the next time or increasing the possibility of tourists introducing to friends and relatives through giving these coupons.

Finally, tourism managers should focus on flexible activities to increase revisit intention, because tourists are already interested in this concept. Managers must have a plan to deal with any crisis related to nature or society. Destinations need to always ensure good working conditions for employees, equip employees with adequate facilities as well as logical work arrangements. Additionally, managers should train staff to be ready to address issues from tourists. Destinations should improve tourists' confidence in safety by practicing and testing emergency plans to ensure they are effective and demonstrating them through videos, billboards, newspapers or social media so that these activities are easily accessible to tourists.

5.3 New contributions

5.3.1 Theoretical contributions

The results of the study show that this study has made significant theoretical contributions as follows:

Firstly, this study has continued to develop the concepts of destination social responsibility and destination brand equity from these concepts of Carroll (1991) and Aaker (1991). In addition, the study confirmed that the destination social responsibility factor had a positive impact on the destination brand equity.

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Secondly, this study has identified and developed the concept of destination resilience from the concept of organizational resilience through related studies conducted in the same or similar fields to the research problem. This concept has been measured through two aspects: adaptive resilience and planned resilience, which have not been mentioned in any previous related studies. In addition, the research results show that destination social responsibility has a positive effect on destination resilience, and destination resilience has a strong positive effect on revisit intention.

Thirdly, this study also confirmed that tourist satisfaction and revisit intention were influenced by destination social responsibility, destination brand equity, and destination resilience.

Finally, this study also showed that the factors were not only direct effects of the factors, but also the main factors had indirect effects as partial mediated effects. Most importantly, this result has not been found in previous related studies.

5.3.2 Practical contributions

In addition to the theoretical contributions, this research also has the following practical contributions:

Firstly, the research results provide a basis for managers at destinations in the Southeast region, Vietnam to pay attention to destination social responsibility activities as well as identify this as a new marketing tool to build and strengthen destination brand assets.

Secondly, managers and destinations in the Southeast region, Vietnam have a deep interest in plans as well as the ability to adapt to unexpected situations in the community, environment and society, or in other words, the interest in destination resilience. The research results are also the basis to help managers realize the importance of destination resilience through opinions collected directly from tourists.

Finally, destinations in the Southeast region, Vietnam clearly define strategies to enhance tourist satisfaction in order to "retain" tourists through brand strengthening activities and always show special attention

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to the community, environment and people - destination social responsibility.

5.4 Limitations and future research directions

5.4.1 Limitations of the study

First, this study was only analyzed and conducted in the Southeast, Vietnam, so the results cannot be applied to all 7 key tourist regions of Vietnam.

Second, although global tourists are also interested in this topic, this sample was only collected in the Southeast region Vietnam due to the author's limited capability.

Third, the tourism industry is a special industry when the target tourists includes both domestic and international tourists. However, the main survey subjects in this study were domestic tourists who had experienced tourism at tourist destinations through a non-probability sampling method with convenient collection due to the limitations of the author's capability.

Finally, the concepts in this study were studied in general terms of destination social responsibility, destination brand equity, and destination resilience. These factors have not been explored and the impacts of each specific aspect of the factors on tourist satisfaction and intention to return have been determined.

5.4.2 Future research directions

First, the author will consider expanding the sample size by sending questionnaires to respondents from other regions in Vietnam and other countries.

Second, further studies will be considered in different regions of the 7 key tourism areas of Vietnam to have an objective and comprehensive view of the "smokeless industry" in Vietnam. Finally, in the following studies, the author will approach and study the concepts of the factors specifically to propose management implications or policy implications for government agencies and tourism businesses to consider appropriate development orientations and strategies.

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