NEW CONTRIBUTION OF DISSERTATION

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As a PhD candidate according to the offer 76/QD-DHCN dated January 22, 2021 of Industrial university of Ho Chi Minh city, I completed the thesis defense at Faculty of Business administration on September 22, 2024.

Thesis title: **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**

Scientific instructor:

1. **Associate professor PhD. Nguyen Thanh Lam**
2. PhD. Nguyễn Thành Long

New contributions of dissertation

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.

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.

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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.

In summary, the research results showed that the research model 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 resonsibility on destination brand equity, tourist satisfaction, and revisit intention, especially the impact of destination resilience that attracted managers and tourists at destinations in the Southeast, Vietnam.

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