

The Impact of Tourist Behavior on Tourism Product Development: From the Practice of Hanoi City, Vietnam

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ABSTRACT:

This study examines the influence of tourist behavior on tourism product development in Hanoi, Vietnam, using data derived from social media interactions and survey responses. The study collected and analyzed 5,372 social media posts from Instagram, Facebook, and TikTok that tagged Hanoi as a destination within the last 12 months. In addition, a survey of 412 tourists who had visited Hanoi was conducted to validate the proposed research model. Exploratory factor analysis (EFA) and structural equation modeling (SEM) were employed to examine the relationships among social media behavior, experience expectations, and tourism product selection intentions. The findings identified three major tourist segments based on online behavioral patterns: Storytellers, Visual Hunters, and Food Explorers. The SEM results indicate that social media behavior has a positive and statistically significant effect on experience expectations ($\beta = 0.57, p < .001$) and tourism product selection intentions ($\beta = 0.62, p < .001$). Based on these findings, the study proposes three tourism product concepts for Hanoi: the "Hanoi Retro Photo Hunt" tour, the "Hanoi Night Dining and Culinary Exploration" tour, and the "Hanoi Storytelling: Cultural Journey" tour. The study contributes to the literature on tourist behavior and digital tourism analytics by demonstrating how social media data can support market segmentation and product innovation. It also offers practical implications for policymakers and tourism enterprises seeking to design experience-oriented tourism products that better match tourists' changing preferences in Hanoi city, Vietnam.

Keywords: Behavior tourist Guest; Network commune association; division DFI data integration; Product tourist Calendar; Hanoi; Segment market.

1. INTRODUCTION

In the context of digital transformation and smart tourism development, understanding tourist behavior has become a key factor in developing effective tourism products. Hanoi, as the political capital and cultural-historical center of Vietnam, attracts millions of tourists every year. However, the development of tourism products in Hanoi has not yet fully exploited the potential of digital transformation. numbers, especially DFI data, TFI social networks.

Social media has become a rich source of information about the behavior, preferences, and emotions of tourists through user-generated content (UGC). Posts, images, videos, and comments on platforms such as Instagram and Facebook, TikTok Are not only reaction candidate spread experiment real cell belong to tourist guest but still image enjoy arrive decision predetermined tourist calendar belong to nhfing other people. Job fertilizer accumulation one way department learn nhfing DFI data This Have body help the home chest reason tourist calendar understand deep than about soft bridge, expect Tourist desires and behavior.

However, research on the application of Digital Fact-Finding (DFI) analytics from social media in tourism product development in Vietnam in general and Hanoi in particular is still limited. Most previous studies have focused on traditional methods such as surveys and interviews, without fully exploiting the massive digital fact-finding (TFI) from social media. This leads to a lack of in-depth understanding of the actual behavior of tourists in the digital age.

This study was conducted to overcome the above limitations with the following specific objectives: (1) Analyzing tourist behavior information via DFI data UGC above the background block network commune festival main; (2) Corpse predetermined the fertilizer paragraph tourist guest based above onion vi network commune festival; (3) Inspection relationship the gizzi system behavior social network, expected experience and meaning choose select product tourism; (4) Topic export product tourist calendar flush fit give TFI ng fertilizer paragraph tourist guest in Hanoi.

2. MUSCLE DEPARTMENT QT THEORY

2.1. Ly theory about onion vi tourist guest in lip school number

Tourist behavior in the digital environment is understood as the set of activities, decisions, and interactions of tourists on digital technology platforms, especially social networks, in the process of searching for information, planning, experiencing, and sharing about their trip (Xiang & Gretzel, 2010; Buhalis & Foerster, 2015). Davis (1989) developed the Technology Acceptance Model (TAM), which was later expanded by Venkatesh et al. (2003) into the Unified Technology Acceptance Model (UTAUT), showing that tourists' technology use behavior is influenced by perceptions of usefulness, ease of use, trust, and social factors. (Davis, 1989; Venkatesh et al., 2003).

Theory of Planned Behavior (TPB) is also widely applied to explain tourist behavior. According to this theory, behavioral intention is determined by three main factors: attitude toward the behavior, subjective norms, and perceived control over the behavior. In the context of social media, Kaplan and Haenlein (2010) showed that these factors are expressed through how tourists interact with, share, and respond to online travel content. Hsu and Lin (2008) found that a positive attitude toward sharing travel information on social media strongly influences the intention to use these platforms. (Ajzen, 1991; Kaplan & Haenlein, 2010; Hsu & Lin, 2008).

The research by Kim and Fesenmaier (2017) expands the understanding of tourist behavior by introducing the concept of "social tourism," in which tourists not only consume information but also actively create and share content. The author points out that this process comprises five stages: information gathering, planning, experiencing the destination, sharing the experience, and influencing others. In this context Vietnam, Nguyen Van Hung and colleagues (2023) showed that tourists Vietnam has a higher tendency to share travel experiences on social media compared to the Southeast Asian regional average. (Kim & Fesenmaier, 2017; Hung et al, 2023).

1.1. Interior container by People use create go out (UGC) in tourist calendar

Krumm et al. (2008) define UGC as content created and shared by consumers on digital platforms, including It includes text, images, videos, reviews, and comments. Daugherty et al. (2008) expanded this concept by emphasizing the voluntary and creative nature of UGC. In the field of tourism, Yoo and Gretzel (2011) pointed out that UGC plays a crucial role in shaping destination image, influencing travel decisions and creating shared experiences (Krumm et al., 2008; Daugherty et al., 2008; Yoo & Gretzel, 2011).

Ayeh and add the (2013) information via research rescue real experiment with 348 tourist guest Satisfied only go out that UGC Have author movement strong strong arrive onion example guest information via three muscle craft main: (1) Bow grant information believe worth believe rely TFI spread experiment real cell with system number believe rely $r = 0.73$; (2) Create Social influence through interaction and sharing with $\beta = 0.65, p < 0.001$; (3) Formation of online tourism communities with shared values and interests (Ayeh et al., 2013; Munar & Jacobsen, 2014).

The study by Litvin et al. (2008) pioneered research into the impact of electronic word-of-mouth (eWOM) in tourism, showing that 84% of travelers trust online TFI reviews from other users. Gretzel and Yoo (2008) found that 83% of travelers read reviews from other travelers before making booking decisions. (Litvin et al., 2008; Gretzel & Yoo, 2008). In Vietnam, research by Pham Quoc Thai and add the (2023) give see 76% tourist guest Vietnamese Male believe imagine enter UGC than so with chopsticks urine transmission system, and 68% It is stated that UGC has a significant influence on destination selection decisions. (Thai et al., 2023).

Trunfio et al. (2022) in a recent study classified UGC in tourism into five main categories: (1) Reviews and ratings; (2) Visual content including images and videos; (3) Personal stories and blogs; (4) Practical information such as prices, opening hours; (5) Interactive content such as Q&A, herb essay group. Conclude fruit research rescue give see internal container direct mandarin Have author movement strong best arrive idea predetermined tourist calendar ($\beta = 0.68, p < 0.001$), followed by evaluation and ranking ($\beta = 0.54, p < 0.001$) (Trunfio et al., 2022).

2.2. Fertilizer accumulation have a cold touch and fertilizer paragraph onion vi in tourist calendar

Sentiment analysis is defined by Liu (2012) as the process of identifying and extracting subjective information (TFI) from text, including attitudes, opinions, and emotions. Pang and Lee (2008) developed basic to advanced TFI analysis methods, from binary classification (positive/negative) to multi-level analysis. In tourism, sentiment analysis is widely applied to understand the level of satisfaction and evaluation of tourists (Alaei et al., 2019; Pang and Lee, 2008). Research rescue belong to Kirilenko and add the (2018) history use fertilizer accumulation have a cold touch above 2.6 million post post Instagram about tourist calendar in 50 country Research found that positive emotions accounted for 73.2%, neutral 18.7%, and negative 8.1%. Marine-Roig and Anton Clavé

(2015) applied sentiment analysis to TripAdvisor and found a strong correlation between emotions in destination reviews and ratings ($r = 0.84, p < 0.001$). In Vietnam, Nguyen Van Hung et al. (2024) analyzed the sentiment of 15,000 posts about Vietnamese tourism, showing that Hanoi had the second highest percentage of positive emotions (82.4%) after Hoi An. An (85.1%) (Kirilenko et al., 2018; Marine-Roig and Anton Clavé, 2015; Hung et al., 2024).

The segmentation of tourist behavior was developed by Kotler and Armstrong (2018) defines it as the process of dividing the market into customer groups. having similar needs, characteristics, or behaviors (Kotler and Armstrong, 2018). In the context of social networks, Lange-Faria and Elliot (2012) proposed a segmentation model based on four main factors: (1) Usage frequency; (2) Content type; (3) Engagement level; (4) Sharing motivation (Lange-Faria and Elliot; 2012).

Sigala's (2018) study analyzed the behavior of 5,000 travelers on Facebook and Instagram, identifying five main segments: (1) Lurkers (32%) - only follow without interacting; (2) Socializers (28%) - focused on social interaction; (3) Information Seekers (19%) - seeking information; (4) Content Creators (13%) - creating high-quality content; (5) Influencers (8%) - having a significant influence on the community. The results showed that Content Creators and Influencers had the strongest impact on other people's travel decisions ($\beta = 0.72$ and $\beta = 0.81, p < 0.001$) (Sigala, 2018).

1.2. Ly theory about spread experiment tourist calendar and week hope

Pine and Gilmore (1998) introduced the concept of "Experience Economy," in which experience is considered a distinct economic good (Pine and Gilmore, 1998). In tourism, Oh et al. (2007) developed a tourism experience scale comprising four main dimensions: educational, recreational, aesthetic, and escapist (Oh et al.; 2007). Quadri-Felitti and Fiore (2013) extended this model to cultural and heritage tourism (Quadri-Felitti and Fiore, 2013).

Tourism expectations were defined by Oliver (1980) in his Expectation-Confirmation Theory as pre-experienced beliefs about the expected performance of a product or service (Oliver, 1980). Bhattacharjee (2001) applied this theory to the information technology context and showed that expectations have a direct impact on the intention to use ($\beta = 0.51, p < 0.001$) (Bhattacharjee, 2001). In tourism, Prayag and the community the (2017) give see week hope spread experiment Have similar mandarin strong with the comedy heart real cell ($r = 0.67$) and idea predetermined turn again ($\beta = 0.58 p < 0.001$) (Prayag et al., 2017).

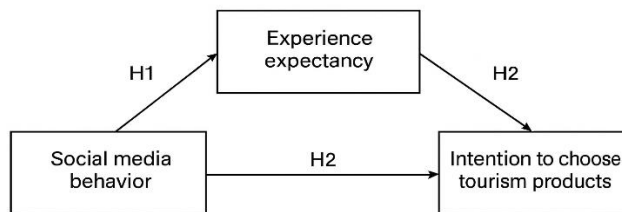
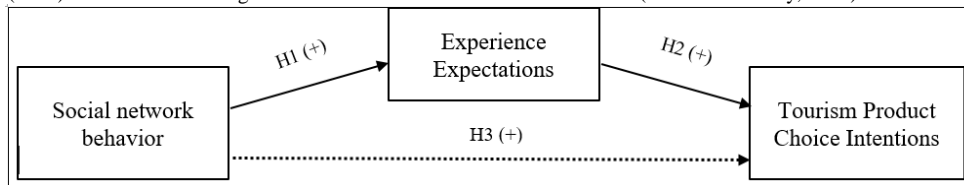
1.3. Tissue image research rescue accumulation fit

Based above muscle team reason theory TFI TAM (Davis, 1989) TPB (Ajzen, 1991) Ly theory Period Vong-Xac receive (Oliver, 1980) and the research Regarding UGC in tourism, this study proposes an integrated model: Social media behavior → Experience expectations → Tourism product selection intention. This model is built on three main hypotheses:

Hypothesis H1: Social media behavior has a positive impact on travel experience expectations. Theoretical basis from Kim and Fesenmaier (2017) suggests that interacting with travel content on social media creates expectations about future experiences (Kim and Fesenmaier, 2017).

Hypothesis H2: Experiential expectations have a positive impact on tourism product selection intentions. Based on Expectation-Confirmation Theory, high expectations lead to stronger behavioral intentions (Oliver, 1980; Prayag et al., 2017).

Hypothesis H3: Social media behavior indirectly impacts tourism product selection intentions through experience expectations according to Baron and Kenny (1986). This is an mediating effect based on the chain of effects model of (Baron and Kenny, 1986).



H1 Social media behavior positively influences experetince expectnacy.
H2 Experience expectancy positively influences intention to choose tourism products
H3 Social media behavior indirectly influences intention to choose tourism products

Image 1. Tissue image research rescue accumulation fit

Tissue image research rescue accumulation fit body presently termite mandarin system core fruit gifia three concept recitation main based above background block reason The theory of tourism is solid. Social media behavior (HB) is conceptualized as the independent variable, encompassing activities of sharing, interacting with, and consuming tourism content on digital platforms. Experiential expectation (KE) acts as a mediating variable, connecting online behavior with actual behavioral intentions. Tourism product selection intention (YD) is the final outcome variable that the study aims to predict. The model shows two direct effects (H1, H2) and one indirect effect (H3), consistent with Baron and Kenny's (1986) mediating theory. Combining the three foundational theories TAM, TPB, and ECT creates a comprehensive framework for understanding tourist behavior in the digital environment.

2. RESEARCH METHODOLOGY

2.1. Design plan research rescue

The study used a mixed-method approach with a sequential design, including two main phases: (1) Collection (2) Collect and analyze DFI and quantitative TFI data from social networks; (2) Survey tourists to test the theoretical model. This method allows combining the advantages of both quantitative and qualitative research, increasing the reliability and value of the research results.

2.2. Collect ten fierce the network commune festival

Data was collected from three major social media platforms: Instagram, Facebook, and TikTok, over a 12-month period (June 2023 to June 2024). The criteria for selecting posts included: (1) Tagged with a location in Hanoi; (2) Content related to tourism activities; (3) Public and accessible posts; (4) Not commercial advertising content.

The DFI data collection process is carried out through The official APIs of the platforms and specialized DFI collection tools were used. After removing duplicate and irrelevant posts, a total of 5,372 valid posts were obtained for analysis.

2.3. Direction France fertilizer accumulation fierce the network commune festival

Data the network commune festival Okay fertilizer accumulation information via the step after:

Step 1: Money handle reason fierce material. Do clean fierce materials, standard chemistry literature copy, type cancel sign on one's own special residential and from use by language Vietnamese and language Older brother.

Step 2: Topic Analysis. Use the Latent Dirichlet Allocation (LDA) algorithm to extract the main topics from the post content.

Step 3: Fertilizer accumulation have a cold touch. Pressure use tissue image fertilizer accumulation have a cold touch based above TFI classic and machine learn to fertilizer type have a cold touch wall accumulation Extreme, negative, and neutral.

Step 4: Behavior segmentation. Use the K-means clustering algorithm to group tourists based on behavioral variables such as frequency. Posting, content type, engagement level, and reaction.

2.4. Surgery close tourist guest

The survey was conducted with 412 tourists who had visited Hanoi within the last two years. The scale was developed based on previous studies and

adapted to the Vietnamese context. A 5-point Likert scale was used to measure the concepts: Social media behavior (6 observed variables), Experience expectations (8 observed variables), and Product selection intention (4 observed variables).

2.5. Direction France fertilizer accumulation fierce the survey close

data was analyzed through the following steps: (1) Descriptive statistics; (2) Reliability testing of the scale using Cronbach's coefficient. Alpha; (3) Exploratory factor analysis (EFA) to determine the scale structure; (4) Structural Equation Modeling (SEM) analysis to test the gigalogical relationship of concepts in the research model.

3. RESEARCH RESULTS

3.1. Conclude fruit fertilizer accumulation fierce the network commune festival

From the analysis of 5,372 posts, the results show that Tik Tok has the highest engagement rate with an average of 1,247 likes per post, followed by Instagram (892 likes per post) and Facebook (634 likes per post). This reflects the shift in traveler behavior towards short-form video platforms and visual content.

3.2. Fertilizer accumulation owner topic

LDA analysis Five main themes were identified in the content of Hanoi tourism (Table 1) :

Table 1. LDA Analysis Identify the main theme in the content of Hanoi tourism.

Topic	Percentage (%)	Featured keywords	Positive emotions (%)
Warm real Hanoi	28.5	Noodle soup, rice noodle sausage, tomato get high, cake noodles	87.3
Ants bamboo & di accumulation	23.7	Lake Sword, Literature Temples, old town	79.2
Spread experiment night	19.8	Street Go set, market night, beer steam	91.5
Image & check- in	16.4	Photo angle, vintage, Instagram	89.7
Du green calendar/foreign Umbrella	11.6	Traditional craft villages, foreign wall, nature	76.8

(Source: Compiled by the research team)

3.3. Fertilizer paragraph onion vi tourist guest

The K-means analysis (k=3) identified three main tourist segments:

Segment 1: Storytellers - 32.4%

Special point: Often through divide shall internal container form literature copy long, tell about spread experiment fish core, history use much hashtag tissue describe have a cold Interaction is average, but sharing is high.

Segment 2: Visual Hunters - 41.2%

Special Points: Set central enter internal container image image and video matter quantity High, little literature copy tissue describe, often attach card land point old man body. Have The highest level of interaction in terms of likes and comments.

Segment 3: Food Explorers - 26.4%

Special point: Specialization about internal container warm real, often divide shall image image dish eat, land point eat drink, fight price spend season about spread experiment Food. Had the highest positive sentiment (91.8%).

3.4. Conclude fruit survey close and fertilizer accumulation core accuse

Data survey close TFI 412 tourist guest give see degree believe rely belong to ladder measure obtain Love bridge with Cronbach's Alpha news 0.7 give socks chief the concept thought. EFA results With KMO = 0.874 (>0.5) and Sig. = 0.000 (<0.05), the DFI is suitable for factor analysis.

EFA excerpt export Five factors were identified with a total variance extracted of 68.2%:

Factor 1: Cultural experience (variance extracted: 16.8%)

Factor 2: Food & nightlife (variance extracted: 15.3%)

Factor 3: Photography & Sharing (variance extracted: 13.7%)

Factor 4: Green tourism (variance extracted: 12.1%)

Factor 5: Personalized Products (variance extracted: 10.3%)

3.5. Conclude fruit tissue image SEM

The SEM model was validated with appropriate indices meeting the requirements: $\chi^2/df = 1.88 (<3)$; CFI = 0.956 (>0.9); GFI = 0.921 (>0.9); RMSEA = 0.041 (<0.08). The results show that:

Social media behavior has a positive impact on Experience Expectations ($\beta = 0.57, p < 0.001$)

Expectations of experience have a positive impact on product selection intention ($\beta = 0.62, p < 0.001$)

Indirect impact of social media behavior on product selection intention = 0.35

These results confirm the research hypothesis regarding the positive relationship between social media behavior and tourism product selection intentions through experiential expectations.

3.6. Fertilizer accumulation so comparison between the fertilizer paragraph

Board 2. Check predetermined ANOVA between the fertilizer paragraph

Comparison variable	F	p- value	Conclude
Period hope experience gifia 3 fertilizer paragraph	8.36	<0.001	Have other residential Have idea meaning

(Source: Compiled by the research team)

Result ANOVA This shows there are statistically significant differences in expectations regarding the gifia experience among the three tourist segments. (F=8.36, p<0.001). Thing This vomit predetermined calculate fit reason belong to job fertilizer paragraph market school based above onion vi network commune festival, because each The segments truly have different expectations regarding the travel experience. This result provides a solid scientific basis for developing specialized tourism products tailored to each customer group.

Table 3. Post-hoc comparison (Tukey)

Pair comparison	p (Tukey)	Meaning
Electronic Hunters news Storytellers	<0.01	Very Have idea meaning
Electronic Hunters news Food Explorers	<0.05	Have idea meaning
Food Explorers vs Storytellers	>0.05	Are not Have idea meaning

(Source: Compiled by the research team)

Post-testing Turkey showed the team Visual Hunters have significantly higher experience expectations compared to both. two group still again. Grandpa body, Electronic Hunters Have week hope High than Storytellers very Have idea meaning (p<0.01) and High than Food Explorers Have significance (p<0.05). This could be explained by the Visual Hunters team's focus on creating high-quality visual content, due to They have higher demands and expectations regarding aesthetics and "Instagrammable" experiences. There were no significant differences between Food Explorers and Storytellers, suggesting that the two groups have relatively similar expectations, despite differing motivations and behaviors.

3.7. Topic export product product tourist calendar

Based on the results of behavioral segmentation and comparative analysis, the study proposes three specialized tourism products :

Table 4. Desired product score by target segment.

Product	Fertilizer paragraph target	Point expect want (1-5)	Level degree attractive
Tour Hunting image Hanoi Retro	Visual Hunters	4.52	Very High
Tour Eat night & Examination destroy warm real Hanoi	Food Explorers	4.63	Very High
Tour Tell story Hanoi But Onion presentation literature chemistry	Storytellers	4.41	High

(Source: Compiled by the research team)

All three proposed products received high desirability scores (>4.4/5), demonstrating their feasibility and appeal in practice. "Hanoi Nighttime Food & Culinary Exploration Tour" had the highest desirability score (4.63), consistent with the thematic analysis showing that food and nighttime experiences have a high percentage of positive emotions. "Hanoi Retro Photo Hunting Tour " scored 4.52 points, reflecting the high demand from Visual Hunters for visual experiences and content creation capabilities. "Hanoi Storytelling Tour" with 4.41 points remained highly appealing, showing the value of a deep cultural experience for the Storytellers group.

Product details:

Product 1: "Hanoi Retro Photo Hunt" Tour (for Visual Hunters)

Duration: 3 hours, using traditional cyclo rickshaws. Route: Old Quarter - Hoan Kiem Lake - Long Bien - Long Bien Bridge. Includes a professional photography guide, traditional costumes, and photo props. Average desired rating: 4.52/5.

Product 2: "Late Night Dining & Hanoi Culinary Exploration" Tour (for Food Explorers)

Duration: 4 hours, TFI 18:00-22:00. Route: Ta Hien Night Market - Beer Street - Local Eateries. Experience 8-10 signature dishes, learn how to make egg coffee, and participate in cooking bun cha (grilled pork with vermicelli). Average desired rating: 4.63/5.

Product 3: "Hanoi Storytelling - A Cultural Journey" Tour (for Storytellers)

Duration: Full day (8 hours). Route: Temple of Literature - Vietnam Museum of Ethnology - Bat Trang Pottery Village. Includes storytelling workshop, interaction with local artisans, and creation of handmade souvenirs. Average desired rating: 4.41/5.

4. DISCUSS

4.1. Prize prefer conclude fruit research rescue

The research results show that tourists' social media behavior can be used as a reliable indicator to predict experience expectations and intentions to choose tourism products. This is consistent with the Theory of Planned Behavior, where attitudes and social norms expressed through social media activity influence behavioral intentions.

Identifying three distinct tourist segments (Storytellers, Visual Hunters (Food Explorers) shows that social media behavior can reaction candidate Okay team prefer and movement muscle tourist calendar other each other. Each fertilizer paragraph Have special point onion vi, have a cold touch and week hope spread experiment This creates a unique and distinctive foundation for the development of personalized tourism products.

4.2. So comparison with the research rescue before

This study's findings are similar to Cheng's (2024) study on the role of social media in shaping tourism behavior. However, this study goes deeper by identifying specific behavioral segments and proposing corresponding tourism products. application.

The study also supports the findings of Wang et al. (2022) investigated the impact of social media information quality on travel intentions. SEM results showed a strong impact ($\beta = 0.57$) of social media behavior on experience expectations, higher than in previous studies.

4.3. Close contribute reason theory and real farewell

About face reason theory research rescue close contribute equal way open wide understand know about termite mandarin system in the middle vi network commune festival and decision predetermined tourist calendar in context Vietnam. Combining big data DFI analysis with traditional surveys creates a new blended learning methodology for the tourism sector.

In practical terms, the study provides a scientific basis for developing tourism products based on the actual behavior of tourists. The three proposed products have high desirability scores (4.41-4.63/5), indicating their potential for practical application.

5. CONCLUDE ESSAY AND ANTS DECISION

5.1. Conclude essay

The study successfully analyzed tourist behavior through DFI (Digital Financial Intelligence) data from social media and proposed suitable tourism products for Hanoi capital city. The main results include:

First, three distinct tourist segments were identified based on their social media behavior, each with its own characteristics and needs. Each segment tended to share, interact, and express emotions differently across social media platforms.

Secondly, the theoretical model regarding the relationship between social media behavior, experience expectations, and tourism product selection intentions was successfully tested. The SEM results showed that these relationships were statistically significant and had a strong impact.

Thirdly, the study proposes three specific tourism products that are suitable for TFI (Total Target Interest) targeting tourist segments with high levels of desire. This demonstrates the practical applicability of the research findings.

5.2. Ants resolution chest reason

6.2.1. For policymakers :

Invest in developing infrastructure to support digital tourism, especially free Wi-Fi hotspots and scenic photo spots at major tourist destinations.

Develop policies to encourage tourists to share positive experiences about Hanoi on social media.

Developing smart travel applications that integrate social networking features.

6.2.2. For tourism businesses :

Develop specialized tourism products based on identified behavioral segments.

Strengthen marketing activities on social media platforms, especially TikTok and Instagram.

Collaborate with travel influencers to promote products to the right target audience.

Create "instagrammable" experiences to encourage travelers to share.

5.3. Limit craft research rescue and direction broadcast development

The study has some limitations that need to be addressed in future research:

Firstly, social media data only includes public posts, which may not fully reflect the behavior of all visitors. Further research could expand the collection of DFI data from various other sources.

Secondly, the study, conducted over a 12-month period, does not reflect seasonal changes and long-term trends. A study conducted over a longer period would provide deeper insights into evolving tourist behavior.

Third, the study did not consider cultural and demographic factors that may influence social media behavior. Future studies should incorporate these variables for a more comprehensive view.

Finally, research needs to address ethical and privacy issues when using DFI data on social networks, ensuring compliance with regulations on protecting personal DFI data.

TAIDOS GREED SURVEY

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