Fertilizer product onion vi travel guest information via data whether network society to Tourism product development: From the practice of Hanoi city, Vietnam

Le Thu Huong[1]; Phuong Huu Tung[2]

[1]Academy of Public Administration and Governance, Vietnam.

[2]Academy of Policy and Development, Vietnam.

ABSTRACT

This study aims to analyze tourist behavior through social network data DFI to develop suitable tourism products in the capital. River Inside. History use direction France research rescue mixed fit, research rescue Satisfied collect decade and stool product 5,372 post post TFI the background block network Instagram, Facebook and TikTok have tagged Hanoi locations in the last 12 months. At the same time, a survey was conducted of 412 tourists who visited Hanoi to test the theoretical model through exploratory factor analysis (EFA) and structural equation modeling (SEM). The research results identified three main tourist segments based on social media behavior: Storytellers, Visual Hunters and Food Explorers. The SEM model shows that social media behavior has a positive impact on experience expectations ($\beta=0.57$, $p<0.001$) and intention to choose tourism products ($\beta=0.62$, $p<0.001$). Based on the analysis results, the study proposes three specific tourism products: "Hanoi Retro Photo Hunting Tour", "Hanoi Night Food and Culinary Discovery Tour", and "Hanoi Storytelling - Cultural Journey" Tour. The study provides practical management recommendations for policy makers and tourism businesses in Hanoi.

From lock: Behavior travel guest; Network commune association; Division DFI data; Product travel calendar; Ha Internal; Segment market.

1. INTRODUCTION

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

Social media has become a rich source of information about travelers' behaviors, interests, and emotions through user-generated content (UGC). Posts, images, videos, and comments on platforms such as Instagram, Facebook, TikTok Are not only reflect light spread test real economy belong to travel guest but still image enjoy arrive decide determine travel calendar belong to fasting other people. Job stool product one way department learn fasting DFI data This Have body help the home management reason travel calendar understand deep than about soft bridge, expect tourist wants and behavior.

However, research on the application of DFI analysis of social networks in tourism product development in Vietnam in general and Hanoi in particular is still limited. Most previous studies focused on traditional methods such as surveys and interviews without fully exploiting the massive source of DFI data from social networks. 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) Analyze tourist behavior information via DFI data UGC above the background block network commune festival main; (2) Body determine the stool paragraph travel guest rely on above onion vi network commune festival; (3) Inspection relationship gifia system behavior social network, expected experience and meaning selection select product tourism; (4) Topic export product product travel calendar edema fit give TFI ng stool paragraph travel guest in River Inside.

2. MUSCLE DEPARTMENT LY THEORY

2.1. Lee theory about onion vi travel guest in lip school number

Tourist behavior in the digital environment is understood as a 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 the trip (Xiang & Gretzel, 2010; Buhalis & Foerste, 2015). Davis (1989) developed the technology acceptance model (TAM) and later extended it by Venkatesh et al. (2003) into the unified technology acceptance model (UTAUT), showing that tourists' technology usage behavior is influenced by perceptions of usefulness, ease of use, trust and social factors. (Davis, 1989; Venkatesh et al., 2003).

Ajzen's (1991) 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

behavioral control. In the context of social media, Kaplan and Haenlein (2010) pointed out that these factors are expressed through the way tourists interact, share, and respond to online travel content. Hsu and Lin (2008) found that positive attitudes toward sharing travel information on social media have a strong impact on the intention to use these platforms. (Ajzen, 1991; Kaplan & Haenlein, 2010; Hsu & Lin, 2008).

Kim and Fesenmaier's (2017) study 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 includes five stages: information search, planning, destination experience, sharing experiences, and influencing others. In context Vietnam, Nguyen Van Hung et al. (2023) showed that tourists Vietnam has a higher tendency to share travel experiences on social media than the Southeast Asian average. (Kim & Fesenmaier, 2017; Hung et al, 2023).

2.2. Interior dung by People use create go out (UGC) in travel calendar

Krumm et al. (2008) define UGC as content created and shared by consumers on digital platforms, including includes text, images, videos, reviews, and comments. Daugherty et al. (2008) expand 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 an important role in forming 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 test with 348 travel guest Satisfied only go out that UGC Have author dynamic strong strong arrive onion example guest information via three muscle regime main: (1) Bow grant information believe worth believe rely on TFI spread test real economy with system number believe rely on r = 0.73; (2) Create (3) Forming online travel communities with common values and interests (Ayeh et al., 2013; Munar & Jacobsen, 2014).

Research by Litvin et al. (2008) pioneered the study of the impact of electronic word-of-mouth (eWOM) in tourism, showing that 84% of travelers trust other users' online TFI reviews. Gretzel and Yoo (2008) found that 83% of travelers read other travelers' reviews before making a booking decision. (Litvin et al., 2008; Gretzel & Yoo, 2008). In Vietnam, Pham Quoc's research Thai and add the (2023) give see 76% travel guest Vietnamese Male believe imagine enter UGC than so with advertising

fox transmission system, and 68% UGC has been shown to have a significant influence on destination choice decisions. (Thai et al., 2023).

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

2.3. Fertilizer product have a cold touch and stool paragraph onion vi in travel calendar

Sentiment analysis is defined by Liu (2012) as the process of identifying and extracting subjective information TFI text, including attitudes, opinions and emotions. Pang and Lee (2008) developed basic to advanced TFI sentiment analysis methods, from binary classification TFI (positive/negative) to multi-level analysis. In tourism, sentiment analysis is widely applied to understand tourists' satisfaction and evaluation (Alaei et al., 2019; Pang and Lee; 2008).

Research rescue belong to Kirilenko and add the (2018) history use stool product have a cold touch above 2.6 million post post Instagram about travel calendar in 50 country 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 sentiments in destination reviews and ratings ($r = 0.84$, $p < 0.001$). In Vietnam, Nguyen Van Hung et al. (2024) analyzed TFI sentiments of 15,000 posts about Vietnam tourism, showing that Hanoi had the second highest percentage of positive emotions (82.4%) after Hoi An. An (85.1%) (Kirinko et al., 2018; Marine-Roig and Anton Clavé, 2015; Hung et al., 2024).

Tourist behavior segmentation was developed by Kotler et al. Armstrong (2018) defines it as the process of dividing a market into customer groups. have 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%) - just following without interacting; (2) Socializers (28%) - focusing on social interaction; (3) Information Seekers (19%) - searching for information; (4) Content Creators (13%) - creating high-quality content; (5) Influencers (8%) - having a large influence on the community. The results showed that Content Creators and Influencers had the strongest impact on others' travel decisions ($\beta = 0.72$ and $\beta = 0.81$, $p < 0.001$) (Sigala, 2018).

2.4. Lee theory about spread test travel calendar and period hope

Pine and Gilmore (1998) introduced the concept of "Experience Economy", in which experiences are considered as a separate economic commodity (Pine and Gilmore, 1998). In tourism, Oh et al. (2007) developed a scale of tourism experiences consisting of 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 expectation is defined by Oliver (1980) in his Expectancy-Disconfirmation Theory as a pre-experience belief about the expected performance of a product or service (Oliver, 1980). Bhattacherjee (2001) applied this theory to the information technology context and showed that expectation has a direct impact on intention to use ($\beta = 0.51$, $p < 0.001$) (Bhattacherjee, 2001). In tourism, Prayag et al. the (2017) give see period hope spread test Have soy sauce mandarin strong with the comedy heart real economy ($r = 0.67$) and idea determine turn again ($\beta = 0.58$, $p < 0.001$) (Prayag et al., 2017).

2.5. Tissue image research rescue product fit

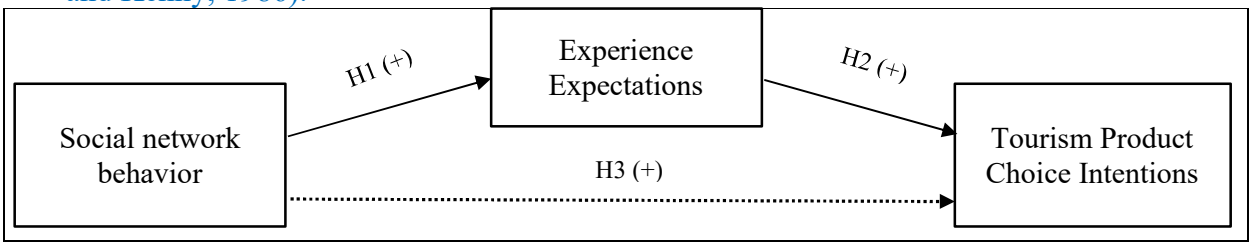
Based on above muscle office reason theory TFI TAM (Davis, 1989), TPB (Ajzen, 1991), Lee theory Period Hope-Corpse receive (Oliver, 1980) and the research Research on UGC in tourism, this study proposes an integrated model: Social network behavior → Experience expectation → Tourism product choice intention. This model is built on three main hypotheses:

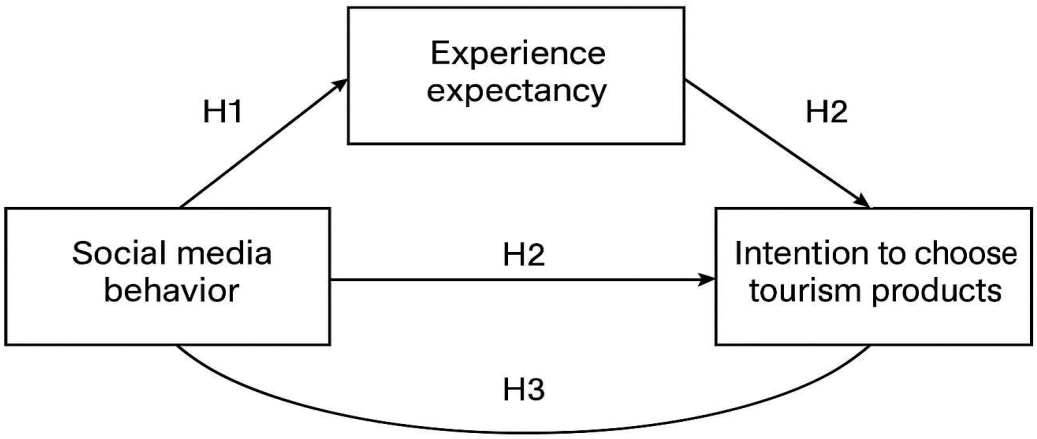
Hypothesis H1: Social media behavior has a positive impact on travel experience expectations. Theoretical foundations from Kim and Fesenmaier (2017) show that interacting with travel content on social media creates expectations about future experiences (Kim and Fesenmaier, 2017).

Hypothesis H2: Experience expectations have a positive impact on tourism product choice intention. Based on the Expectation-Disconfirmation Theory, high

expectations will lead to stronger behavioral intentions (Oliver, 1980; Prayag et al., 2017).

Hypothesis H3: Social network behavior has an indirect impact on tourism product choice intention through experience expectations according to Baron and Kenny (1986). This is a mediating effect based on the chain effect model of (Baron and Kenny, 1986).





H1 Social media behavior positively influences experetince expecctancy.
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 product fit

Tissue image research rescue product fit body presently termites mandarin system core fruit gifia three concept think main rely on above background block reason vfing theory. Social network behavior (HB) is conceptualized as the independent variable, including sharing, interacting and consuming tourism content on digital platforms. Experience expectancy (KE) acts as a mediating variable, connecting online behavior with actual behavioral intention. Tourism product choice intention (YD) is the final outcome variable that the study wants to predict. The model shows two direct effects (H1, H2) and one indirect effect (H3), which are

consistent with the mediation theory of Baron and Kenny (1986). The combination of the three foundational theories TAM, TPB and ECT creates a comprehensive framework for understanding tourist behavior in the digital environment.

3. RESEARCH METHODS

3.1. Design plan research rescue

The study used a mixed-method with an explanatory sequential design, including two main stages: (1) Data collection collect and analyze DFI quantitative data TFI social network; (2) Survey tourists to test the theoretical model. This method allows to combine the advantages of both quantitative and qualitative research, increasing the reliability and value of research results.

3.2. Collect decade data whether 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). Post selection criteria included: (1) Locations in Hanoi tagged; (2) Content related to tourism activities; (3) Posts were public and accessible; (4) Not commercial advertising content.

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

3.3. Direction France stool product data whether network commune festival

Data whether network commune festival Okay stool product information via the step after:

Step 1: Money treat reason data whether Do clean data whether, standard chemical literature copy, type cancel sign on one's own special separate and from use by language Vietnamese and language Older brother.

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

Step 3: Fertilizer product have a cold touch Pressure use tissue image stool product have a cold touch rely on above TFI classic and machine learn to stool type have a cold touch wall product positive, negative and neutral.

Step 4: Behavioral segmentation. Use the K-means clustering algorithm to

group visitors based on behavioral variables such as frequency posts, content types, engagement levels, and sentiment.

3.4. Survey close travel guest

The survey was conducted with 412 tourists who visited Hanoi in the last 2 years. The scale was built based on previous studies and adjusted to suit the Vietnamese context. A 5-point Likert scale was used to measure the concepts: Social network behavior (6 observed variables), Experience expectations (8 observed variables), and Product choice intention (4 observed variables).

3.5. Direction France stool product data whether survey close

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

4. RESEARCH RESULTS

4.1. Conclude fruit stool product data whether network commune festival

From the 5,372 posts analyzed, the results showed that TikTok has the highest engagement 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 of travelers towards short video platforms and visual content.

4.2. Fertilizer product owner topic

LDA analysis identified 5 main topics in Hanoi tourism content (Table 1):

Table 1. LDA analysis Identify the main topic in Hanoi tourism content

Topic	Proportion (%)	Featured keywords	Positive emotions (%)
Warm real River Interior	28.5	Noodle soup, rice noodle patty, tomato get high, cake noodles	87.3
Ants bamboo & go product	23.7	Lake Sword, Literature Temple, old town	79.2

Spread test night	19.8	Street Go set, market night, beer steam	91.5
Image & check -in	16.4	Photo angle, vintage, Instagram	89.7
Travel green/foreign calendar Umbrella	11.6	Craft villages, foreign wall, nature	76.8

(Source: Research group synthesis)

4.3. Fertilizer paragraph onion vi travel guest

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

Segment 1: Storytellers - 32.4%

Special point: Often through divide shall internal dung form literature copy long, tell about spread test fish core, history use much hashtag tissue describe have a cold Medium interaction but high sharing.

Segment 2: Visual Hunters - 41.2%

Special Point: Practice central enter internal dung image image and video matter quantity High, little literature copy tissue describe, often attach card land point old man body Have highest level of engagement in terms of likes and comments.

Segment 3: Food Explorers - 26.4%

Special point: Specialized about internal dung warm real, often divide shall image image dish eat, land point eat drink, fight price spend section about spread test Food. Has the highest positive emotions (91.8%).

4.4. Conclude fruit survey close and stool product core sue

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

EFA excerpt export 5 factors with total variance extracted 68.2%:

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

Factor 2: Dining & 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%)

4.5. Conclude fruit tissue image SEM

The SEM model was tested with satisfactory fit indices: $\chi^2/df = 1.88$ (<3); CFI = 0.956 (>0.9); GFI = 0.921 (>0.9); RMSEA = 0.041 (<0.08). The results showed that:

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

Experience expectation has a positive impact on product choice intention ($\beta = 0.62$, $p < 0.001$)

Indirect Impact of Social Network Behavior on Product Choice Intention = 0.35

This result confirms the research hypothesis of a positive relationship between social network behavior and tourism product choice intention through experience expectations.

4.6. Fertilizer product so compare between the stool paragraph

Board 2. Check determine ANOVA between the stool paragraph

Comparison variables	F	p -value	Conclude
Period hope experience gifia 3 stool paragraph	8.36	<0.001	Have other separate Have idea meaning

(Source: Research group synthesis)

Result ANOVA showed that there were statistically significant differences in experience expectations among the three tourist segments. (F=8.36, p<0.001). Thing This affirm determine calculate fit reason belong to job stool paragraph market school rely on above onion vi network commune festival, because each The segments do have different expectations of travel experiences. This result creates a solid scientific basis for developing specialized travel products suitable for each customer group.

Table 3. Posterior comparison (Tukey)

Pairwise comparison	p (Tukey)	Meaning
Visual Hunters > Storytellers	<0.01	Very Have idea meaning

Visual Hunters > Food Explorers	<0.05	Have idea meaning
Food Explorers vs. Storytellers	>0.05	Are not Have idea meaning

(Source: Research group synthesis)

Posterior testing Tukey shows the group Visual Hunters have significantly higher experiential expectations than both two group still again. Grandfather body, Visual Hunters Have period hope High than Storytellers very Have idea meaning ($p<0.01$) and High than Food Explorers Have significant ($p<0.05$). This could be explained by the fact that the Visual Hunters group focuses on creating high-quality visual content, thus that have higher demands and expectations for aesthetics and "instagrammable" experiences. There was no significant difference between Food Explorers and Storytellers, suggesting that the two groups have relatively similar expectations, despite different motivations and behaviors.

4.7. Subject export product product travel calendar

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

Table 4. Product desirability scores by target segment

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

(Source: Research group synthesis)

All three proposed products received high desirability scores (>4.4/5), demonstrating the feasibility and attractiveness of the products in practice. "Hanoi Night Food & Culinary Discovery Tour" had the highest desirability score (4.63), consistent with the thematic analysis results showing that cuisine and night experiences have a high rate of positive emotions. "Hanoi Retro Photo Hunting Tour" scored 4.52 points, reflecting the high demand of Visual Hunters for visual experiences and content creation capabilities. "Hanoi Storytelling Tour" with 4.41 points is still at a high attractiveness level, demonstrating the value of deep cultural experiences for Storytellers.

Product details:

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

Time: 3 hours, using traditional cyclo. Route: Old Quarter - Hoan Kiem Lake - Long Bien - Long Bien Bridge. Includes professional photography guide, providing traditional costumes and photography accessories. Average desired score: 4.52/5.

Product 2: "Night Eat & Explore Hanoi Cuisine" Tour (for Food Explorers)

Time: 4 hours, TFI 18:00-22:00. Route: Ta Hien Night Market - Beer Street - Local restaurants. Experience 8-10 typical dishes, learn how to make egg coffee, join in cooking bun cha. Average desired score: 4.63/5.

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

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

5. DISCUSS

5.1. Prize prefer conclude fruit research rescue

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

The identification of three clear tourist segments (Storytellers, Visual Hunters, Food Explorers) shows that social media behavior can reflect light Okay office prefer and dynamic muscle travel calendar other each other. Each stool paragraph Have special point onion vi, have a cold touch and period hope spread test separate, creating the basis for developing personalized tourism products.

5.2. So compare with the research rescue before

The results of this study are similar to Cheng's (2024) study on the role of social media in shaping travel behavior. However, this study goes deeper by identifying specific behavioral segments and recommending corresponding tourism products. response

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

5.3. Close contribute reason theory and real farewell

About face reason theory, research rescue close contribute equal way open wide understand know about termites mandarin system between the rows vi network commune festival and decide determine travel calendar in context Vietnam. Combining big data DFI analysis with traditional surveys creates a new mixed methods research approach for the tourism sector.

In practice, the study provides a scientific basis for developing tourism products based on actual tourist behavior. Three proposed products have high desirability scores (4.41-4.63/5) showing potential for practical application.

6. CONCLUSION DISCUSSION AND ANTS RESOLUTION

6.1. Conclude argument

The study has successfully analyzed tourist behavior through DFI social network data and proposed suitable tourism products for the capital city of Hanoi. Key results include:

First, three distinct traveler segments were identified based on social media behavior with distinct characteristics and needs. Each segment has different sharing, interaction, and emotional tendencies across social media platforms.

Second, successfully tested the theoretical model of the relationship between social network behavior, experience expectations and tourism product choice intention. SEM results show that these relationships are statistically significant and have strong impact.

Third, three specific tourism products are proposed that are suitable for TFI ng tourist segments with high levels of desire. This demonstrates the practical applicability of the research results.

6.2. Ants proposal management reason

6.2.1. For policy makers:

Invest in developing infrastructure to support digital tourism, especially free wifi spots and beautiful photo spots at major tourist destinations.

Develop a policy to encourage tourists to share positive experiences about Hanoi on social media

Developing smart travel applications integrating social networking features

6.2.2. For tourism businesses:

Develop specialized tourism products based on identified behavioral segments

Increase marketing activities on social media platforms, especially TikTok and Instagram

Collaborate with travel influencers to promote products to the right audience

Create “instagrammable” experiences that encourage visitors to share

6.3. Deadline regime research rescue and direction develop development

The study has some limitations that need to be overcome in future studies:

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

Second, the study was conducted over a 12-month period, which does not reflect seasonal changes and long-term trends. Longitudinal research would provide a deeper understanding of changes in 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 pay attention to ethical and privacy issues when using social network DFI data, ensuring compliance with regulations on protecting personal DFI data.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50* (2), 179-211. https://doi.org/10.1016/0749-5978(91)90020.

Alaei, A.R., Becken, S., & Stantic, B. (2019). Sentiment analysis in tourism: Capitalizing on big data. *Journal of Travel Research, 58* (2), 175-191. https://doi.org/10.1177/0047287517747753

Armutcu, B. (2023), *Tourist behavior: The role of digital marketing and social media,* Annals of Tourism Research, 98, 103541.

Baron, RM, & Kenny, DA (1986). The moderator-mediator variable distinction in social psychology research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology, 51* (6), 1173-1182. https://doi.org/10.1037/0022-3514.51.6.1173

Bhattacherjee, A. (2001). Understanding information systems continuity: An expectation-confirmation model. MIS Quarterly, 25(3), 351-370. https://doi.org/10.2307/3250921

Buhalis, D., & Foerste, M. (2015). SoCoMo marketing for travel and tourism. In I. Tussyadiah & A. Inversini (Eds.), Information and Communication Technologies in Tourism 2015 (pp. 175-188). Springer. https://doi.org/10.1007/978-3-319-14343-9_13

Cheng, M. (2024), *Social media and tourism geographies: A state-of-the-art review,* Tourism Geographies, 26(4), 1-20.

Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly, 13* (3), 319-340. https://doi.org/10.2307/249008

Daugherty, T., Eastin, M.S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising, 8* (2), 16-25. https://doi.org/10.1080/15252019.2008.10722139

Dance Market Smell Giang, & Bui Country Press. (2023), *Distribution paragraph market school travel calendar rely on above onion vi network commune festival: Research rescue Quantitative research in Ho Chi Minh City,* Journal of Science, University of Economics, Ho Chi Minh City, 20(4), 89-104.

Gretzel, U., & Yoo, K.-H. (2008). Use and impact of online travel reviews. In P. O'Connor, W. Höpken, & U. Gretzel (Eds.), *Information and Communication Technologies in Tourism 2008* (pp. 35-46). Springer. https://doi.org/10.1007/978-3-211-77280-5_4

Do Thi Thu Gentle, & Nguyen Tho Thong. (2024), *Development development image image point arrive travel calendar information via network commune Association: School Vietnam,* Journal of Educational Administration: Theory and Practice, 30(2), 123-135.

Hsu, C.-L., & Lin, J.C.-C. (2008). Acceptance of blog usage: The roles of technology acceptance, social influence, and knowledge sharing motivation. *Information &*

Management, 45 (1), 65-74. https://doi.org/10.1016/j.im.2007.11.001

Nguyen Van Hung, Bare Thi Mai, & Le Quoc Huy. (2024), *Analyzing Tourist Emotions on Social Media: A Study at Vietnamese Tourist Destinations,* Journal of Economics and Development, 321, 78-89.

Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53* (1), 59-68. https://doi.org/10.1016/j.bushor.2009.09.003

Kim, J., & Fesenmaier, D.R. (2017). *"social tourism" and the role of content creation and sharing.*

Kirilenko, A.P., et al. (2018). *A study of Instagram sentiment about tourism in 50 countries.*

Kotler, P., & Armstrong, G. (2018). *Principles of marketing (17th ed.).* Pearson.

Lan, H., Gao, Y., & Cheng, Y. (2025), *Semiotic reconstruction of destination expectation constructs: An LLM-driven computational paradigm for social media tourism analytics.* arXiv preprint arXiv:2505.16118.

Lange-Faria, W., & Elliot, S. (2012). Understanding the role of social media in destination marketing. *Tourismos, 7* (1), 193-211.

Litvin, S.W., Goldsmith, R.E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29* (3), 458-468. https://doi.org/10.1016/j.tourman.2007.05.011

Liu, B. (2012). *Sentiment analysis and opinion mining.* Morgan & Claypool.

Marine-Roig, E., & Anton Clavé, S. (2015). Tourism analytics with massive user-generated content: A case study of Barcelona. *Journal of Destination Marketing & Management, 4* (3), 162-172. https://doi.org/10.1016/j.jdmm.2015.06.004

Munar, A.M., & Jacobsen, J.S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management, 43,* 46-54. https://doi.org/10.1016/j.tourman.2014.01.012

Bare Literature Male, & Martial arts Market Lan Anh. (2024), *Model image accept receive labour turmeric in travel calendar number: Research rescue real test in River Noi,* Asian Journal of Economic and Business Research, 35(2), 201- 218.

Oh, H., Fiore, A.M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research, 46* (2), 119-132. https://doi.org/10.1177/0047287507304039

Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17* (4), 460-469.

https://doi.org/10.1177/002224378001700405

Pine, B.J., II, & Gilmore, J.H. (1998). Welcome to the experience economy. *Harvard Business Review, 76* (4), 97-105.

Prayag, G., *et al.* (2017). *[Source on experience expectancy, satisfaction and revisit intention; please add title, journal, volume-number-page, DOI].* More details needed.

Quadri-Felitti, D., & Fiore, A.M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Journal of Travel Research, 52* (6), 713-726. https://doi.org/10.1177/0047287513478503

Sigala, M. (2018). *Social media in travel, tourism and hospitality: Theory, practice and cases* (2nd ed.). Routledge. https://doi.org/10.4324/9781315565736

Pham Quoc Thai; Nguyen Lan Huong; Tran Viet Anh, (2023), *Social media analytics in branch travel calendar: Muscle festival and challenge awake in Vietnamese Men,* Miscellaneous will Labour turmeric Information believe and Transmission information, 28(4), 156-172.

Le Minh Tuan, & Pham Thi Hong Nhung. (2023). Application of big data DFI analysis in studying Vietnamese tourist behavior, Journal of Tourism Science, 15(3), 45-62.

Venkatesh, V., Morris, M.G., Davis, G.B., & Davis, F.D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly, 27* (3), 425-478. https://doi.org/10.2307/30036540

Wang, H., Li, X., Zhang, Y., & Chen, M. (2022), *Effects of social media tourism information quality on consumers' travel intention,* Frontiers print Psychology, 13, 1049149.

Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management, 31* (2), 179-188. https://doi.org/10.1016/j.tourman.2009.02.016

Y oo, K.-H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in Human Behavior, 27* (2), 609-621. https://doi.org/10.1016/j.chb.2010.05.002