



The Impact of Personalized Tourism Content on Revisit Intention and Word-of-Mouth Behavior: Evidence from Vietnam

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ABSTRACT

This study investigates the relationship between personalized tourism content, revisit intention, and word-of-mouth (WOM) behavior in the context of Vietnam's tourism industry. Based on data collected from 103 participants through a structured survey, the research applies a quantitative approach utilizing SPSS software for data analysis. The reliability of measurement scales was confirmed using Cronbach's Alpha (all > 0.76), and Exploratory Factor Analysis (EFA) indicated good construct validity (KMO = 0.788; Bartlett's Test $p < 0.001$; all factor loadings > 0.5). Correlation analysis showed significant positive relationships between personalized content, revisit intention, and WOM. Linear regression revealed that personalized content significantly influences both revisit intention and WOM behavior. Mediation analysis using PROCESS Macro (Model 4) further confirmed that revisit intention partially mediates the effect of personalized content on WOM (indirect effect = 0.205, 95% CI [0.116; 0.321]). These findings highlight the critical role of personalization in enhancing tourists' loyalty and advocacy. Practical implications are proposed to help tourism stakeholders design more engaging, data-driven, and customer-centric strategies to strengthen visitor retention and sustainable destination branding.

Keywords: personalized tourism, revisit intention, word-of-mouth, Vietnam, mediation analysis, sustainable tourism

1. Introduction

The rapid advancement of digital technologies and big data has fundamentally transformed the way the tourism industry interacts with its customers. Rather than distributing generic information, businesses today are increasingly shifting toward personalized tourism content—offering information, recommendations, and services tailored to the unique needs, preferences, and behaviors of individual consumers. Content personalization not only enhances the user experience but also serves as a critical factor in increasing customer satisfaction, encouraging retention, and fostering revisit intentions. According to a study by McKinsey, 76% of consumers reported feeling disappointed when content was not personalized, while 78% stated they were more likely to continue using services from brands that provided relevant and tailored content.

Word-of-mouth (WoM) is recognized as a crucial source of consumer information and significantly influences consumer behavior (Chevalier & Mayzlin, 2006). The emergence and evolution of the Internet have drastically transformed human life and reshaped business operations across industries worldwide. The traditional industrial age has given way to the information era, marked by an overwhelming volume of easily accessible information from every corner of the globe at any time. Consequently, conventional marketing approaches have become less effective. Consumers have grown increasingly indifferent to and cautious of advertising messages and promotional content.

Word-of-mouth communication has been digitized and amplified through virtual platforms, giving rise to electronic word-of-mouth (eWOM)—a key differentiator from traditional WoM. The Internet enables consumers to seek product information and advice from fellow users, creating a dynamic environment for eWOM. As a result, consumers can easily access and assess the thoughts, opinions, and experiences of others, thereby maximizing their decision-making benefits. Consumers now frequently leave reviews and share feedback on websites, blogs, forums, review platforms, and social networking sites (e.g., Facebook, Twitter), forming a diverse and highly influential online word-of-mouth community that significantly impacts businesses and retailers.

However, the interactive and viral nature of online platforms can also amplify negative eWOM, potentially triggering unintended communication crises. This risk is particularly acute in the tourism sector, where products are intangible and cannot be fully evaluated prior to consumption. Many tourism offerings are considered high-risk purchases (Lewis & Chambers, 2000). In this context, WoM becomes a particularly vital information source, with 50.7% of users stating that travel information from family and friends is the most trustworthy (Vinaresearch, 2013).

Revisit intention refers to a traveler's willingness to return to a previously visited destination. Destination managers are especially interested in understanding the factors that influence revisit intentions, as the cost of retaining existing customers is typically lower than that of acquiring new ones (Um, Chon & Ro, 2006). Research on revisit intentions plays a pivotal role in tourism planning and development, particularly in the era of global integration and Industry 4.0. While many studies have explored factors affecting revisit intentions, the role of eWOM in this relationship has not been

sufficiently examined. Thus, the impact of eWOM and content personalization on tourists' revisit intentions remains an important research gap. Additionally, cultural differences may also influence these relationships. In light of this, the present study proposes the topic: "The Impact of Personalized Tourism Content on Revisit Intention and Word-of-Mouth Behavior: Evidence from Vietnam"

1.1. Research Objectives

This study aims to:

- Assess customers' perceptions of tourism content personalization on online platforms;
- Examine the relationship between the level of personalization and tourists' revisit intention;
- Analyze the impact of personalized content on word-of-mouth (WoM) marketing, both directly and indirectly through revisit intention.

1.2. Research Questions

- Does the level of tourism content personalization influence revisit intention?
- How does personalization affect word-of-mouth behavior?
- Does revisit intention mediate the relationship between content personalization and word-of-mouth marketing?

1.3. Research Scope and Target Population

- Target population: This study focuses on consumers who have previously used online tourism services in Vietnam, particularly those offered through platforms that integrate or apply personalized content features.
- Timeframe: The research was conducted from April 2025 to July 2025.

1.4. Research Methodology

This study adopts a quantitative research design, using a structured questionnaire developed based on preliminary qualitative findings. The primary goal is to refine observed variables, validate the measurement model, and determine the influence of electronic word-of-mouth (eWOM) on tourists' revisit intentions. The collected data is analyzed using SPSS version 22.0. The measurement scales are assessed using Cronbach's alpha for reliability and exploratory factor analysis (EFA). Subsequently, regression analysis is conducted to test the hypothesized relationships and draw conclusions.

2. Theoretical Framework

2.1. The Concept of Tourist

According to the Vietnam Tourism Law (2005), a tourist is defined as "a person who travels for tourism purposes or a combination thereof, excluding those traveling for education, work, or practicing a profession for income at the destination."

Ngô Thị Diệu An (2014, p. 24) presents several approaches to classifying tourists. One method is based on travel purpose:

- Leisure tourists typically choose destinations aligned with their preferences for cultural experiences, natural landscapes, or health recovery. They often exhibit low destination loyalty, with a clear seasonality in travel behavior (commonly during holidays or favorable weather). Their decision-making is highly price-sensitive, they tend to travel for longer durations, and may visit multiple destinations in a single trip.
- Business tourists travel primarily for professional purposes (e.g., conferences, trade fairs, exhibitions). However, such trips often include elements of leisure. Their choice of transportation, accommodation, and length of stay depends on the nature of their work. They are less influenced by tourism price fluctuations and typically demonstrate higher spending levels.
- Visiting friends and relatives tourists often have shorter stays, are less price-sensitive, and rarely plan leisure activities in advance.

2.2. Tourism Content Personalization

Content personalization refers to the process of tailoring information, services, and experiences to the specific characteristics, behaviors, and preferences of individual users. In the tourism sector, this may include recommending destinations, hotels, restaurants, or activities based on search data, browsing behavior, booking history, or even real-time geolocation. According to Fan & Poole (2006), personalization is "the process of adapting content, visuals, and service structures based on specific user information to optimize individual experiences."

Tussyadiah & Miller (2019) found that data-driven personalization significantly enhances the tourism experience, increases customer satisfaction, and boosts user engagement on online platforms. In the Vietnamese market, platforms such as Traveloka and Mytour have increasingly adopted AI and big data technologies to improve automated recommendation systems, conversion rates, and customer loyalty.

In the context of tourism, personalized content may include:

- Destination, hotel, or restaurant recommendations based on search history, current location, or travel season;
- Suggested travel articles or short-form videos on social media platforms (e.g., TikTok, Instagram Reels), aligned with individual preferences;
- Targeted email campaigns or app notifications designed for specific user segments (e.g., “Honeymoon Ideas in Da Lat” or “Top Homestays for Solo Travelers”).

The effectiveness of content personalization in tourism depends on both technological capabilities and user perceptions. First, the quality and comprehensiveness of user data are crucial prerequisites. The more detailed data collected—such as search history, booking behavior, geolocation, and spending habits—the more accurate and relevant the recommendations become. However, this also relies on users' willingness to share personal data. Given increasing consumer concerns about privacy, ensuring transparency and building trust in personalization technologies is essential. Moreover, real-time interaction capabilities—such as delivering recommendations during active searches—further enhance the personalized experience. Finally, personalized content must be culturally appropriate and contextually relevant in terms of language and local norms, especially in tourism, where emotional connection and empathy are key.

Content personalization not only enhances user experience quality but also directly influences tourist behavior in the digital travel context. Numerous studies have shown that personalization increases customer satisfaction, thereby positively impacting revisit intentions. When travelers feel that a platform “understands” their needs and delivers relevant information without requiring excessive effort, they are more likely to continue using that service rather than switch to alternatives. Furthermore, positive personalized experiences can encourage word-of-mouth behavior, particularly electronic word-of-mouth (eWOM). Users are often eager to share their “tailored service” experiences with friends or on social media platforms such as Facebook, TikTok, and Instagram. According to Gretzel & Yoo (2008), personalization fosters positive emotions, which in turn increase users' likelihood of sharing and amplifying their experiences—creating a powerful and sustainable marketing effect in the tourism industry.

2.3. Revisit Intention

Revisit intention is defined as the customer's willingness to continue using a product or service in the future. In the tourism industry, it serves as an essential indicator of service effectiveness and a strong predictor of actual customer behavior. According to the Theory of Planned Behavior (Ajzen, 1991), human behavior is shaped by three components: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the tourism context, positive experiences, particularly those enhanced through personalized content, can improve customers' attitudes and perceptions, thereby increasing the likelihood of their return.

Customer loyalty can be assessed through both attitudinal and behavioral measures. The attitudinal dimension refers to a deliberate intention to maintain a relationship with a service provider, while the behavioral perspective involves repeated purchasing behavior. According to Oliver (1999), loyalty can be categorized into four stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. In practice, action loyalty is difficult to measure, so many scholars use behavioral intention—specifically cognitive loyalty—as a proxy for actual behavior. Destination loyalty is often reflected in a tourist's intention to revisit and their willingness to recommend the destination to others.

The concept of revisit intention in tourism stems from behavioral intention, defined as “a person's intention or plan to engage in a specific behavior in the future” (Fishbein & Ajzen, 1975). Behavioral intention is considered the closest and most effective proxy for understanding and predicting actual social behaviors. Once an intention is formed, it is likely to result in a corresponding behavior. In tourism and recreation, revisit intention refers to tourists' plans to return to a destination or attraction. However, because tourist destinations are often unique products composed of natural resources, artificial attractions, or cultural features, the revisit rate tends to be lower than for other consumer products, even if the destination meets or exceeds expectations (Nguyen Van Manh, 2009).

According to Philip Kotler (2006), “A purchase decision consists of a series of choices: product selection, brand selection, dealer selection, purchase timing, and quantity determination.” Given the diversity and dynamic nature of consumer preferences, understanding tourist behavior and revisit intentions is essential for tourism managers. To remain competitive, tourism firms and destinations must design memorable experiences that encourage tourists to return. Chen & Tsai (2007) asserted that tourist behavior includes destination selection, post-visit evaluation, and future behavioral intentions. Post-visit evaluation encompasses overall satisfaction and perceived value, whereas future intentions reflect the likelihood of revisiting and recommending the destination to others. Behavioral intention has been described as “a stated likelihood of undertaking a specific behavior” (Oliver, 1997) or “a buyer's forecast of a brand they will purchase” (Howard & Sheth, 1969). Fishbein & Ajzen (1975) proposed that behavioral intention is the best predictor of actual behavior and a critical indicator of tourist actions.

The revisit intention aligns closely with behavioral intention, which typically precedes actual behavior and is seen as its precursor (Ajzen, 1991). According to TPB, intention is the primary determinant of behavior. Joynathsing & Ramkissoon (2010) also found that tourists with a favorable attitude toward a destination are more likely to choose it again for their next trip. Moreover, destination image has been shown to affect tourist attitudes and behaviors (Chen & Tsai, 2007).

2.4. Word-of-Mouth (WOM)

Definition of Word-of-Mouth (WOM)

In 1967, Johan Arndt pioneered the study of word-of-mouth (WOM) and defined it as: “Oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, product, or service.”

Traditional word-of-mouth communication possesses several key characteristics:

- It occurs between individuals.
- It involves commercial content (related to products or services).
- The communicator is perceived as having no commercial motivation.

First, traditional WOM takes place in interpersonal communication settings, separate from mass media or direct marketing channels. Second, despite its commercial content, the messages are conveyed by individuals not driven by commercial incentives. Third, the sender's perceived impartiality increases the credibility of the communication.

According to the Word of Mouth Marketing Association, WOM refers to “any instance in which a consumer communicates marketing-related information to another consumer.” As a form of informal marketing communication, WOM utilizes customers as brand advocates (Westbrook, 1987). Traditional communication theory identifies four core elements in social interactions: the communicator (sender), the stimulus (message), the recipient, and the response (Hovland, 1948). Consumers often perceive WOM to be more reliable than traditional advertising, and research has shown it to be a valuable source of information for purchase decisions (Silverman, 2001).

WOM is persuasive for several reasons:

- It is seen as more trustworthy because it originates from friends, family, or third parties whom consumers are inclined to believe.
- It involves two-way communication, unlike one-directional advertising.
- It reduces uncertainty and perceived risk through shared experiences.
- It provides timely and relevant information tailored to the consumer's specific needs.

Definition of Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth (eWOM) has emerged as a powerful marketing tool (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Zhang et al., 2010). With the rise of the Internet, consumers increasingly seek out reviews and opinions from previous users to inform their purchase decisions (Pitta & Fowler, 2005). Cheung and Thadani (2012) noted that the Internet offers multiple platforms—such as blogs, forums, review websites, and e-commerce portals—that facilitate eWOM. Hennig-Thurau (2004) defined eWOM as “any positive or negative statement made by potential, current, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet.”

Previous research has shown that eWOM significantly influences purchase intentions (Bickart & Schindler, 2001; Park et al., 2007; See-To & Ho, 2014). The emergence of social networking sites like Facebook, Twitter, and Zalo has further reshaped eWOM by enabling users to share their experiences with both close contacts and strangers in diverse formats (Chu & Kim, 2011). In early 2011, Facebook implemented real-name policies and algorithms to enhance user information authenticity, making eWOM more trustworthy (Chu & Choi, 2011). Social media conversations frequently mention brands (Wolny & Mueller, 2013), and such discussions can influence consumer purchase intentions (Wang et al., 2012). However, not all eWOM is equally impactful on consumer behavior.

Social networks are considered particularly conducive platforms for eWOM (Kim et al., 2014; Erkan & Evans, 2016). Users can express opinions through comments, images, videos, or likes. The “share” function amplifies message dissemination to wider audiences (Chu & Kim, 2011). As a result, many users rely on social media to collect product/service information (Barreda et al., 2015). In this study, eWOM is conceptualized as an informational activity that can occur through various channels. Users may intentionally share their experiences, or they might indirectly provide brand-related content by liking, commenting on, or sharing posts—without commercial intent. Marketers can also engage in this exchange by interacting through official brand accounts (Alboqami et al., 2015).

According to Hennig-Thurau (2004), eWOM is “any positive or negative statement made by potential, current, or former customers about a product or company, shared with others via the Internet.” In essence, eWOM is the digital counterpart of traditional word-of-mouth. It encompasses five key components:

- Statements: positive, negative, or neutral
- Sender: former, current, or potential customers
- Subject: product, service, or company
- Receiver: consumers, readers, or organizations

- Medium: the Internet, particularly social media

Although the message, sender, and subject resemble traditional WOM, the receiver and medium have been transformed due to the digital environment. Recipients now include large, diverse online audiences. The communication process has shifted from face-to-face interaction to a digital, often text-based, format—sometimes between individuals who have never met. The entire context has evolved to a broad social media landscape.

2.5. Relationship Between Research Constructs

Numerous studies have demonstrated that personalization not only has a direct impact on revisit intention but also indirectly influences word-of-mouth (WOM) marketing through satisfaction and loyalty. For example, Kim & Kim (2020) found that personalized experiences enhance trust and attachment, thereby increasing the likelihood of recommending tourism services to others.

Based on this, the following hypotheses are proposed:

- H1: The level of tourism content personalization has a positive impact on revisit intention.
- H2: The level of tourism content personalization positively influences word-of-mouth behavior.
- H3: Revisit intention positively affects word-of-mouth behavior.
- H4: Revisit intention mediates the relationship between content personalization and word-of-mouth behavior.

Diagrammatically, the model can be illustrated as follows:

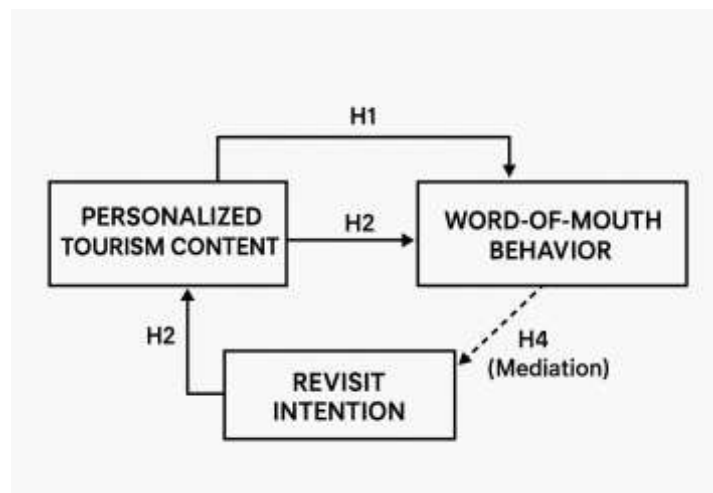


Figure 1. Conceptual framework illustrating the hypothesized relationships between content personalization, revisit intention, and word-of-mouth.

3. Literature Review

International Studies

Soumava Bandyopadhyay (2016) published a study in the *International Journal of Business and Social Science*, exploring the determinants influencing the adoption of electronic word-of-mouth (eWOM) in the tourism sector. The research proposed a conceptual framework in which eWOM acceptance is shaped by its perceived usefulness. This usefulness, in turn, is influenced by message-related factors such as source credibility, message positivity, elaboration, timeliness, volume, and platform reliability (forums, reviews, and commenters' credibility and expertise), as well as consumers' knowledge of the service in question.

Abubakar et al. (2017), in a study published in *Tourism and Hospitality Management*, examined the relationship between eWOM, revisit intention, destination trust, and gender in the context of medical tourism. Using structural equation modeling on a sample of 240 participants, the study confirmed:

- eWOM significantly influences both revisit intention and destination trust;
- Destination trust significantly predicts revisit intention;
- The effect of eWOM on revisit intention is 1.3 times higher for male tourists;
- The effect of eWOM on destination trust is 1.2 times higher for men;
- The influence of destination trust on revisit intention is 2.3 times stronger for female tourists.

Their findings reinforce the significant role of eWOM in shaping revisit intention, a key behavioral outcome in tourism, and highlight its positive influence on destination image and selection (Jalilvand et al., 2012).

Vietnamese Studies

Khurong & Hà (2014) conducted an empirical study in Ho Chi Minh City exploring the causal relationships between push-pull motivations, destination satisfaction, and revisit intention among international leisure tourists. Their findings confirmed that both push and pull motivations directly and positively influence revisit intention and indirectly through satisfaction.

Trần Thị Ái Cẩm (2011) investigated the relationship between destination image attributes, novelty seeking, satisfaction, loyalty, and behavioral intentions. The study found that perceived quality and novelty seeking significantly enhance satisfaction, while age negatively affects satisfaction and revisit intention. Ultimately, satisfaction emerged as a strong predictor of both revisit and recommendation behaviors.

Lê Chí Công (2014) focused on explaining domestic tourists' loyalty to coastal cities such as Nha Trang, Đà Nẵng, and Vũng Tàu. The proposed model positioned loyalty as the dependent variable influenced by tourist satisfaction, destination knowledge, travel interest, novelty-seeking tendencies, and various components of destination quality. Demographic factors (gender, age, income) and psychological factors (travel interest, destination knowledge) were found to moderate the relationship between satisfaction and loyalty.

4. Findings and Discussion

Measurement Scale – Reliability Testing

Specifically, the content personalization scale (CP) achieved a Cronbach's Alpha of 0.761, indicating good internal consistency among its observed variables such as "content tailored to preferences," "interface adapted to user behavior," and "system recognizing previous travel activity." The revisit intention scale (RI) also demonstrated strong reliability with a Cronbach's Alpha of 0.773, reflecting consistency among indicators measuring consumers' future intent to reuse travel platforms. Similarly, the word-of-mouth (WOM) scale yielded a Cronbach's Alpha of 0.781, suggesting that respondents answered consistently regarding behaviors such as recommending, sharing experiences, and endorsing travel services to others.

According to Nunnally and Bernstein (1994), a Cronbach's Alpha value of 0.7 or above is considered acceptable in social and behavioral research. Therefore, all three scales are deemed reliable and suitable for further analysis, including Exploratory Factor Analysis (EFA), linear regression, and mediation testing, ensuring the validity and robustness of the study's findings.

Construct	Cronbach's Alpha
CP (Content Personalization)	0.761
RI (Revisit Intention)	0.773
WOM (Word-of-Mouth Marketing)	0.781

Table 1. Cronbach's Alpha Values for Key Constructs

Exploratory Factor Analysis (EFA)

- **KMO = 0.788 (> 0.6):** Adequate for factor analysis
- **Bartlett's Test of Sphericity: Sig. = 0.000 (< 0.05):** Statistically significant

The Kaiser-Meyer-Olkin (KMO) measure of 0.788 exceeds the minimum threshold of 0.6 (Kaiser, 1974), indicating that the dataset is sufficiently adequate for factor analysis. Additionally, Bartlett's Test of Sphericity is significant (Sig. = 0.000), confirming that the variables are intercorrelated and thus suitable for factor extraction.

Principal Component Analysis (PCA) with Varimax rotation was employed to enhance factor separation. The results extracted three factors with eigenvalues greater than 1, consistent with the proposed theoretical model. Factors were named based on the conceptual meaning of their observed indicators:

- Factor 1: Content Personalization (CP)
- Factor 2: Revisit Intention (RI)
- Factor 3: Word-of-Mouth Marketing (WOM)

Notably, all items had factor loadings above 0.5, indicating strong convergence on their respective constructs with no significant cross-loadings. These results confirm that the measurement scales exhibit clear structural validity and demonstrate both convergent and discriminant validity. In summary, the EFA supports the theoretical framework and provides a strong foundation for subsequent analysis, including linear regression and mediation testing.

Correlation Analysis

To examine linear associations among the main constructs, Pearson's correlation coefficients were calculated. This preliminary analysis provides empirical support for hypothesis testing prior to regression analysis.

Variable	CP	RI	WOM
CP	1	0.629**	0.549**
RI	0.629**	1	0.651**
WOM	0.549**	0.651**	1

Note: $p < 0.01$, statistically significant at the 99% confidence level.

Table 2. Correlation Matrix of Key Variables

All correlations were positive, statistically significant, and ranged from moderate to strong ($r = 0.549$ to 0.651):

- CP and RI showed a strong positive correlation ($r = 0.629$), implying that the higher the level of personalized content, the greater the intention to reuse the platform.
- CP also correlated positively with WOM ($r = 0.549$), suggesting that personalized experiences encourage users to share and recommend services.
- RI and WOM had the strongest correlation ($r = 0.651$), indicating that those intending to revisit are also more likely to engage in positive word-of-mouth behavior.

These results offer preliminary support for Hypotheses H1, H2, and H3 and justify further regression and mediation analyses.

Linear Regression Analysis

The study tested Hypotheses H1–H3 using linear regression models to examine the strength and direction of relationships among variables.

H1: CP → RI

- $R^2 = 0.396$
- $\beta = 0.63$
- $\text{Sig.} = 0.000$

The model explained 39.6% of the variance in revisit intention. The regression coefficient ($B = 0.617$, $p < 0.001$) confirms a statistically significant and positive relationship between content personalization and revisit intention. H1 is supported.

H2: CP → WOM

- $R^2 = 0.301$
- $\beta = 0.58$
- $\text{Sig.} = 0.000$

This model explained 30.1% of the variation in word-of-mouth behavior. The coefficient $B = 0.549$ ($p < 0.001$) supports the hypothesis that content personalization positively affects WOM. H2 is supported.

H3: RI → WOM

- $R^2 = 0.423$
- $\beta = 0.66$
- $\text{Sig.} = 0.000$

The model explained 42.3% of the variation in WOM. The regression coefficient $B = 0.651$ ($p < 0.001$) indicates a strong and statistically significant positive effect of revisit intention on word-of-mouth behavior. H3 is confirmed.

These findings affirm that personalized content not only enhances user intent to return but also encourages them to recommend the service to others.

Mediation Testing – PROCESS Macro (Model 4, Bootstrap = 5000 samples)

Path	Unstandardized B	SE	p-value	95% Bootstrap CI
CP → RI (a)	0.403	0.067	0.000	[0.271 ; 0.533]
RI → WOM (b)	0.509	0.082	0.000	[0.347 ; 0.670]
CP → WOM (Direct effect)	0.281	0.097	0.005	[0.090 ; 0.472]
CP → RI → WOM (Indirect)	0.205	0.058	—	[0.116 ; 0.321]

Table 3. Results of Mediation Testing: Content Personalization, Revisit Intention, and Word-of-Mouth

Mediation analysis was conducted using Hayes' PROCESS Macro (Model 4) with 5,000 bootstrap samples and a 95% confidence level to test Hypothesis H4 — whether revisit intention mediates the relationship between content personalization (CP) and word-of-mouth marketing (WOM).

- CP significantly predicted RI ($B = 0.403$, $p < 0.001$).
- RI significantly predicted WOM ($B = 0.509$, $p < 0.001$).
- The direct effect of CP on WOM remained significant ($B = 0.281$, $p = 0.005$), though weaker after controlling for RI.
- The indirect effect ($a*b = 0.403 \times 0.509 = 0.205$) was statistically significant, with a 95% bootstrap CI [0.116; 0.321] not containing zero.

These results confirm that revisit intention partially mediates the relationship between content personalization and word-of-mouth behavior. In other words, while content personalization directly fosters positive WOM behavior, it also indirectly enhances WOM through its influence on the intention to revisit.

5. Recommendations

Based on the empirical findings, this study affirms that personalized tourism content not only serves as a critical determinant in enhancing tourists' revisit intentions but also significantly contributes to positive word-of-mouth (WOM)—a low-cost yet highly effective communication channel in today's competitive destination landscape. Notably, the mediating role of revisit intention in the relationship between content personalization and WOM behavior highlights the strategic importance of investing in post-travel experiences and emotional engagement. The following are key policy recommendations and practical solutions:

Enhancing Personalization Technologies through AI and Big Data

In the digital tourism era, the ability to understand travelers' behaviors and preferences has become a core competitive advantage. Tourism businesses, online travel agencies (OTAs), and even destination marketing organizations (DMOs) should invest in systems capable of analyzing user behavior based on booking history, search data, social media interactions, and post-trip feedback. Artificial intelligence (AI) and machine learning (ML) can support the development of tailored recommendations for destinations, itineraries, and services across different customer segments, thereby improving satisfaction and fostering a sense of individualized care. Providing content that aligns with tourists' needs not only enhances the experience but also reinforces positive impressions, increasing the likelihood of future revisits.

Improving Service Quality and On-Site Destination Experience

While technology plays a substantial role in elevating experiences, the ultimate determinant of tourist loyalty remains the actual service quality at the destination. Therefore, local authorities should collaborate with tourism stakeholders to improve service standards through workforce training, infrastructure development, and the promotion of professionalism and hospitality. In parallel, distinctive tourism products tied to local culture, festivals, cuisine, and indigenous communities should be developed, as these are increasingly valued by both domestic and international visitors. A culturally rich journey with diverse experiences and convenient services will leave lasting impressions, creating a strong foundation for repeat visitation.

Implementing Loyalty Programs and Return Incentives

To effectively encourage revisit behavior, it is essential to deliver added value to returning tourists through loyalty programs. Businesses may offer benefits such as discounts, point accumulation, service upgrades (e.g., room upgrades, priority services), or local-themed gifts for second or third-time visitors. Additionally, cities and provinces can collaborate to introduce inter-regional travel passes that bundle multiple incentives, encouraging cross-destination revisits. These measures not only stimulate revisit intentions but also express appreciation to loyal customers—an essential factor in cultivating a friendly, memorable, and brand-consistent tourism image.

Personalizing Post-Trip Communication and Sustaining Emotional Engagement

One often-overlooked stage in the customer journey is the post-travel phase, during which tourists' emotional impressions are still vivid. Businesses should leverage this timing to maintain emotional connection through actions such as sending memory-recall emails, sharing personalized photo albums, soliciting feedback, or suggesting future trips based on past travel history. Importantly, messages should be tailored to previously visited locations, preferred travel seasons, or offer similar itineraries with new elements. Effective post-travel engagement strategies not only enhance revisit rates but also stimulate WOM behavior—thereby organically spreading the destination's value through social networks.

Supporting SMEs in Digital Transformation and Personalization Implementation

The majority of tourism enterprises in Vietnam are small and medium-sized enterprises (SMEs), which often face constraints in funding, technology, and human resources needed to implement personalized services. As such, government bodies and industry associations should offer targeted support through centralized digital platforms, digital transformation training, and partnerships with domestic technology providers. Furthermore, encouraging collaborative customer data sharing across enterprises can foster a sector-wide personalization model, delivering consistent and engaging experiences for tourists regardless of the tour operator or destination region.

6. Conclusion

This study provides robust empirical evidence for the relationships among tourism content personalization, revisit intention, and word-of-mouth (WOM) within the context of Vietnam's tourism industry. Specifically, content personalization (CP)—defined as the delivery of information, experiences, and recommendations tailored to individual preferences—was found to significantly and positively influence both revisit intention (RI) and WOM behavior. These findings align with previous studies, such as Gretzel et al. (2006), which emphasized the role of technology and data in crafting personalized experiences, and Tussyadiah & Wang (2016), which highlighted the behavioral impact of intelligent content recommendations.

Additionally, the study demonstrates that revisit intention plays a mediating role in the relationship between personalization and WOM. This implies that tourists are not only directly influenced by personalized elements but also indirectly through their strengthened desire to return, which in turn encourages them to share positive travel experiences with others. These findings resonate with the Technology Acceptance Model (TAM) and behavioral frameworks such as the Theory of Planned Behavior (TPB), both of which underscore the importance of perceived usefulness and behavioral intention in motivating social behaviors like referrals and advocacy.

From a managerial perspective, these insights underscore the necessity for tourism service providers and digital platforms to invest in technology-based solutions—especially AI and recommendation systems—to personalize user experiences. Such investments yield not only immediate benefits in satisfaction but also foster natural diffusion of brand value through WOM, which remains one of the most trusted and influential marketing channels in today's tourism landscape.

In conclusion, this research highlights the pivotal role of content personalization in fostering customer loyalty and leveraging the power of word-of-mouth marketing. It offers practical managerial implications and future research directions tailored to Vietnam's ongoing digital transformation in the tourism sector.

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