



## Unlocking the relationship between destination brand value and tourists' intentions to visit: A case study in Quang Binh province

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### ABSTRACT

This study aims to explore the factors that constitute the concept of destination brand value and analyze the influence of these elements on tourists' intention to choose a destination. The destination is seen as a brand that builds and maintains a unique venue image, enhances its competitive position and attracts visitors to this destination. Vietnam has much potential to attract tourists with its scenic landscapes and historical cultural relics. However, since COVID-19, attracting tourists has yet to be able to compete with other countries in the region such as Thailand, Singapore and the Philippines. How can Vietnamese destination brand value be improved to compete in attracting tourists? To answer the above research question, a quantitative approach was applied. Data was collected from 295 tourists intending to visit Quang Binh, a central province of Vietnam with many famous natural, cultural and historical attractions. Through exploratory factor analysis, research results show that three factors of brand value impact the online travel experience: destination image brand quality, destination brand awareness and destination brand image. This study confirms the positive relationship between online destination brand experience and destination intention to visit. Some implications are proposed for managers in the tourism industry to improve the competitive advantage of the Quang Binh destination brand.

**Contribution/Originality:** This study uniquely estimates the concept of “destination intention to visit” through the mediating role of online destination brand experience while previous studies regarded it as an independent variable.

## 1. INTRODUCTION

After COVID-19, Vietnam's tourism is attracting more and more international visitors. According to the General Statistics Office of Vietnam, Vietnam is expected to have about 1.5 million international tourists in January 2024 rising 10.3% from the previous month and 73.6% from the same period in 2023. However, the number of tourists to Vietnam currently ranks 5th in the Southeast Asia region after Singapore, Thailand, Philippines and Indonesia.

In addition, the average spending per tourist in Vietnam reaches 1000-1200 USD/person while countries like Thailand reach 2400 USD per tourist and the Philippines 1300 USD. According to the [World Economic Forum \(2021\)](#), Vietnam's tourism development capacity is ranked 52/117 countries globally. The above data show that attracting tourists is still a significant obstacle for Vietnam's tourism industry. One of the essential reasons is that Vietnam needs to build a destination brand value on the competitive map in the region.

Quang Binh is a province located in the middle of the coastal strip in the North Central region of Vietnam. Quang Binh is a land blessed with many world-famous landscapes such as Son Doong Cave, Phong Nha Cave,

Thien Duong Cave and Nhat Le Beach. It is also famous for many historical and cultural relics such as Hien Luong Bridge, Canh Duong Fighting Village and Ho Chi Minh Trail. Quang Binh is a destination increasingly known and loved by tourists in the Central region which has rich natural and cultural resources. The number of tourists visiting Quang Binh destination in 2023 will increase 2.14 times compared to 2022 (Government News, 2023). The development of the tourism industry in Quang Binh has contributed to positive economic growth creating many job opportunities to improve people's quality of life.

However, the destination in Quang Binh still needs to be improved to develop the tourism industry despite its contributions to the economy. Specifically, in Quang Binh, tourist accommodation facilities of 3 stars or higher need to be improved which during peak tourist seasons will lead to guests not being able to book rooms or at high prices. The types of tourism products in Quang Binh have yet to be diverse and rich. There are no ample entertainment and shopping areas to meet the needs of many customers and there are few weather-adapted or winter-spring tourism products.

Therefore, many tourists have to choose other destinations. Most provinces and cities aim to develop local tourism to become an attractive "destination brand." A study by Kim and Lee (2018) suggests that destination brand equity can make a positive difference in the competitive market and influence tourists' intentions to visit the destination.

A better understanding of the factors by which tourists interact with destination brands will help tourism management units and businesses in Quang Binh province gain deeper insight into market needs and how to improve the tourist experience.

The term "destination brand value" is a concept that attracts many researchers. Previous studies have also proven that brand value strongly impacts a tourist's intention to visit a destination (Abruruman, Kumail, Sadiq, & Abbas, 2020).

Many studies have examined the term "destination brand value". There is still a lack of consensus on measuring its effectiveness due to the unique complexity of each travel destination (Bianchi, Pike, & Lings, 2014; Boo, Busser, & Baloglu, 2009).

In addition, results related to destination intent to visit in previous studies have been diversified. Some papers have assessed the impact of "destination brand awareness", "brand loyalty", "destination brand image", "destination brand quality", "destination brand authenticity" and "brand association." However, studies that address the "online brand experience" concept have been poorly studied and need further investigation (Zhang, Gordon, Buhalis, & Ding, 2018).

The study by Praswati, Wardani, and Rohim (2021) has also identified a factor of "online destination brand experience" that positively impacts destination visit intentions. The current research introduces a new element suitable for the current context.

In addition, the term "destination brand value" in a specific context has always been a necessary topic to study. In-depth research on the brand price of a particular destination that impacts visitors' intentions in a particular locality such as Quang Binh Province still needs to be researched.

## 2. THEORETICAL BASIS AND RESEARCH HYPOTHESIS

### 2.1. Theoretical Basis

#### 2.1.1. Destinations

Geographically, a "destination" is defined as the extent of territorial space that satisfies a traveler's need for a trip. A "destination" can be a region, a territory, a country or even a continent (Hall, 2008). According to the traveler's perspective, the destination is a subjective concept of feeling depending on each desire, purpose of the visit, route, experience and visitor qualifications.

From these perspectives, "destination" is a place that visitors aim for, choosing to stay for a specific period to experience that promising place's characteristics and attractions. According to the [World Tourism Organization \(2008\)](#) a tourist destination is "a geographical spatial area where tourists stay at least one night including tourism products, services and resources to attract visitors, having administrative boundaries and having visual recognition to determine competitiveness in the market".

### *2.1.2. Destination Brands*

In the late 1980s, branding was a commonly used concept but the concept of "destination brand" was a new concept that had been around for about ten years. A destination brand is defined as a name, a representative image or a brand image that helps identify a place and distinguish it from competing destinations. Destination brands must be committed to delivering great and memorable experiences for customers ([Ritchie & Ritchie, 1998](#)). According to [Pappu, Quester, and Cooksey \(2007\)](#) the first concept of destination branding emerged in the early 2000s.

The destination is seen as a brand that builds and maintains a unique venue image, enhances its competitive position and attracts visitors to this destination. In short, a destination brand is a combination of tangible and intangible elements that create associations that appear in the minds of customers, increasing the ability to recognize and distinguish one "destination brand" from another.

### *2.1.3. Destination Brand Value Concept*

Brand value is the recognition and differentiation of customers about the brand through information and knowledge in their minds. "Destination brand values" are defined as tourists' responses to a destination's brand perceptions and customers' expectations of that destination brand ([Keller, 1993](#)).

According to [Aaker \(1991\)](#) the scale of destination brand value is influenced by factors such as destination brand quality, destination brand awareness, brand association with another name, destination brand image, brand loyalty, and other values. [Washburn and Plank \(2002\)](#) and [Yoo and Donthu \(2001\)](#) added the "perceived value of the brand" factor to the brand value scale.

In a nutshell, destination brand value is a combination of intangible and tangible elements based on the level of awareness of the destination brand in the market. Destination brand value is also measured by "travelers' intent to visit the destination" through factors such as "destination brand awareness," "destination image," "destination brand quality" and "destination brand authenticity."

### *2.1.4. Online Destination Brand Experience Concept*

In an era of rapid technological development, people often use tools such as social media to communicate, interact and collect various kinds of information. According to the study by [Jimenez-Barreto, Sthapit, Rubio, and Campo \(2019\)](#) "online destination brand experience" is the creation of an impressive and unique experience on online platforms such as official websites, social media pages of destinations to introduce and promote the destination, attracting online interaction of visitors with the destination brand.

This is an important means of building and enhancing destination branding on an online platform to create a positive and enjoyable impression before visitors choose to visit the destination, thereby enhancing the attraction of visitors' intention to visit.

Tourists can search for information that can attract their intention to visit their destination by using social networking platforms (official websites, main social networking pages of destinations) ([Gohil, 2015](#)). According to a destination marketing perspective, online destination platforms are of particular importance. They form a means of "experience" between travelers and destination content in the form of multisensory stimuli ([Neuhofner, Buhalis, &](#)

Ladkin, 2014). In short, "online destination brand experience" is the interaction of destination brands and visitors through the perception of visitors about the destination through online channels such as the official website of the destination and official social networking sites (Facebook, Instagram and YouTube). This includes information, photos, videos and the destination which will create a comprehensive and impressive view for visitors before they visit this destination.

Moreover, unlike "electronic word-of-mouth", the sharing of information, reviews and experiences through travel blogs, online communities or stories of personal experiences and informal reviews. Furthermore, "online destination brand experience" is controlled and provides more insights.

#### *2.1.5. Visitor*

Visitors are people who have activities related to a distant stay and leave their place of residence regularly for at least one night (Leiper, 1979). Tourists or visitors are those who travel or combine travel, excluding those who go to other places to work and study.

Tourists are classified into three main categories: Domestic tourists, international tourists and outbound tourists. Through the above concepts, visitors are people who move from their residence to another location to enjoy, explore, rest or participate in recreational or cultural activities.

#### *2.1.6 Concept of Destination Intention to Visit*

The intention to visit a destination is the process of evaluating and calculating the reasonable costs and benefits of visiting different destinations from available information sources (Chen, Shang, & Li, 2014). According to Kotler and Keller (2009), interest perceived by consumers is a reaction to objects that express their desire to use the object of goods or services. According to the perception of Yu (2010) travelers are motivated to travel because they want to meet their needs psychophysically.

Based on some of the definitions above, the intention to visit can be determined through the following factors: prediction of destination visit, the choice to visit that destination compared to other destinations and future destination visit (Abubakar & Ilkan, 2016). In a nutshell, in the field of tourism, sightseeing intention is understood as the intention or anticipation of an individual or group of people to visit a particular place or resort or engage in a certain tourist activity in the future.

Italian sightseeing can be influenced by many factors, including previous experiences, opinions from relatives or friends, reviews of online communities, special events and personal factors such as the desire to make a tourist itinerary or explore a new place.

## *2.2. Background Theory*

### *2.2.1. Theory of Rational Action (TRA)*

Fishbein and Ajzen (1975) designed the Theory of Reasoned Action (TRA) model to measure people's behavior based on their previous attitudes, norms and behavioral intentions. According to rational action theory (TRA), behavioral intent is an important determinant of behavior.

Attitudes towards behavior and subjective norms are two factors that directly affect people's behavioral intentions. The attitude is expressed as the perception towards the attributes of the product.

Attitudes are influenced by two factors: beliefs about the attributes of the product and measuring the level of trust in the product. Subjective norms are the recognition of social pressures to perform or not to perform the behavior.

### 2.2.2. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) is based on the rational behavior theory (TRA) model. Fishbein and Ajzen (1975) perfect the limitations of the model when there are many opinions that human behavior is solely due to rational control.

The theory of planned behavior (TPB) indicates that behavior combines the intention to carry out the behavior and the plan to achieve a goal. The intention to perform the behavior which is the most important core factor that leads to the behavior will be governed by three factors: (1) Attitude towards behavior. (2) Subjective standards. (3) Cognitive control of behavior. Intended behavior theory developed from rational action theory with the addition of the element of "cognitive control behavior", a factor that is also very important in influencing behavioral intent. Behavioral tendencies are assumed to include motivational factors that influence behavior and are defined as the level of effort that people put into committing that behavior. TPB's model is a popular model that is often used in studies of predicting human behavior in many fields.

### 2.3. Research Hypotheses

#### 2.3.1. The Relationship between "Destination Brand Quality" and "Online Destination Brand Experience"

Destination quality is defined as the quality of service they have experienced while staying at a destination. In other words, visitors will intend to visit when they rate the quality of service they receive as equal to or high to their expectations. Morgan, Thomas and Veloutsou (2013) and Lee and Jeong (2014) indicated that the online brand experience is influenced by the user's assessment of website characteristics, amount of information and website interaction.

The results of many research articles have also shown that destination brand quality is identified as closely related to the online destination brand experience. Therefore, the present research also assumes that destination brand quality is an essential factor in estimating online destination brand experience and the following hypothesis is proposed:

*Hypothesis H<sub>1</sub>: Destination brand quality positively impacts online destination brand experience.*

#### 2.3.2. The Relationship between "Destination Brand Awareness" and "Online Destination Brand Experience"

Brand awareness is recognizing and differentiating this brand from other brands in the market. Therefore, destination brand awareness is how visitors can identify and distinguish destinations. Visitors may remember the destination brand because they both get close to and are familiar with it which leads to the intention to visit that destination.

Destination brand awareness can make visitors recall a specific destination among others and notice differences in the attributes and characteristics of the destination. Raising awareness can make travelers consider choosing a destination brand before visiting any travel destination. Self-efficacy is a significant factor that underlies motivation (Venkatesh, Morris, Davis, & Davis, 2003) exerting a significant effect on other perceptions such as experiences and thereby indirectly determining the final behavior (Hernandez, Jimenez, & José Martín, 2009). The following hypothesis is developed based on the previous studies:

*Hypothesis H<sub>2</sub>: Destination brand awareness positively impacts online destination brand experience.*

#### 2.3.3. The Relationship between "Destination Brand Image" and "Online Destination Brand Experience"

Brand image refers to any association associated with a brand in the consumer's mind that distinguishes a brand from others in the market. According to Woodward (2000) destination brand image is consumers' perception of the brand's dominant characteristics which are stored in customers' minds and help them differentiate this brand

from others in the market and promote brand love. Brand image is a brand's existing view of consumers. When consumers develop a bond with a brand, this brand should be firmly perceived as a unique object in their minds.

Furthermore, a brand may receive positive reviews from the consumers, namely to encourage the consumers to experience the brand with a strong image in mind over time. Previous studies showed that destination images influence travelers' experiences in their destination. The competitiveness of a destination is related to infrastructure development. Tourists could explore this information by searching online reviews given that the destination brand image is affected by accommodation, transportation and other public service facilities (Lee, Kyle, & Scott, 2012). Based on the above background, the current research anticipates the following hypothesis:

*Hypothesis H<sub>3</sub>: Destination brand image has a positive impact on online destination brand experience.*

#### *2.3.4. The Relationship between "Destination Brand Authenticity" and "Online Destination Brand Experience"*

Destination brand authenticity is a traveler's assessment of a travel experience at a destination, culture or destination. According to Morhart, Malär, Guèvremont, Girardin, and Grohmann (2015) honesty, trustworthiness, continuity and symbolism are critical elements of brand authenticity. Honesty is acceptance, ethics and responsibility for one's actions and decisions (Beverland & Farrelly, 2010).

Destination brand authenticity is the result of an individual's internal and subjective response to experiencing the physical or symbolic issues of the destination during any stage of the travel experience (pre-visit, on-site, post-visit). Destination brand authenticity drives visitor motivation to experience the destination and enhances brand impression and trust.

The findings of Manthiou, Kang, Hyun, and Fu (2018) indicated that when the authenticity of the destination brand is high and can be satisfied, there is a greater likelihood of the point brand value being achieved at a higher level. Therefore, the following hypothesis is developed:

*Hypothesis H<sub>4</sub>: Destination brand authenticity has a positive impact on online destination brand experience.*

#### *2.3.5. The Relationship between "Online Destination Brand Experience" and "Destination Intention to Visit"*

"A destination brand experience is a traveler's interaction on social media platforms (official website and main social media pages) with the destination (Gohil, 2015). Visitors can search for information before visiting the destination to search and find the motivation to visit (Jimenez-Barreto et al., 2019). Praswati et al. (2021) have highlighted the positive impact of online brand image experience with visiting intent. The study by Seifert and Kwon (2020) examined how emotions shared on social media sites related to the destination brand could influence visiting intent.

Several other studies highlight that online brand experiences positively affect the relationship between destination brands and travelers among travelers (Hajli, Sims, Zadeh, & Richard, 2017). Das and Mukherjee (2016) have confirmed that "destination brand value" impacts travelers' engagement and intentions through social media communications. The emotional experience with the destination is determined by the pleasure and stimulation of the user when interacting with the destination online. Research has identified travel destination brand experience as an indispensable and attractive factor for the intention to visit destinations. In addition to the website, other studies show that user interaction with destination content shared by other travelers on social media is a relevant factor in terms of tour intent (Boley, Jordan, Kline, & Knollenberg, 2018). Therefore, the following hypothesis is developed:

*Hypothesis H<sub>5</sub>: Online destination brand experience positively impacts destination intention to visit.*

#### *2.4. Proposed Research Model*

The research model and hypotheses are proposed in the following Figure 1 based on TPB and the above analysis:

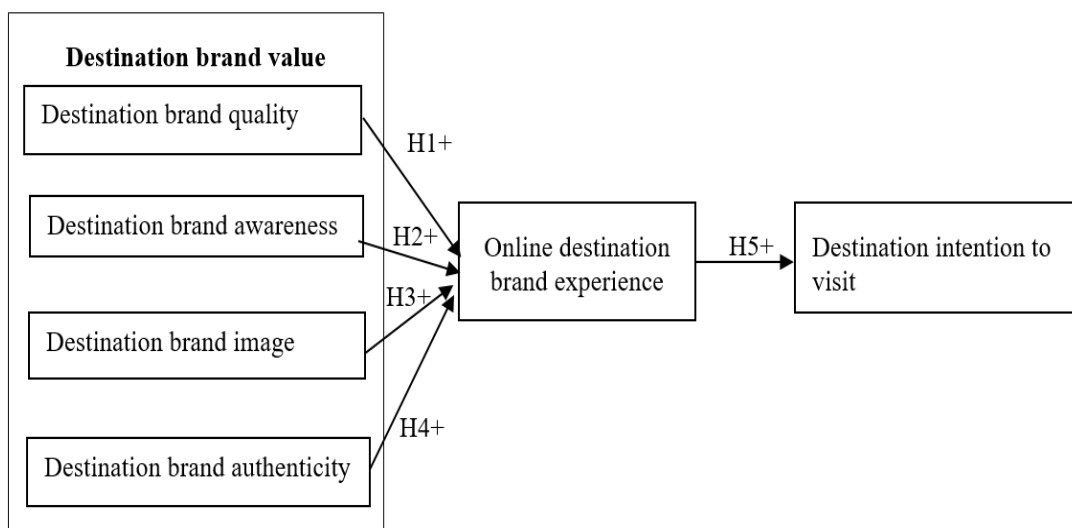


Figure 1. Proposed research model.

### 3. RESEARCH METHODOLOGY

#### 3.1. Sampling Method

In this study, the author selects the study sample using a non-probability method, the most convenient form of sampling to achieve the data collection goals.

The participants of this study are tourists who intend to visit the destination of Quang Binh province in the future to ensure the accuracy of the research.

#### 3.2. Data Collection

The present research was conducted in two stages:

Pre-test study: After developing a scale for each concept, the preliminary questionnaire was distributed to 50 respondents who are tourists intending to visit destinations in Quang Binh province. Some comments and questions from interviewees are recorded to finalize the questionnaire.

Official study: The data collection was conducted online with 300 respondents surveyed through social networks, email and mobile phone numbers.

#### 3.3. Scale Development

The "destination brand quality" scale includes four items that Kumail, Qeed, Aburumman, Abbas, and Sadiq (2022) proposed.

The "destination brand awareness" scale includes four items combined from the study of Kumail et al. (2022) and the study of Lin and Roberts (2018). The measurement of the concept of "destination brand image" includes four items combining the scale of Praswati et al. (2021) and Kumail et al. (2022). The scale "destination brand authenticity" consists of five items combined from the research of Praswati et al. (2021) and Jiménez-Barreto, Rubio, and Campo (2020).

The scale "online destination brand experience" includes three items developed by Khan and Fatma (2021) and Praswati et al. (2021).

Finally, the "destination intention to visit" scale consists of four items applied in the research of Lin and Roberts (2018), Praswati et al. (2021) and Kumail et al. (2022).

#### 4. RESEARCH RESULTS

After obtaining 300 responses, five answers were eliminated due to the incomplete versions. Therefore, the final sample size is 295 responses, encoded and processed using SPSS 27.0 software to conduct analysis.

##### 4.1. Descriptive Data

Demographic sample characteristics are factors related to the characteristics of the sample studied.

These characteristics provide information about age, gender, education level, income and other factors that may influence the research results through the 295 valid responses presented in Table 1.

Table 1. Descriptive statistics of survey sample characteristics.

Demographic characteristics		Frequency	%	Demographic characteristics		Frequency	%
Gender	Male	144	48.8	Travel expenditure	<2 million VND	49	16.6
	Female	151	51.2		From 2 under 5 million VND	119	40.3
Age	From 18-24 year old	75	25.4		From 5 under 10 million VND	99	33.6
	From 25 -34 year old	88	29.8		From 10 million VND and above	28	9.5
	From 35-44 year old	63	21.4	Travel with	Alone	57	19.3
	From 45-54 year old	36	12.2		Family	109	36.9
	From 55-64 year old	21	7.1		Friends	74	25.1
	From 65 year old and above	12	4.1		Colleagues	37	12.5
Job	Students	54	18.3	Others	18	6.1	
	Employees	115	39.0	Information source	Destination website	81	27.5
	Officers	68	23.1		Facebook	75	25.4
	Freelancers	46	15.6		YouTube	69	23.4
	Others	12	4.1		Instagram	40	13.6
					Other websites	30	10.2
Income	< 5 million VND (Vietnam dong)	46	15.6	Time to stay	Less than 5 days	110	37.3
	From 5 under 15 million VND	123	41.7		From 6 - 10 days	86	29.2
	From 15 - 20 million VND	84	28.5		From 11 -15 days	53	18.0
	Above 20 million VND	42	14.2		From 16- 20 days	32	10.8
Region	Nord	77	26.1		More than 20 days	14	4.7
	Central	118	40.0				
	South	100	33.9				
Travel frequency	Less than 3 times/ year	94	31.9				
	From 4 - 5 times/ year	116	39.3				
	More than 5 times/ year	85	28.8				

Table 2 showed that all scales with Cronbach's alpha reliability above 0.8 satisfy the conditions for exploratory factor analysis (EFA).



**Table 2.** Cronbach's alpha reliability test.

Variables	Coding	Scale's name	Cronbach's alpha
Independent variables	F_CLTH	"Destination brand quality"	0.891
	F_NTTH	"Destination brand awareness"	0.901
	F_TXT	"Destination brand image"	0.920
	F_HA	"Destination brand authenticity"	0.866
Mediating variable	F_TNNT	"Online destination brand experience"	0.841
Dependent variable	F_YD	"Destination intention to visit"	0.873

#### 4.2. Exploratory Factor Analysis (EFA)

The results of EFA analysis show that Bartlett's test has a sig. coefficient below 0.05. Factor loading of all indicators is greater than 0.4 and no indicator appears in two different groups of factors. In addition, the measurement result of the Kaiser-Meyer-Olkin KMO coefficient is  $0.915 > 0.5$ . KMO measures the strength of the relationship among variables. This means that the collected data is valid and suitable for the proposed research model. Therefore, a total of 6 factors were identified with 24 items.

#### 4.3. Regression Analysis

##### 4.3.1. Factors Affecting Online Destination Brand Experience

The results of ANOVA (Analysis of Variance), a statistical formula used to compare variances across the means or average of different groups show that the F-value of the model is at a very small significance of  $0.000 < 0.05$ , so the model is suitable for the whole and the independent variables in the model can explain the change of the dependent variable.

The results showed that corrected  $R^2 = 0.275$  which means that this model explained 27.5% of the variation of the dependent variable (online destination brand experience) through four independent factors. Therefore, the research model is consistent and closely correlated.

**Table 3.** Regression coefficients between brand value element and online destination brand experience.

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. error	Beta			Tolerance	VIF
(Constant)	2.043	0.233		8.761	0.000		
Destination brand quality	0.484	0.059	0.503	8.189	0.000	0.662	1.511
Destination brand awareness	0.135	0.047	0.164	2.862	0.005	0.766	1.306
Destination brand authenticity	-0.083	0.049	-0.107	-1.698	0.091	0.627	1.594
Destination brand image	-0.022	0.051	-0.028	-0.423	0.673	0.552	1.810

Note: Dependent variable: Online destination brand experience

The results in Table 3 show that the test T value of the independent variables in the model has a sig. value less than 0.1 except variable destination brand image. The regression coefficients of the independent variables are all positive. All the values of Variance Inflation Factor (VIF) are less than 2 which means that there is no correlation between multiple independent variables in a multiple regression model. Thus, the hypotheses H1, H2 and H3 are supported and H4 is rejected.

##### 4.3.2. Relationship between Online Destination Brand Experience and Destination Intention to Visit

Table 4 explains the relationship between online destination brand experience and destination intention to visit.

**Table 4.** Regression coefficients between online destination brand experience and destination intention to visit.

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. error	Beta			Tolerance	VIF
(Constant)	1.988	0.195		10.222	0.000		
Online destination brand experience	0.555	0.045	0.583	12.269	0.000	1.000	1.000

Note: Dependent variable: Destination intention to visit.

The results in Table 4 show that the T value of the independent variable in the model has a sig. value less than 0.01 and the regression coefficients are positive with 12.2 at 1%. Thus, the hypothesis H5 is supported.

#### 4.4. Hypothesis Testing and Discussions

*Hypothesis H<sub>1</sub>: "Destination brand quality" has a positive effect on "online destination brand experience". The results showed a significant impact with the coefficient of 0.503 at 1%. The destination brand quality becomes the most influential level in the model. The higher the quality of the destination brand, the more positive the online destination brand experience. This result is consistent with the previous research of Morgan-Thomas and Veloutsou (2013) and Lee and Jeong (2014).*

*Hypothesis H<sub>2</sub>: "Destination brand awareness" has a positive impact on "online destination brand experience."*

*The finding showed that the coefficient  $\beta=0.183$ . The H<sub>2</sub> hypothesis is accepted with a significant level at 1%. This result demonstrates the perception of high-impact destination brand awareness and aligns with positive experience towards destination brand. This result is consistent with the research of Venkatesh et al. (2003).*

*Hypothesis H<sub>3</sub>: "Destination brand image" has a positive impact on "online destination brand experience". The results of regression analysis confirm the hypothesis H<sub>3</sub> with a coefficient of  $\beta=0.175$  at 10%. This is the third important factor in the proposed model. This finding shows that the destination brand image has a positive impact and is in the same direction as the online destination brand experience. This result is identical to that of Wijaya and Anjasari (2022).*

*Hypothesis H<sub>4</sub>: "Destination brand authenticity" has a positive impact on "destination tour intent" with the coefficient  $\beta=0.116$ . However, this relationship is not significant. In other words, the reliability of information sources about destination is not confirmed and did not encourage travelers to experience the destination.*

*Hypothesis H<sub>5</sub>: "Online destination brand experiences have a positive impact on destination visit intent. The results show that the hypothesis H<sub>5</sub> is supported with a coefficient of  $\beta=0.3$  at a significant level of 1%. This finding means that destination brand experience has a strong and synergistic impact on destination intention to visit. The results of the study are consistent with those of Khan and Fatma (2021) and Praswati et al. (2021).*

Table 5 presents the hypothesis test results. All hypotheses are accepted due to factors that have a positive impact (positive beta coefficient) on visitors' intention to visit destinations in Quang Binh province with a significance level of Sig. <0.05. When increasing this factor, it will increase the intention of visitors to visit. From the above analysis, we can conclude that the theoretical model is suitable for the research data and accepted research hypotheses including hypotheses H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub>.

**Table 5.** Hypothesis test results.

No.	Hypothesis	Results
H1	Destination brand quality positively impacts the online destination brand experience.	Supported
H2	Destination brand awareness has a positive impact on the online destination brand experience.	Supported
H3	Destination brand image has a positive impact on the online destination brand experience.	Supported
H4	Destination brand authenticity has a positive impact on the online destination brand experience.	Rejected
H5	Online destination brand experience has a positive impact on the destination intention to visit.	Supported

## 5. IMPLICATIONS

### 5.1. Managerial Implications Related to "Destination Brand Quality"

Based on the analysis results, "destination brand quality" has the highest normalized beta factor ( $\beta$ ) = 0.332. Looking at the average value of the observed variables in the "destination brand quality" factor scale, this factor was rated at a high level of agreement from respondents with an average value of 4.2203 points. It can be seen that visitors appreciate the observational factors related to the quality of service and experience in Quang Binh. However, the observation variable "destination brand quality" (CLTH1) has an average value of 4.03 points which is a good rating but has the lowest score compared to other observed variables. Therefore, the author proposes the following management implications improve the quality of destination brands in order to enhance tourists' intentions to visit destinations: Firstly, managers at destinations need to focus on improving the quality of services and tourism experiences in destinations in Quang Binh province to enhance the quality of service and experience. Secondly, destination services, tour guides, accommodation facilities and restaurants in Quang Binh province must ensure quality when providing services to tourists. This solution helps destinations create a professional and reliable travel environment. Third, tourism managers in Quang Binh province must increase investment and train employees in customer service and communication skills ensuring all interactions with tourists are professional and friendly. As a result, the profession and staff capacity will satisfy customers' needs.

### 5.2. Recommendations for Managers Related to the Concept "Online Destination Brand Experience"

According to the research results, "online destination brand experience" is a factor with a positive impact on intention to visit Quang Binh province with  $\beta=0.583$ . Online destination brand experience has a mean value of 4.2497 points; the variables observed in the mean factor scale range from 4.21 to 4.31 points. This result is an excellent rating that shows respondents' high level of agreement with the perspective of the online destination brand experience. However, the observed variable TNTT1 has a mean value of 4.21 points, the lowest value on the factor scale. In order to improve and enhance travelers' intention to visit a destination through an "online destination brand experience", the author proposes some of the following implications: First, destinations need to develop an online destination brand experience to provide the necessary information to meet the needs of visitors quickly. At the same time, it creates a convenient travel experience that engages travelers from destination search and sightseeing intentions to destinations. Secondly, it is necessary to improve and upgrade the official website of the destination by building a website with an easy-to-see, easy-to-use and customer-friendly interface. Third, destination managers need to optimize the destination's website such as 360-degree visualizations and destination videos from different angles and provide interactive maps on the official website so visitors can explore the location and activities at the destination.

### 5.3. Suggestions for Managers Related to "Destination Brand Awareness"

The research results show that "destination brand awareness" positively impacts the online destination brand experience. The average value analysis of the "destination brand awareness" factor reached a high value (4.1186 points). The observed variables ranged in value from 4.14 to 4.07 with NTTH2 reaching the lowest mean value of 4.07. Although the observed variable has a high average value, destination managers must improve and promote the characteristics and uniqueness of Quang Binh destinations. Therefore, the author proposes some governance implications: First, the management boards of the Quang Binh Department of Tourism need to develop programs to preserve and regenerate the cultural, natural and historical heritage of Quang Binh and create unique visitor experiences when visiting destinations. Second, administrators must provide detailed and precise information about the destination and its features so visitors can quickly identify and distinguish it from other destinations. Third,

destination management needs to develop unique and diverse tourism experiences to promote the discovery and realization of Quang Binh's characteristics.

#### 5.4. Implications for Managers Related to the Concept "Destination Brand Image"

According to the research results, the factor "destination brand image" positively influences the online destination brand experience. The average value of the "destination brand image" (F\_HA) factor reached 3.8814 points. Although this value is lower than other factors, this is still considered a factor that respondents will evaluate well. The observed variables in the "destination brand image" factor scale have an average value from 3.86 to 3.93 showing that travelers rate the destination image positively. However, the observation variable "destination in Quang Binh with beautiful scenery and natural attractions" (HA1) reached 3.87 indicating that visitors appreciated the scenery and natural attractions in Quang Binh and the observation variable "Quang Binh destination has an unpolluted and undamaged environment" (HA4) had an average value of 3.86. This is a high level of agreement among respondents. Although the average scores for these two variables are high, there is still room for improvement to ensure that Quang Binh's tourism environment is always protected and preserved. Therefore, the author proposes some management implications to strengthen and enhance the destination brand image and at the same time attract the intention to visit tourists. Firstly, capture and honor the unique natural characteristics of Quang Binh through advertising and marketing strategies. Second, environmental tourism and adventure programs should be developed to explore the natural beauty of the locality further. Third, promote environmental protection activities and educate the community about the importance of maintaining a clean and green environment. Invest in environmental improvement and waste management measures to maintain the sustainability of Quang Binh's environmental advantage.

#### 5.5. Implications for Managers and Policy Makers Related to "Destination Brand Authenticity"

The study found that destination brand authenticity did not influence the online destination brand experience. It is necessary to keep the messages conveyed truthful, creating visitors' trust in the destination to enhance the reliability of the information source. Promotional strategies must accurately reflect what the destination brand promises to give visitors the best experience and feel that the expectations set for the destination are achieved. In addition, advertising strategies should be monitored and evaluated periodically to ensure honesty and trustworthiness. Destinations need to invest in maintaining and improving the authenticity of the destination brand. They should continue to evaluate and improve aspects of the destination to ensure that the travel experience reflects and exceeds travelers' expectations. Destinations should strengthen cooperation with local agencies and organizations to preserve and develop cultural and historical heritage sites in Quang Binh province.

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Appendix 1 presents the scale development and its sources.

Appendix 1. Scale development.

No.	Coding	Items	Source
Destination brand quality			
1	CLTH1	Destinations in Quang Binh province have superior quality compared to other competing destinations.	Kumail et al. (2022)
2	CLTH2	Visiting destinations in Quang Binh province brings valuable experiences	
3	CLTH3	Destination Quang Binh provides reliable quality services.	
4	CLTH4	I completely trust the quality of destination services in Quang Binh	
Destination brand awareness			
5	NTTH1	The destinations of Quang Binh province are very famous	Kumail et al. (2022)
6	NTTH2	I easily recognize the characteristics of the destination Quang Binh	Lin and Roberts (2018)
7	NTTH3	When I intend to visit, destinations in Quang Binh province are the first places that appear in my mind	
8	NTTH4	Destinations in Quang Binh are known for their reputation and name.	Kumail et al. (2022)
Destination brand image			
9	HA1	Destinations in Quang Binh have beautiful scenery and natural attractions	Praswati et al. (2021)
10	HA2	Destination Quang Binh has famous historical attractions	
11	HA3	Destinations in Quang Binh province suit the traveler's personality	Kumail et al. (2022)
12	HA4	Destination Quang Binh has an unpolluted and undamaged environment	Praswati et al. (2021)
Destination brand authenticity			
13	TXT1	Quang Binh's destination brand exists over time	Praswati et al. (2021)
14	TXT2	Quang Binh's history makes this destination an attractive tourist destination	Jiménez-Barreto et al. (2020)
15	TXT3	Quang Binh advertises honestly about tourists' experiences when visiting the destination	
16	TXT4	Quang Binh is realistic about the travel experience that the destination brand promises to tourists	
17	TXT5	Quang Binh can be defined as a true tourist destination.	Praswati et al. (2021)
Online destination brand experience			
18	TNTT1	The official website of destination Quang Binh motivates tourists to learn more about the destination.	Khan and Fatma (2021)
19	TNTT2	Affirmations from residents in Quang Binh on YouTube increase the credibility of the destination and at the same time create trust for viewers in destinations in Quang Binh	Praswati et al. (2021)
20	TNTT3	When visiting the website of destination Quang Binh, visitors experience pleasant emotions and have affection for the destination.	Khan and Fatma (2021)
Destination intention to visit			
21	YD1	I plan to visit Quang Binh in the next 2 years	Lin and Roberts (2018)
22	YD2	I consider Quang Binh destination as my first choice compared to other destinations	
23	YD3	I will introduce the Quang Binh destination I visited to a few friends	Praswati et al. (2021)
24	YD4	Within the next 12 months, there is a high possibility that I will visit the destination Quang Binh province	Kumail et al. (2022)

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