**SUMMARY OF THE THESIS'S NEW CONCLUSIONS**

Thesis title: *Vietnamese tourists' behavior in tour choice*

Major: *Psychology for special purposes*

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Candidate: *Pham Van Dai*

Supervisors: *1. Prof.Dr. Tran Quoc Thanh*

*2. Associate Prof.Dr. Nguyen Duc Son*

Training institute: *Hanoi National University of Education*

**New conclusions of the thesis**

1. The behavior in choosing tourism products (Tour - Tourist Program) of visitors as viewed from psychological aspects can be describes as a process in which visitors find and analyze the information on type of tour, service quality, price, time, brand reputation and reliability of the supplier, and on the basis of such an analysis, make consumption decision to satisfy their demands, expressed in their perception, altitude and action. Defined in such a way, tourism consumption behavior can be studied according to a three component approach: perception on products, altitude towards product and action of choice. These components interact with each other in a close relation; changes in each of the components can result in subsequent change in consumption behavior in general.

2. Trends of tour choice by Vietnamese visitors: Trends of tourism product choice is categorized according to the following criteria: destination, tour duration, type of activities, price and quality. As found in this thesis, the general trend of Vietnamese visitors is *to opt for coastal tours, with the length between 2 and 5 days;* and with activities of *sightseeing and shopping after stressful and tiring working period,* and a service quality ensured to be *good*. The correlations of Perception, Altitude and Actionof tourism production choice of Vietnamese visitors are positive. Tour choice is mostly governed by Vietnamese visitors' perception on tourism products, meanwhile altitude and emotion explain partially the decision of visitors on tourism product choice.

3. Providing additional information (enriched information on products) would have powerful impacts on visitors' decision of choice. Tourism products with adequate information, especially details on historic figures and events or cultural events of the country or regions are more likely to be chosen by visitors. Extended information can help shorten the time for visitors' determination of choice and boost their confidence, while bringing about a more satisfactory feeling to visitors as well.

| **Representative of supervisors** | **Candidate** |
|---|---|
| Prof.Dr. Tran Quoc Thanh | Pham Van Dai |