THE APPLICATION OF DIGITAL MARKETING TO OUTBOUND TOURISM IN HO CHI MINH CITY IN THE POST-COVID 19 PANDEMIC

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TÓM TẮT

Đại dịch COVID-19 đã gây ra những thay đổi đáng kể trên thị trường du lịch quốc tế, đặc biệt là du lịch nước ngoài từ Thành phố Hồ Chí Minh, Việt Nam. Nhờ đó, ứng dụng tiếp thị kỹ thuật số đã trở thành công cụ thiết yếu để vực dậy ngành du lịch, quảng bá các điểm đến mới và tăng lượng khách du lịch tại Thành phố Hồ Chí Minh. Nghiên cứu này nhằm mục đích khám phá tính hiệu quả của các chiến lược tiếp thị kỹ thuật số trong thời kỳ hậu đại dịch COVID-19 đối với du lịch nước ngoài tại Thành phố Hồ Chí Minh. Phương pháp nghiên cứu được sử dụng là định lượng, khảo sát khách du lịch và sử dụng phần mềm chạy dữ liệu để phân tích 5 yếu tố (Search Engine marketing, email marketing, Affiliate marketing, e-word of Mouth Marketing, Social Media Marketing) thông qua kiểm định các hệ số Cronbach's Alpha, tương quan Pearson. , ANOVA,….Mặc dù nghiên cứu kết luận rằng tiếp thị kỹ thuật số đã mang lại những cơ hội mới cho ngành du lịch tại Thành phố Hồ Chí Minh, bất chấp những thách thức và khó khăn do đại dịch gây ra cũng như sự chuyển đổi đang diễn ra của ngành du lịch, tiếp thị kỹ thuật số sẽ vẫn là một công cụ thiết yếu trong việc quảng bá các điểm đến đa dạng và hấp dẫn của Thành phố Hồ Chí Minh. Cuối cùng, tác giả rút ra kết luận và đưa ra một số giải pháp giúp các công ty du lịch hiểu được tầm quan trọng của tiếp thị kỹ thuật số để thu hút khách du lịch outbound mạnh mẽ hơn tại thành phố Hồ Chí Minh trong tương lai.

ABSTRACT

The COVID-19 pandemic has resulted in significant changes in the international travel market, especially for outbound tourism from Ho Chi Minh City, Vietnam. As a result, the application of digital marketing has become an essential tool to revive the tourism industry, promote new destinations, and increase the number of tourists in Ho Chi Minh City. This study aims to explore the effectiveness of digital marketing strategies in the post-COVID-19 pandemic era for outbound tourism in Ho Chi Minh City. The research method employed was quantitative, surveys with tourists and used data running software to analyze five factors (Search Engine marketing, email marketing, affiliate marketing, e-word of mouth marketing, social media marketing) according to Cronbach's Alpha test, Pearson correlation scale, ANOVA,….The research concludes that digital marketing has brought new opportunities to the tourism industry in Ho Chi Minh City; despite the challenges and difficulties posed by the pandemic and the ongoing transformation of the tourism industry, digital marketing will remain an essential tool in promoting Ho Chi Minh City's diverse and attractive destinations. Finally, the author drew conclusions and offered a couple of solutions to help travel companies understand the importance of digital marketing in attracting stronger outbound tourists to Ho Chi Minh City in the future.

1. Introduction

Tourism is seen as an important industry which brings an enormous benefits for Vietnam economic and also is a key economic sector that serves as a catalyst for socio economic growth; professionalism; a reasonably synchronous and contemporary system of material and technological underpinnings; and high-quality, diversified, branded tourist goods infused with national cultural identity; and the ability to compete with other countries in the region.

However, in 2019, Covid-19 pandemic affected badly to The World's economic which is contains tourism industry. Specifically, according to (Oanh, 2021), the world and Vietnam in particular, have sustained significant harmfulness. Many of the tourist industry's goals in Vietnam are nearly impossible to achieve by 2020, and the targets established has dropped dramatically. More than 96% of visitors travel, per the General Statistics Office from outside the country in 2020, with just 3.8 million of them coming from outside, a fall of 78.7% from 2019. In the first quarter of 2020, domestic travel dropped by more than 50%, costing the country's tourist industry up to VND 530 trillion (about USD 23 billion) in lost income. However, Vietnam's tourist sector has shown indications of recovery, particularly in 2022, when the openness of tourism will reawaken tourism demand as well as the desire to go outside the nation.

According to the Center for Tourism Information, following the Covid-19 period, the Vietnam National Administration of Tourism and Discovery collaborated in promoting tourism and Vietnam's image in helping to promote the quality of the audience's perception of the location, increasing the spot's strength. It is clear that one of the key goals is the development of tourism goods to meet the demands of tourists. However, the author feels that the implementation of traditional marketing technology is highly effective for promoting and presenting the image of services to clients. tourism. National impact through Discovery's channels may also be regarded as one of the uses of digital marketing. Furthermore, Traveloka, which is extremely popular around the world, seeks to enhance cooperation with Vietnam's tourism (Yogyakarta, 2023). This opportunity will be a significant step forward in the development of teaching industry officials via an online digital platform. Thus, intoday's 4.0 technology society, one of the most powerful marketing techniques available today is digital marketing which helps to bring images and videos of a tourist destination or after-sales service,...for customers effectively and attractively based on the attractiveness of the topic that the business brings.

2. Literature review

2.1. Digital marketing

Digital marketing application, there are numerous studies and publications have been published concerning its applicability. According to the argument that digital marketing is changing industry structures and consumer behavior, it is becoming more sophisticated, dynamic, and global (Ryan, 2016). Moreover, according to (Kent, 2018), digital marketing is the umbrella term for all forms of online marketing, including SEO, PPC, email marketing, content marketing, and social media marketing. Online marketing, internet marketing, and e-marketing are other names for it. Moreover, digital marketing is an adaptable

technology that aids in establishing a link between a business and its clients and other partners to foster relationship-building, communication, message delivery, and the development of lasting values (Kannan & Li, 2017). Furthermore, digital marketing also helps companies with providing several advantages to consumers by facilitating customer segmentation and choosing the appropriate target. Utilize social media to increase brand awareness for the company while saving time on planning and market research (Veleva & partner, 2020).

The focus of current tourism research is on recently created high-tech marketing applications including smartphone and virtual reality applications, and social networks (Qureshi et al., 2020). There was a research that did a case study to find possible marketing opportunities for vacation destinations using digital marketing technology. The study's findings demonstrate how a digital preview might enhance presence and visual acuity (Bogicevic et al., 2019). That research showed the affection of reality pictures in customer's eyes via social networks. According to (Levitskaya & Yanioglo, 2018), who makes the case that digital marketing, which enables businesses to follow trends and customer sentiment for the first time in real-time, has outperformed social network marketing in terms of success. Each campaign is launched digitally, making it possible to monitor its reach, engagement, and conversion rates. This offers marketing research on tourist preferences and needs a whole new meaning.

In the contemporary post-covid era, it is also crucial to use and leverage technical marketing techniques. The use of platform-based digital marketing makes it simple to draw in tourists and save a lot of money that companies require after returning from a trip. Vietnam will lose roughly 23 billion USD in revenue in 2020 (as a result of the 80% decline in international arrivals) since the loss of the tourist industry is fairly significant for tourism enterprises during the COVID-19 timeframe (The Government News of the Socialist Republic Of Vietnam, 2020). Many individuals are now aware that digital marketing is the best and fastest approach to selling brand items due to the significant loss in Vietnam's tourism industry and a lot of support from media outlets like Facebook, YouTube, TikTok (Tiến, 2020), the most efficient way to aid tour operators in recovering from loss sustained during the COVID-19 pandemic is to shift toward a digital marketing access.

2.2. Theoretical foundation and proposed research model

2.2.1. Theoretical foundation

Based on Casanoves-Boix & Pérez-Sanchez (2021) theory about digital marketing in tourism industry, he proposed 6 factors as conceptually independent determinants of intention: The first, the website is effectively positioned in both organic and sponsored searched results on search engines which gives travel agencies more visibility,competitive advantage and greater growth opportunities than traditional advertising systems. traditional fox. The second, email marketing has a favorable influence on the profitability and brand reputation of tourism destinations, allowing companies to tailor corporate messages and offers to specific market segments. It is critical to be unique. The

third, the relevance of word- as viral marketing is stressed in order to create demand for tourist attractions, investigate individual user preferences,and communicate with users via various ways given on the Internet, all while integrating the approach with other materials in the marketing project. Fourthly, affiliate networks' emergence,complexity. Furthermore, this method opens up new potential for tourism in terms of creating marketing targeted for a certain departmental requirement. Fifthly, to act as a brand ambassador for the tourism site, blog marketing is extremely beneficial to tourists. And, in the case of airlines, this means competitive difference and marketing strategy innovation. Finally, a social media marketing technique that allows places to connect with visitors directly, as well as monitor and respond to consumer comments and reviews.

2.2.2. Proposed research model and hypothesis research

From the original model above, the author has chosen 5 factors which are the most suitable to this study affects positively to Outbound tourism as follows:

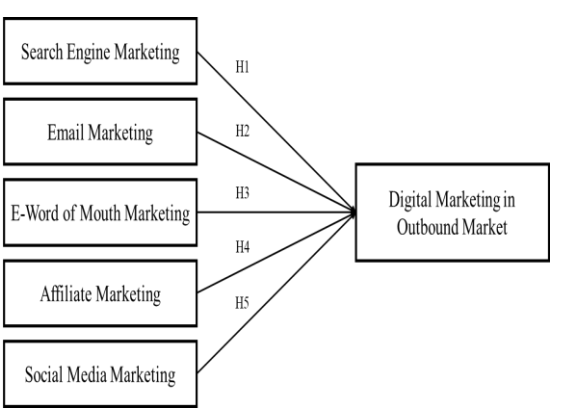

Figure 1: Proposed research model

Source: Author summary and propose

From theoretical foundation, the author has chosen 5 factors which are the most suitable to this study affects positively to Outbound tourism. Search Engine, Email, Affiliate and Social Media Marketing are continuing this research of author hypotheses as H1, H2, H4, H5 irrespectively. However, H3 as Word of Mouth marketing would be slightly changed to e-Word of Mouth causing enhancement of online networks. Again, blog marketing which is H5 of reference model is not fit to the study of authors because of tradition. So, that factor has been complained about and rejected.

3. Research results

3.1. Empirical results

3.1.1. Descriptive statistics

We need an adequate volume of sample for analysis for this study topic to boost the dependability of generating findings because relying on the author's expertise is problematic. In the author's view, the most effective observation ratio for this survey asan analytic variable is 5:1 or 10:1. Regarding this research, the author agrees that using the survey ratio 5:1 for this topic would be easier in tourism business. That's why the number of survey samples that the author calculates according to the formula N= 23 X 5= 115 which is at least 172 survey samples or more. Moreover, the writer collected those survey samples by sending people Google survey tools on social network platforms such as Zalo,Facebook, Email,… Because the quantity of technology users are quite improved and popular at the present.

3.1.1.1. Gender of the person being surveyed

Table 1: The results of the author's data analysis

Gender					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	84	48,8	48,8	48,8
	Female	88	51,2	51,2	100,0
	Total	172	100,0		

Source: Author's data analysis results

Regarding the gender of the surveyed people, 84 were male, accounting for 48.8%. There are 88 female people,accounting for 51.2%.

3.1.1.2. Age group of respondents

Table 2: Age group's data

Age group					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Below 18	25	14,5	14,5	14,5
	From 18 to 25	65	37,8	37,8	52,3
	From 26 to 40	59	34,3	34,3	86,6
	Above 40	23	13,4	13,4	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

Among the surveyed age groups, there are 25 people under 25 years old,equivalent to 14.5%. The age groups from 18 to 25 and from 26 to 40 have 65 and 59 people, respectively, accounting for 37.8% and 34.3%, respectively. There were 23 respondents in the survey over 40 years old, accounting for 13.4%.

Table 3: Academic level's data

Academic level					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	High school	54	31,4	31,4	31,4
	Female	90	52,3	52,3	83,7
	University/ College	28	16,3	16,3	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

Regarding the education level of the surveyed people, 54 people have highschool education, accounting for 31.4%. There are 90 people with university/college degree, accounting for 52.3%. The number of graduate students is 28 people,accounting for 16.3%.

3.1.1.4. Occupation of the person surveyed

Table 4: Occupation's figure

Occupation					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Service	60	34,9	34,9	34,9
	Businessman	14	8,1	8,1	43,0
	Professional	22	12,8	12,8	55,8
	Self-employd	27	15,7	15,7	71,5
	Student	49	28,5	28,5	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

Among the surveyed occupations, 60 people are working in service-related occupations, accounting for 34.9%. Occupations as entrepreneurs and professionals have the number of 14 and 22 people, respectively, accounting for 8.1% and 12.8%,respectively. There are 27 people, accounting for 15.7%, who are self-employed. And the number of students is 49 people, accounting for 28.5%.

3.1.1.5. Survey's monthly income

Table 5: Survey's monthly income

Monthly income					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Below 10 million	67	39,0	39,0	39,0
	From 11 million to 20 million	61	35,5	35,5	74,4
	From 21 million to 30 million	27	15,7	15,7	90,1
	Above 30 million	17	9,9	9,9	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

Regarding the survey's monthly income, there are 67 people with an income of less than 10 million VND, accounting for 39%. It can be seen that the income level from 11 million to 20 million has 61 people, accounting for 35.5%. Besides, the income level from 21 million to 30 million has 27 people, accounting for 15.7%. The rest are people over 30 million, equivalent to 9.9%.

3.1.1.6. The marital status of the respondents

Table 6: Marital status's data

Marital status					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Single	101	58,7	58,7	58,7
	Married	59	34,3	34,3	93,0
	Divorce	12	7,0	7,0	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

For marital status, 101 people surveyed were single, accounting for 58.7%.There are 58 people who are married and 12 people who are divorced, accounting for 34.3% and 7% respectively.

3.1.1.7. Frequency of travel per year of respondents

Table 7: Frequency of travel

Frequency of travel per year					
		Frequency	Percent	Valid percent	Cumulative percent
Valid	Once per year	34	19,8	19,8	19,8
	1 to 3 times per year	104	60,5	60,5	80,2
	Above 3 times per year	34	19,8	19,8	100,0
	Total	172	100,0	100,0	

Source: Author's data analysis results

Among the choices of frequency of travel 1 year, 34 people choose to travel once a year, accounting for 19.8%. Option 1 to 3 times/year is selected by 104 people,equivalent to 60.5%. There are 34 people, accounting for 19.8% choosing to travel more than 3 times/year.

3.1.1.8. People who often travel with the respondents

Table 8: People who often travel with responde

		Responses		Percent of Cases
		N	Percent	
People who often travel with respondents	Friends	153	29,4	89,0
	Family	156	30,0	90,7
	Lover	88	16,9	51,2
	Alone	55	10,6	32,0
	Company	68	13,1	39,5
Total		520	100,0	302,3

Source: Author's data analysis results

Regarding those who travel with, 153 people choose to go with friends,accounting for 89%. 156 people chose to go with their relatives, equivalent to 90.7%.Choosing to go with a lover was chosen by 88 people, accounting for 51.2%. There are 55 people choosing to go alone and 68 people choosing to go with the company,accounting for 32% and 39.5% respectively.

3.1.1.9. Social networks are used to find information about respondents

Table 9: Social netwwork's data

		Responses		Percent of Cases
		N	Percent	
Using social media to search for tourist destination information	Facebook	153	29,4	89,0
	Instagram	156	30,0	90,7
	TripAdvisor	88	16,9	51,2
	Traveloka	55	10,6	32,0
	Other	68	13,1	39,5
Total		520	100,0	302,3

Source: Author's data analysis results

There are 163 people choosing Facebook as a social network to search for tourist destination information, accounting for 94.8%. 101 people choose Instagram as a social network to search for tourist destination information, equivalent to 58.7%. Tiktok was chosen by 110 people, accounting for 64%. 103 people chose Tripadvisor and 101 people chose Traveloka, accounting for 59.9% and 58.7% respectively. Other options were selected by 25 people, accounting for 14.5%.

3.1.1.10. The platform to receive ads of the surveyed people

Table 10: Platform to receive ads

		Responses		Percent of Cases
		N	Percent	
Receiving travel ads through the platform	Social media: facebook, zalo, instagram, tiktok, v…v…	158	29,6	91,9
	Email	123	23,1	71,5
	Youtube	123	23,1	71,5
	Search engine Google	117	22,0	68,0
	Other	12	2,3	7,0
Total		533	100,0	309,9

Source: Author's data analysis results

For the platforms where survey participants receive travel ads, 158 people receive travel ads from social networks, accounting for 91.9%. The number of people receiving travel ads from email and YouTube was similar with 123 people and together accounted for 71.5%. The Google search page was chosen by 117 people, accounting for 68%. Other platforms have 12 people to choose, accounting for 7%.

3.2. Scale reliability tests

3.2.1 Cronbach's Alpha

The Cronbach's Alpha coefficient illustrates the scale's dependent ability. According to Hair and partner (2016), the Cronbach's Alpha coefficient test is only acceptable for scales with at least three observed variables. Cronbach's Alpha coefficients vary from 0 to 1, and the higher the coefficient, the more reliable the scale is, claim Nguyễn Đình Thọ and Nguyễn Thị Mai Trang (2007). However, 38 multicollinearity may appear if the Cronbach's Alpha value exceeds 0.95. Observable variables with a Cronbach's

Alpha coefficient greater than 0.6 and a total correlation coefficient higher than 0.3 can be considered reliable (Nunnally, 1994). According to Hoàng Trọng and Mộng Ngọc (2005), the scale should be judged using the following factors: Between 0.8 and almost 1 is a very excellent scale, and the Cronbach's Alpha coefficient ranges from 0.7 to almost 0.8, which is a respectable range.

The following analysis table of findings shows how the author evaluates the credibility of the scale using Cronbach tool for each set of observed variables that rely on various parameters:

Table 11: Result of Cronbach's Alpha test

Scale	Observed variables	Cronbach's Alpha	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
Search Engine Marketing	SEM1	0,868	0,677	0,847
	SEM2		0,721	0,830
	SEM3		0,731	0,826
	SEM4		0,748	0,819
Email Marketing	EM1	0,879	0,755	0,839
	EM2		0,753	0,840
	EM3		0,726	0,851
	EM4		0,724	0,851
E-Word of Mouth	EW1	0,896	0,756	0,872
	EW2		0,769	0,867
	EW3		0,763	0,869
	EW4		0,792	0,858
Affiliate Marketing	AF1	0,896	0,779	0,863
	AF2		0,813	0,852
	AF3		0,740	0,878
	AF4		0,753	0,873
Social Media Marketing	SMM1	0,861	0,710	0,8221
	SMM2		0,671	0,840
	SMM3		0,733	0,812
	SMM4		0,730	0,815
Digital Marketing	DG1	0,825	0,657	0,782
	DG2		0,718	0,720
	DG3		0,667	0,772

Source: Author's data analysis results

The variables of search engine marketing, email marketing, word-of-mouth marketing, affiliate marketing, social networking, and digital marketing, according to the data analysis's findings, produce Cronbach's Alpha coefficient results that are, respectively, 0.868, 0.879, 0.896, 0.896, 0.861, and 0.825, both of which have a value higher than 0.8, indicating a good scale. Additionally, if the Cronbach's Alpha coefficient of the variable type is smaller than the Cronbach's Alpha coefficient of the total variable, the correlation coefficient of the sum of the variables is higher than 0.3. As a result, all scale variables may be used in the subsequent analytic phases.

3.2.2. Exploratory Factor Analysis (EFA)

Exploratory factor analysis (EFA) is a technique used to assess two significant categories of values on a scale, discriminant and discriminant. Convergent values, so condensing a collection of several interdependent measurement variables into a more manageable collection of variables which nevertheless retains the majority of the information content of the data, first batch of variables. The author selects a value larger than or equal to 0.5 for the rotation matrix in the Principal

Components technique of component analysis of EFA.

With a Bartlett's test result of 0.848 > 0.6 and a Sig significance level of 0.000 < 0.05, the population does not exhibit any correlation between the measured variables. This demonstrates that the data obtained are ideal for factor analysis. In 20 observed variables and selected Eigenvalue > 1, 5 factors were extracted. The value of the total variance extracted is 74.537% > 50%, showing that the group of 5 factors extracted can explain 74.537% of the variation, the change of 20 observed variables, 5 groups of factors are divided according to the table below:

Table 12: Rotated Component Matrix

Observed variables	Component				
	1	2	3	4	5
EW2	0,861				
EW1	0,853				
EW3	0,852				
EW4	0,849				
AF2		0,876			
AF1		0,865			
AF4		0,856			
AF3		0,818			
EM1			0,857		
EM2			0,843		
EM4			0,832		
EM3			0,790		
SEM4				0,858	
SEM3				0,841	
SEM2				0,830	
SEM1				0,770	
SMM4					0,843
SMM3					0,819
SMM1					0,801
SMM2					0,755

Source: Author's data analysis results

The factor loading coefficients for the factors are displayed in the above table. The data with factor loading factor > 0.5 are retained in order to undertake EFA factor analysis, which is thought to be of practical relevance. The fact that all of the variables' loading coefficients are larger than 0.5 leads us to the conclusion that the variables in the observed model are all collected. The chosen scales all met the reliability and validity standards that may be utilized in future investigation after reliability, validity, and re-verification examination.

With a Bartlett's test result of 0.714 > 0.6 and a Sig significance level of 0.000 < 0.05, the population does not exhibit any correlation between the measured variables. This demonstrates that the data obtained are ideal for factor analysis. Among the 4 observed variables and the selection of Eigenvalue > 1, 1 factor was extracted. The value of the total variance extracted is 74,070% > 50%, showing that the group of 1 extracted factors can explain 74,070% of the variation, the change of 3 observed variables, 1 group of factors is divided according to the table as below:

Table 13: Analysis Component Matrix

Observed variables	Component
	1
DG2	0,883
DG3	0,853
DG1	0,846

Source: Author's data analysis results

The data with factor loading factor > 0.5 are retained in order to undertake EFA factor analysis, which is thought to be of practical relevance. The fact that all of the variables' loading coefficients are larger than 0.5 leads us to the conclusion that the variables in the observed model are all collected. The chosen scales all meet the

reliability and validity standards that may be utilized in future investigation after reliability, validity, and re-verification examination. Because the factors have a change in the number of observed variables, the following table shows the arrangement of the new factors.

After analyzing the exploratory factors, the factors that have a change in the number of observed variables, the new factors are arranged in the following table:

Table 14: Exploratory factors

Factor	Observed variables	Content
SEM	SEM1,SEM2, SEM3, SEM4	Search Engine Marketing
EM	EM1, EM2, EM3, EM4	Email Marketing
EW	EW1, EW2, EW3, EW4	E-Word of Mouth
AF	AF1, AF2, AF3, AF4	Affiliate Marketing
SMM	SMM1, SMM2, SMM3, SMM4	Social Media Marketing
DG	DG1, DG2, DG3	Digital Marketing

Source: Author's compilation

The original observed variables were grouped into new factors. Due to the disturbance in the initial variables, it was not possible to identify a specific factor name for each of the six groups of factors. Therefore, the new groups of factors are named SEM, EM, EW, AF, SMM and DG.

3.2.3. Regression analysis and hypothesis testing

The authors employ a regression analysis model to establish the cause-and effect relationship between the independent and dependent variables. Regression analysis not only identifies the direction of the combined impact of the elements, but also quantifies the magnitude of the independent variable's influence on the dependent variable. Knowing the values of the independent variables therefore facilitates the prediction of the value of the dependent variable. The multivariable linear regression has the following form:

$$\text{DC} = \beta1*\text{SEM} + \beta2*\text{EM} + \beta3*\text{EW} + \beta4*\text{AF} + \beta5*\text{SMM} + \varepsilon$$

The author bases on the value of Adjusted R Square (adjusted R squared) to determine the fit of the regression model. The coefficient R2 indicates the % variation of the dependent variable (Y) that is explained by the independent variables (Xi). The value of R2 ranges from 0 to 1; R2 = 0, then the independent and dependent variables aren't relevant to each other; R2 = 1 means that the variation of the independent variable affects 100% of variation of the dependent variable, then the regression line fits perfectly.

The authors utilize the F test, ANOVA table, and Sig value data to establish whether the group model is acceptable. Conduct a Sig. test for every independent variable. The independent variable must be excluded from the model if the value is more than 0.05 or less than 0.05. Otherwise, the independent variable is significant in the model.

Table 15: Model Summary[b]

Mo-del	R	R^2	Adjust-ed R^2	Std. Error of the Estimate	Durbin-Watson
1	0,756	0,571	0,558	0,44293	1,585

Source: Author's data analysis results

The corrected R2 coefficient for the model is 0.558, which indicates that the variance in the SEM, EM, EW, AF, and SMM components accounts for 55.8% of the variation in DG.

Table 16: ANOVA Test

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regres-sion	43,684	5	8,737	44,260	0,000[b]
	Residual	32,768	166	0,197		
	Sum	76,452	171			

Source: Author's data analysis results

The authors utilize the F test findings to determine whether the model is suitable; the ANOVA table reveals that F = 44,260 and that the Sig value is 0.000 0.05. As a result, this connection guarantees the accuracy at the permitted level of 5%. This leads to the conclusion that the independent factors have an impact on the dependent variable, DG, and that the multiple linear regression model is appropriate for assessing the study data.

Table 17: Analyze Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		β	Std. Error	Beta			Tolerance	VIF
1	Constant	0,042	0,198		0,211	0,834		
	SEM	0,192	0,043	0,246	4,476	0,000	0,855	1,170
	EM	0,322	0,045	0,396	7,084	0,000	0,828	1,208
	EW	0,134	0,043	0,171	3,134	0,002	0,870	1,150
	AF	0,167	0,049	0,188	3,437	0,001	0,860	1,163
	SMM	0,159	0,058	0,155	2,738	0,007	0,805	1,243

Source: Author's data analysis results

According to author Nguyễn Đình Thọ (2010), if the VIF coefficient is > 2, we need to be careful because the regression estimates may be biased due to multicollinearity. As a result, the authors will continue to use the components with VIF 2 to verify the validity of the study. Regression analysis findings demonstrate that all independent variables have VIF 2. 2, indicating that multicollinearity is not present. For each independent variable, conduct a Sig value test. The variable is significant in the model if the sign is less than or equal to 0.05, and vice versa. If the significance level is larger than 0.05, there is no relationship between the independent and dependent variables. According to the regression analysis's findings, each factor's Sig value is less than 0.05.

Therefore, it can be affirmed that the factors SEM, EM, EW, AF and SMM all have a positive impact on DG.

Specifically, the following linear regression equation displays the connection between the independent factors and the dependent variable DG:

Unnormalized linear regression equation:

➢ DC =0,042 + 0,192*SEM + 0,322*EM + 0,134*EW + 0,167*AF + 0,158*SMM + ε

Normalized Linear Regression:

➢ DC = 0,246*SEM + 0,396*EM + 0,171*EW + 0,188*AF + 0,155*SMM + ε

Relying on the equation, the Beta coefficients of all factors are positive, which means that the above factors have a positive effect on DG. In particular, the factor that has the strongest influence on digital marketing (DG) is EM (β = 0.396), the lowest is AF (β = 0.155).

Table 18: The result of research hypothesis

Hypothesis	Content	Sig	Level of impact	Inspection results
H1	The digital marketing of outbound tourism is positively impacted by search engine marketing	0,000	0,246	**Accepted**
H2	Email marketing positively influences the digital marketing of outbound tourism	0,000	0,396	**Accepted**
H3	Electronic Word of mouth (eWOM) has a good impact on outbound tourism's digital marketing.	0,002	0,171	**Accepted**
H4	Affiliate marketing has a positive impact on digital marketing.	0,001	0,188	**Accepted**
H5	Outbound tourism's digital marketing is positively impacted by digital marketing.	0,007	0,155	**Accepted**

4. Solutions suggestion

4.1. Solutions for government and other related organizations

A major economic sector in the growth of the country's economy may be said for a flagship industry like Vietnam's tourist sector today. For this reason, the author has suggested supporting the development of policy and practice in the use of digital marketing.

First, the government should pay more attention to the tourism industry, especially promoting tourism marketing based on today's development of digital technology. Such as upgrading tourist websites, pictures of prominent places of the country and other countries. Due to the strong growth of online traffic through technology platforms in the post-Covid-19 epidemic.

Second, grasp the tourism trends of countries to understand the tastes and tourism needs of each tourism market, especially the outbound tourist market. Thanks to that, we can develop methods of tourism promotion through today's digital resources.

Third, promote the cooperation between the government and related organizations and leading travel and tourism companies to come up with marketing strategies in digital applications in the post-COVID-19 period.

Fourth, the use of digital marketing through technology platforms will require large economic resources and the experience of developing countries in digital marketing to maintain in the marketing process. Therefore, the government should invite foreign experts to improve their knowledge and qualifications to optimize digital marketing applications, and support

the investment of reasonable capital for tourism businesses effectively.

4.2. Solutions for travel and tourism businesses

Tourism enterprises will need to concentrate on digital technology applications to market outbound tourism products, as well as do online business with internet users in the most optimal and professional way.

In order to develop the skills and skills to promote the company's outbound tourism products by digital technology, tourism businesses need to focus on organizing and training professional knowledge and skills about E-commerce. Making the most of the potential of digital marketing applications will not only bring efficiency to businesses but also support customers who are interested in the company's international tourism products through tour program reference activities on social networks, the company's website, etc,…and booking other related travel services is more convenient.

In addition, we should research to find out the outbound travel needs of people living in Ho Chi Minh through a survey or find out the current travel trends of tourists based on online platforms such as social networks associations (TikTok, Facebook, Instagram,…) to offer the most effective solutions in digital marketing.

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