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Cultural contact and future behavioral intention: A case study of foreign tourists visiting cultural and historical sites in Vietnam

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Abstract

The study was conducted to assess the role of cultural contact on tourists' future behavioral intention based on Theory of Planned Behavior and The Stimulus-Organic-Response theory. This study was conducted using the SMART PLS - SEM data analysis tool to evaluate the linear structure using data obtained from a survey of 412 foreign tourists at cultural and historical tourist attractions in Vietnam. This study found a positive impact of cultural contact on tourists' future behavior including revisit intention and word-of-mouth intention. In addition, cultural contact also affects future behavior through tourists' attitudes toward tourist destinations which are expressed as satisfaction and attachment to the destination. Based on the study of the relationship between cultural contact and future behavioral intention through destination attitudes, appropriate recommendations are made to enhance the competitiveness of historical and heritage tourism destinations in Vietnam for the international tourism market.

Keywords: Attitude toward destination, Cultural contact, Destination attachment, Destination satisfaction, Revisit intention, WOM intention.

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1. Introduction

Future behavioral intention, as known as the intention to revisit or recommend to others, originated by Castro [1] research and is used as a substitute for post-purchase behavior, behavioral intention, and future behavioral intention. This view is consistent with previous studies that consider future behavior to be composed of revisit intention and recommendation behavior Chen and Tsai [2]. Pai, et al. [3] and Hu and Xu [4] and many other authors have also focused on future behavioral intention, but the studies have approached this subject from the perspective of revisit intention without considering other components, including word-of-mouth (WOM) intention. Many studies have also examined in detail the

characteristics and influences of factors on this type of behavioral intention, including destination image, travel attitudes and motivations [5] or risk perception [6]... thereby systematizing many theoretical issues as well as assessing relatively specific influences of factors on revisit intention or WOM intention.

Some studies have examined the correlation between cultural contact and tourists' revisit intention [7-9]. However, most of these studies only focus on one aspect of future behavior, which is the intention to return, and few studies have shown the relationship between cultural contact and future behavior, nor have they determined the level of influence of cultural contact on the behaviors that make up tourists' future behavior, especially the relationship between cultural contact and WOM intention - a component that plays a particularly important role in research on the economic field in general and tourism in particular. In this study, future behavioral intention is considered as a complete behavioral complex including revisit intention and WOM intention.

Vietnam, with more than 4,000 years of formation and development and many unique cultural features of ethnic groups living together, has become a key cultural and historical destination for international tourism. The diversity of Vietnam's cultural resources is ranked 30/136 countries, which is the main driving force for the development of Vietnam's tourism [10]. The tourism industry also contributes relatively strongly to Vietnam's GDP with a high rate and increasing steadily over the years, especially after COVID-19, in 2023 the number of international visitors to Vietnam reached 12.6 million, the recovery rate is 70% [11]. These figures demonstrate the outstanding recovery and strong appeal of Vietnam tourism in the eyes of international tourists. However, with the characteristics of a country with strengths in cultural and historical tourism in the international tourism arena, this development is still not commensurate with Vietnam's potential, especially with its attractive culture, cultural contact of international tourists in Vietnam needs to be studied as a long-term competitive strategy.

In the context of the increasing proportion of tourists coming to Vietnam for cultural and historical purposes, accounting for more than 50% of the total 13 million visitors [12] the proportion of returning visitors is not large, the proportion of international tourists returning to visit Vietnam for the second or third time is only about 15%, while the rate of countries in the region is more than 30%. This context calls for researchers to consider the future behavior of this group of tourists when coming to Vietnam in order to closely assess the manifestation of this type of behavior in order to improve the efficiency of Vietnam's international tourism business.

This study was conducted to comprehensively assess the impact of cultural contact on future behavior of tourists including revisit intention and WOM intention. At the same time, this study uses destination attitude as a mediator to detect the indirect relationship between cultural contact and future behavior through satisfaction and attachment to the tourist destination.

2. Literature Review and Hypothesis Development

2.1. Foundational Theories

The Stimulus-Organism-Response (SOR) theory proposed by Tshiaba, et al. [13] suggested that people are stimulated by external factors. These stimuli (S) can influence the psychology (Organism - O) which in turn leads to an individual's behavior (Response - R). SOR examines the relationship between stimulus and responses through various methods, first stimulating cognitive and emotional states, and then establishing behaviors [14]. Therefore, it is suitable for analyzing the underlying mechanism for tourists' re-visit behavior as well as WOM intention. Cultural contact and attitude toward a tourist destination are closely related to subsequent behavior based on tourists' personal characteristics. The authors found that cultural contact contributes to tourists' decision making at the time of making a trip or their future travel behavior.

Ajzen [15] proposed the Theory of Planned Behavior (TPB) based on the earlier Theory of Reasoned Action (TRA) with main ideas: People tend to exhibit a certain type of behavior that they believe will bring about special and valued outcomes; their important references will endorse the value of that behavior; they have the ability, opportunity, and resources necessary to perform that behavior. With that ideological foundation, TPB establishes the relationship between attitude, subjective norm, perceived control, and behavioral intention [15]. Attitude is the tendency to evaluate positively or negatively and respond or behave in a consistent way toward a certain target object. In other words, attitude toward behavior reflects the feeling that performing that behavior will bring about the expected outcome and attitude will reinforce an individual's behavioral performance [16]. This is an important basis for the authors to raise the issue when studying tourists' future responses expressed through a group of future behaviors, including intention to revisit and positive WOM intention about the destination.

2.2. Future Behavior

Revisit intention refers to the tendency of tourists to return to a destination after having visited or participated in any tourism activities at the destination. Revisit intention is important in the sustainable development of tourism destinations [17]. WOM is the act of recommending or saying something good about a destination. The importance of WOM for economic activity has been widely studied, especially since the adoption of the Internet on a global scale [18].

Mohamad, et al. [19] argue that it is important to focus on tourists' future behavior, if tourists perceive satisfaction, they will be willing to spread positive messages as well as make future visits. Kuenzel and Katsaris [20] summarized post-visit behavior into two factors, namely revisit intention and recommendation (WOM). Therefore, in this study, future tourist behavior considered includes revisit intention and positive WOM intention about a tourist destination.

2.3. Cultural Contact

Cultural contact measures the extent to which tourists are exposed to and experience the host culture during their trip

McKercher [21]. Schortman and Urban [22] state that cultural contact occurs when groups of people who do not share a common identity interact with each other.. It also reflects the purposeful travel experiences that tourists seek in foreign cultures, cultural contact motivates tourists to make certain visits [23] through which tourists will get more experiences from the cultures of these destination. Chen and Rahman [7] state that a destination with an attractive culture will make tourists return to experience more services that the destination has to offer. By interacting with local cultures and residents, tourists will gain a deeper understanding of the culture of those tourist destinations [7]. Therefore, in this study, cultural exposure is the process of approaching, learning about and experiencing cultural elements between tourists and local cultures during trips to historical and cultural destinations.

2.4. Attitude Towards a Destination

Attitude reflects favorable or unfavorable feelings about an object Correia, et al. [24]. Hsu and Huang [25] demonstrated that attitude toward a destination influences tourists' decision to visit. Tourist attitude is an effective factor in determining the behavior of visiting a particular tourist destination, describing the psychological tendency expressed through tourists' positive or negative evaluations [26]. In this study, tourists' attitude toward a destination was measured by two general and specific factors: destination attachment and destination satisfaction. Satisfaction is the perception of the discrepancy between expectations and perceived performance. Satisfaction refers to the degree of liking or disliking a product after using it. Tourist attachment is very important in destination development because it is directly related to tourists' ability to choose, consume products and decide to return to a certain destination [27].

2.5. The Relationship Between Cultural Contact, Future Behavior and Attitudes Towards the Destination

For revisit intention, many scholars consider cultural contact as a means of direct interaction between tourists and residents at tourist destinations. Gitelson and Crompton [28] pointed out that experience strongly influences revisit intention, similar to Pai, et al. [3]. Lai, et al. [8] also concluded a positive relationship between cultural contact and tourists' revisit intention to a tourist destination. According to the SOR theory, external stimuli have the ability to influence purchasing behavior and decision-making behavior. For a tourist destination, especially at cultural-historical destinations, cultural contact factors have the ability to become a stimulus for tourists' future behaviors (response). Tourists' interest in new and attractive cultural and historical values can encourage their beneficial behaviors in the future. The SOR theory and the above research results support a positive relationship between cultural contact and tourists' future revisit intention. Therefore, it is necessary to consider whether cultural contact has the potential to influence tourists' intention to revisit cultural and historical destinations. The proposed hypothesis is:

H₁: Cultural contact has a direct and positive impact on re-visit behavior.

Previous scholars have suggested that there is a positive relationship between cultural contact and future behavior - including revisit intention and WOM intention. Lai, et al. [8] also proposed a relationship between cultural contact and future behavior. Based on the theoretical premise of behavior, SOR theory can explain that cultural factors that tourists acquire at a tourist destination are likely to influence their purchasing behavior and decision-making behavior during and after that trip, including positive WOM intention about products. For tourist destinations, cultural contact acts as a stimulus that leads to tourists' WOM intention. Based on the SOR theory, when tourists come to a cultural-historical destination, they can be exposed to and absorb new, attractive and impressive cultural values during the trip (stimulation), in this way, factors from cultural contact will encourage WOM if tourists are satisfied. Therefore, the proposed hypothesis:

H₂: Cultural contact has a direct positive impact on WOM intention.

Perceived cultural distance refers to a measure of perceived individual cultural differences between two different cultures, which may influence tourists' attitudes and behaviors. Cultural contact motives can be considered to predict psychological and behavioral factors. Tourists' psychological reactions to a destination are influenced by their exposure to a new culture Bi and Gu [29]. Deng and Liu [30] illustrate that tourists are cognitively satisfied with a destination if the destination possesses values that make tourists' cultural contact more effective. Yang, et al. [31] argued that cultural contact shapes tourists' attitudes toward destinations and can lead to increased international tourism expenditure. Cultural contact has positive and negative impacts on tourists' behavior, including intentions, attitudes toward tourist destinations [9] and destination choice [32]. In the scope of this study, tourist attitudes are considered as organic factors (O), cultural contact (S) in this way will affect satisfaction and attachment to cultural-historical tourist destinations when those values are perceived as good by tourists. Proposed hypotheses:

H₃: Cultural contact positively affects destination satisfaction.

H₄: Cultural contact positively affects destination attachment.

Many studies have shown that attitude is an important factor used to examine consumer behavior. Attitude toward destinations is characterized using many factors including destination satisfaction and destination attachment. Meanwhile, future behavior includes revisit intention or WOM. Studies on abstracting future behavior have shown that destination attitude is a necessary condition of revisit intention or WOM [1]. In this study, the interaction between the factors that make up the destination attitude construct (satisfaction and destination attachment) and the factors that make up future behavior (revisit intention and WOM intention) is examined. Satisfaction was an important factor influencing post-purchase behavior [2]. Furthermore, the impact of this factor on future behavior varies across destinations or tourists in all contexts [33]. Most studies confirm the positive impact of satisfaction on positive WOM. However, other studies show that satisfaction has little or no impact on revisit intention [34, 35]. The heterogeneity of these findings suggests the need to generalize the effects of satisfaction on future behavior. Ajzen [15] suggests that attitude towards a certain behavior reflects the feeling that performing that behavior will bring about the expected outcome and will strengthen an individual's

intention to perform the behavior, which can be explained by the satisfaction with the future behavior of tourists to a tourist destination. Tourists who are satisfied with the cultural-historical values they gain from their trip are willing to make subsequent trips or are willing to spread positive information to others. Therefore, the proposed hypotheses:

H₅: Destination satisfaction positively affects tourists' re-visit behavior.

H₆: Destination satisfaction positively affects tourists' WOM intention.

Destination attachment reflects the positive and ongoing relationship between tourists and a destination. Managers need to create tourist attachment to a destination to increase demand [36]. Destination attachment is also related to revisit intention [37] or intention to recommend a place [38]. Have a scientific view on the relationship between these entities can help tourism managers develop appropriate policies to increase experiential value and tourist satisfaction, thereby improving their competitiveness and WOM. Tourists with destination attachment are more likely to revisit as well as WOM [39]. Destination influences future behavior, the more attached tourists are to a place, the more willing they are to join in activities at that destination [40].

Based on the SOR, destination attachment plays the role of an organic factor (O) in this reaction chain, leading to reactions (R) expressed through a chain of future behavioral intentions, including revisit intention and WOM intention. From there, the hypotheses are proposed:

H₇: Destination attachment positively affects tourists' re-visit behavior.

H₈: Destination attachment positively affects tourists' WOM intention.

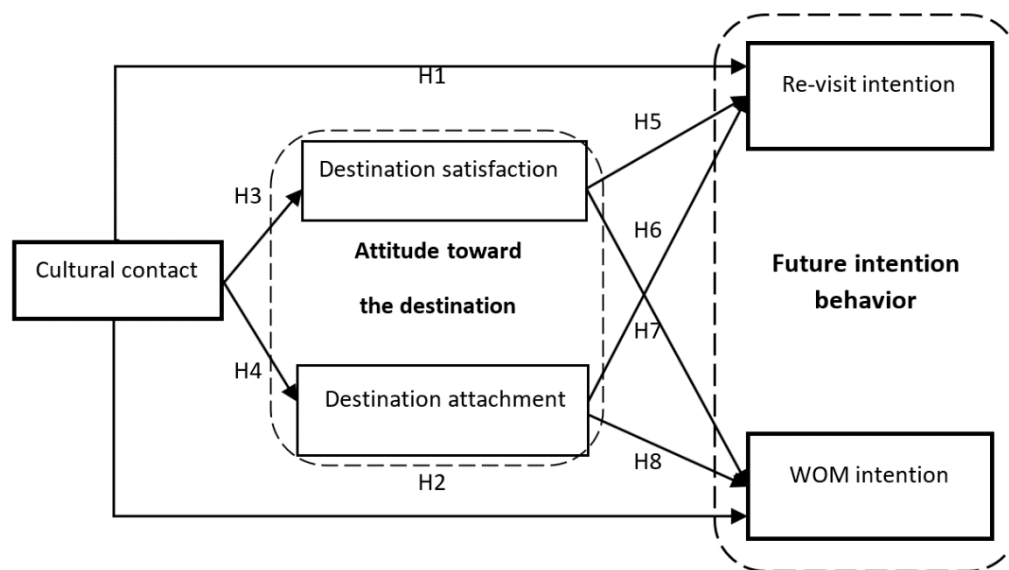


Figure 1.
Proposed research model.

3. Methodology

3.1. Measurement

The scales of the research variables were inherited from previous studies, with theories and models that have been successfully tested by Hu and Xu [4]; Pai, et al. [3] and Su, et al. [41]... The authors conducted a pilot test with 30 random international tourists visiting historical and cultural sites in Vietnam to ensure that the content of the questions was understood in the same way by all respondents. The study used a 5-point Likert scale (Table 1). The scales used in this study were modified to suit the context of international visitors to Vietnam.

Table 1.

Scale of factors in the proposed research model.

Constructs	Items	Sources
Cultural contact	Vietnam has many historical and cultural heritages.	Zhang, et al. [42]; Chen and Rahman [7]; Lai, et al. [8] and Nguyen Viet, et al. [43]
	Vietnam's historical and cultural are unique.	
	I had a better understanding of the destination.	
	Residents in my country and Vietnamese have differences traditional customs.	
	Contact with this culture forms a important part of my experience in this visit.	
Destination satisfaction	I feel satisfied with the destination.	Thomas, et al. [44]; Joynathsing and Ramkissoon [45]; Su, et al. [41] and Zhang, et al. [42]
	I feel that the value received at the destination is fair compared to the cost incurred.	
	Compared to an ideal situation, I am satisfied with my visit to Vietnam.	
	Overall, I am satisfied with my decision to visit this vacation destination.	
Destination attachment	I care about what others think about Vietnam.	Su, et al. [41] and Lan and Hung [46]
	I care about the successful development of Vietnam.	
	I feel uncomfortable when someone criticizes Vietnam.	
	I feel happy when others say positive things about Vietnam.	
Revisit intention	I will return to Vietnam destination whenever possible.	Tosun, et al. [47]; Pai, et al. [3] and Rasoolimanesh, et al. [48]
	I will choose Vietnam in my travelling again in the following year.	
	I would like to stay more often in Vietnam.	
	The likelihood of my return to Vietnam' heritage site for another heritage travel is high.	
WOM intention	I am willing to share information about Vietnam destination directly with others on the Internet.	Yang, et al. [37] and He and Luo [17]
	I encourage others to visit the Vietnam' destination I have experienced.	
	Share a pleasant experience in Vietnam with others.	
	I will tell great things about Vietnam to my friends.	

3.2. Data Collection and Research Sample

According to Barclay, et al. [49] the minimum sample size in PLS - SEM follows the 10-fold rule. In this study, the scale contains 21 observed variables, so the minimum sample size is 210. A survey was conducted on 412 international tourists in Vietnam, conducted from June 2024 to November 2024. The survey sample was randomly distributed at the most representative and attractive tourist destinations in Vietnam, namely the Temple of Literature, Ho Chi Minh Mausoleum, Hanoi Cathedral, Hoa Lo Prison, Hanoi's Old Quarter... The selection of the most attractive cultural and historical sites allowed to reduce the bias of the study results according to the purpose of the trip of the surveyed tourists. Tourists were invited to fill in the questionnaire with the guidance of the surveyor if necessary.

Table 2.

Sample profile.

Demographic characteristic	Frequency (total 412)	Percentage (%)
<i>Gender</i>		
Male	172	41.8
Female	240	58.2
<i>Age</i>		
Under 15	19	4.6
15 - 24	44	10.7
24 - 35	182	44.2
35 - 55	63	15.3
Over 55	104	25.2
<i>Classified</i>		
Corporate tourists	56	13.6
Family tourists	88	21.4
Group of friends	157	38.1
Individual tourists	111	26.9
<i>Country</i>		
Korea	187	45.4
China	53	12.9
India	38	9.2
American	26	6.3
Spain	11	2.7
France	33	8.0
England	27	6.5
Philippines	16	3.9
Other countries	21	5.1

4. Results

4.1. Measurement Model Valuation

Assessing the quality of observed variables: The factors AD1, AD2, RV, WOM are measured by 16 observed variables belonging to the outcome scale. After removing the observed variable RV3 with an Outer loading of $0.67 < 0.7$, the research team reanalyzed the new model with the remaining 15 observed variables belonging to the outcome scale, all of which met the quality requirements, the lowest Outer loading index was 0.72 (RV1), the highest was 0.88 (RV4). Cultural contact was measured by 5 observed variables belonging to the cause scale. The initial model test results showed that the P value of CC4 (0.18) was much larger than 0.05. Rechecking the external loading index of this observed variable showed that the external loading of CC4 (0.55) met the requirements (> 0.5). Reanalysis showed that 20/20 observed variables (after removing RV3) all ensured the quality of the scale.

Assessment of scale reliability: These indexes of the component scales are all greater than 0.7 and rho_c is in the range of 0.8 - 1, which proves that the scales of the study are all very good, ensuring the requirements for scale reliability (Table 3) [50].

Assessing the convergent validity of the scale: The obtained analyses all met the requirements to assess the convergent validity of the factors in the outcome scale with the lowest AVE level of 0.584 for RV [51] (Table 3).

Table 3.

Results of the reliability assessment of the scale.

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AD2	0.83	0.84	0.89	0.67
AD1	0.83	0.83	0.89	0.67
RV	0.76	0.77	0.85	0.58
WOM	0.79	0.79	0.86	0.61

Assessing the discriminant validity of the scale: The HTMT index between pairs of factors is all less than 1.0 (the highest is 0.99 between AD2 and WOM), ensuring the discriminant validity of the factor structure.

Assessment of multicollinearity of observed variables in the scale: $VIF < 5$ is capable of ensuring the multicollinearity standard between the observed variables being measured, so the observed variables in the factor structure all meet the requirements for testing multicollinearity correlation with the highest VIF value of 2.24 for RV4.

4.2. Structural Model Evaluation

Multicollinearity of independent variables: All VIF indices were less than 3, ensuring the requirement of multicollinearity assessment for independent variables [52]. Therefore, the factor structure of this study meets the requirement to assess multicollinearity. (Table 4).

Table 4.

Results of collinearity assessment of independent variables.

Relationships	VIF	Relationships	VIF
CC -> AD2	1.00	AD2 -> RV	2.42
CC -> AD1	1.00	AD2 -> WOM	2.42
CC -> RV	2.66	AD1 -> RV	2.67
CC -> WOM	2.66	AD1 -> WOM	2.67

Significance of the impact relationship in the structural model: The results show that the impact relationship between CC4 on CC ($P = 0.18 > 0.05$) is not statistically significant, the remaining relationships ensure statistical significance with all $P < 0.05$. The path coefficients of the factor loading coefficients on the dependent variable are all positive because the original sample index has a positive value. In addition, based on the original sample value when standardized according to the absolute value, we can almost accurately assess the impact level of the factors on the dependent variable when comparing this value (Table 5).

Table 5.

Evaluation results of the significance of the impact relationship in the structural model.

Relationships	Original sample (O)	StanADrd deviation (STDEV)	T statistics (O/STDEV)	P values
AD11 <- AD2	0.34	0.02	17.73	0.00
AD12 <- AD2	0.33	0.02	21.85	0.00
AD13 <- AD2	0.28	0.02	16.67	0.00
AD14 <- AD2	0.28	0.01	19.56	0.00
AD21 <- AD1	0.33	0.01	42.77	0.00
AD22 <- AD1	0.31	0.01	25.50	0.00
AD23 <- AD1	0.31	0.01	28.93	0.00
AD24 <- AD1	0.29	0.02	18.90	0.00
CC1 -> CC	0.36	0.06	6.20	0.00
CC2 -> CC	0.31	0.04	7.16	0.00
CC3 -> CC	0.37	0.06	6.14	0.00
CC4 -> CC	0.06	0.05	1.35	0.18
CC5 -> CC	0.22	0.07	3.00	0.00
RV1 <- RV	0.34	0.02	15.43	0.00
RV2 <- RV	0.32	0.02	17.31	0.00
RV3 <- RV	0.29	0.02	15.26	0.00
RV4 <- RV	0.37	0.01	25.43	0.00
WOM1 <- WOM	0.29	0.02	17.23	0.00
WOM2 <- WOM	0.33	0.03	12.85	0.00
WOM3 <- WOM	0.34	0.02	17.59	0.00
WOM4 <- WOM	0.32	0.02	20.54	0.00

Evaluation of the coefficient of determination R^2 : Based on the adjusted R^2 , the independent variable CC explains 51% and 55.6% of the variation in the variables AD1 and AD2. The variables AD1, AD2 and CC explain 71.2% and 72.8% of the variation in the dependent variables RV and WOM. Thus, CC, AD1 and AD2 have relatively high explanatory significance for the variables RV and WOM.

4.3. Hypothesis Testing

Testing the level of support for the research hypothesis based on the results of quantitative analysis of the relationship between factors in the factor structure shows that the proposed hypotheses are all supported ($P \text{ value} < 0.05$) (Table 6).

Table 6.
Summary of hypothesis test results.

Relationships	β	T statistics	P values	Hypothesis test results
CC -> AD1	0.75	20.30	0.00	Support
CC -> AD2	0.72	32.07	0.00	Support
CC -> RV	0.37	5.65	0.00	Support
CC -> WOM	0.26	3.86	0.00	Support
AD2 -> RV	0.17	2.52	0.01	Support
AD2 -> WOM	0.20	2.70	0.00	Support
AD1 -> RV	0.39	6.01	0.00	Support
AD1 -> WOM	0.49	8.00	0.00	Support

The CC factor has a positive impact on AD1 ($\beta = 0.75$; t value = 20.30) and AD2 ($\beta = 0.72$; t value = 32.07) showing that cultural differences and their feelings when exposed to those differences at historical and cultural relics in Vietnam create conditions for them to express their attitudes towards historical and cultural relics in Vietnam in a positive direction through satisfaction and desire to stay at these destinations. The CC factor has a direct and positive impact on RV ($\beta = 0.37$; t value = 5.65) and WOM ($\beta = 0.26$; t value = 3.86), indicating that cultural differences and their feelings when exposed to those differences at historical and cultural sites in Vietnam allow tourists to perform return behavior, as well as positive word of mouth to those around them about their cultural experiences at these destinations.

RV is positively affected by AD1 ($\beta = 0.39$; t value = 6.01) and AD2 ($\beta = 0.17$; t value = 2.52), indicating that international tourists to historical and cultural sites in Vietnam intend to perform revisit intention based on satisfaction with the destination and have greater attachment to the destination. WOM is positively affected by AD1 ($\beta = 0.48$; t value = 8.00) and AD2 ($\beta = 0.20$; t value = 9.12), which explains that foreign tourists based on what makes them feel love and attachment to the destination perform positive WOM intention towards historical and cultural sites in Vietnam (Figure 2).

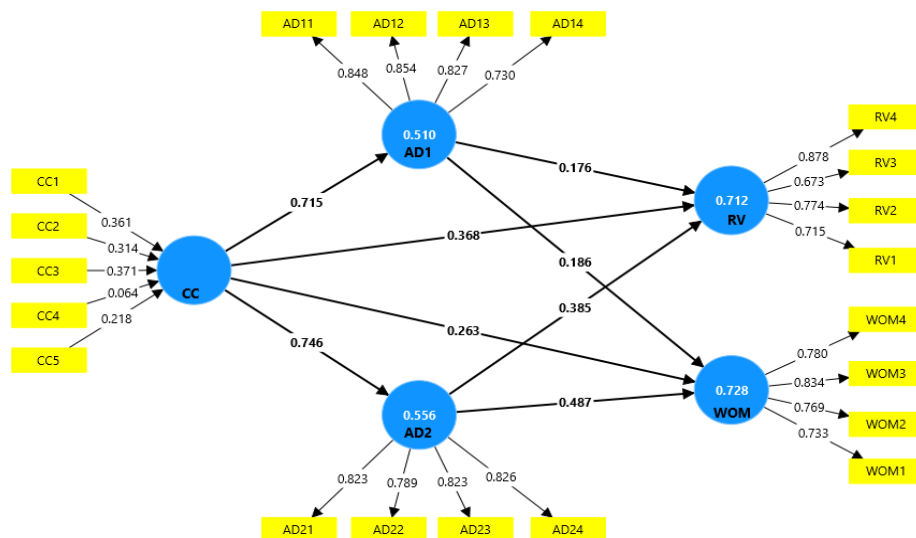


Figure 2.
The concluding research model is presented.

5. Discussion and Conclusion

This study contributes to the field of behavioral research by conducting a study with a complete model through a meta-analysis of the relationship between cultural contact and behavioral intention. Eight hypotheses were proposed and tested. All hypotheses were accepted, the results were relatively similar to previous studies showing that cultural contact has a relatively positive impact on future behavior, in this study explaining the behavior to historical and cultural destinations in Vietnam. The novelty of this study is reflected in the factor structure model when successfully measuring the impact of cultural contact on future behavior through two aspects of destination attitude (destination satisfaction and destination attachment) - something that other studies have overlooked when considering a sequential relationship of cultural factors when affecting the behavioral system of tourists when participating in tourism.

First, this study establishes a comprehensive analytical benchmark based on a thorough review of previous studies, considering all aspects of behavioral intention including revisit intention and WOM intention. Besides the results of some previous studies that tested some of the hypotheses of this study and concluded different strengths or even failed to meet the requirements for statistical significance, they all have theoretical similarities. Therefore, the first hypothesis contribution on the components of future behavior is reinforced by the results of the systematic testing of the hypotheses of this study.

Second, the study succeeded in investigating the indirect relationship between cultural contact and future behavior (measured by revisit intention and WOM) through the bridging interaction with destination attitude (measured by

destination satisfaction and destination attachment). The results of the study confirm that cultural contact has an impact on tourists' attitudes toward the destination. Cultural contact - as well as cultural experiences at certain cultural distances - make tourists feel more satisfied and show more attachment to Vietnam's historical and cultural destinations. Tourists often want to explore the diversity and space of cultural activities at the destination as well as their novelty, uniqueness, quality and prestige; they tend to absorb new things immediately and broaden their cultural perspective. This result is completely consistent with previous research by Liu [32] and many other scholars in the world. The results of testing the relationship between cultural contact and future behavior are very similar to the research results of authors such as Le Hong and Hsu [9]; Pai, et al. [3]; Lai, et al. [8] and Gorji, et al. [53]... This highlights the importance of cultural contact in creating memorable cultural tourism experiences, increasing satisfaction and motivating tourists to make subsequent trips after the tour.

Third, this study adopts a completely new approach, which is to investigate the bridging relationship between cultural contact and future behavior through destination attitude. Through positive destination attitude, tourists have the opportunity to express their future behavior through revisit intention as well as positive WOM about historical and cultural destinations. There is an indirect interaction between cultural contact and future behavior through destination attitude, which is consistent with SOR theory, but not inconsistent with previous studies on international tourists' future behavior. The study shows that destination attitude plays an important role as a facilitating factor for tourists' expression of future behavior toward a tourist destination based on exposure to novel cultural experiences through two aspects of destination attitude, namely satisfaction and attachment to the tourist destination. This is a new finding in the study of the relationship between cultural contact and tourists' future behavior.

This study validates the respondents' views and, at the same time, based on the research results of previous authors, aims to complete some specific proposals for the factors in this model to ensure that the relationship between these factors is beneficial to the development of Vietnam's tourism activities. Firstly, historical and cultural relic destinations in Vietnam attract tourists with cultural differences, especially the historical values of Vietnam at these destinations. Based on satisfaction and attachment to the tourist destination, tourists are fully capable of performing future behaviors including returning and recommending to relatives and friends. Realizing this, tourism and cultural agencies as well as tourism businesses and local residents need to have effective communication activities, promoting the cultural and historical characteristics of Vietnam, especially at historical and cultural destinations. At the same time, ensure that cultural values are authentic, using distinctive artistic tools to motivate foreign tourists to visit these places. Second, through attitudes towards tourist destinations, it is necessary to ensure that issues related to cultural experiences are positive. Tourism businesses need to provide good quality services, take care of tourists in many different ways to manage customer relationships, create good impressions and build memorable memories of the destination for tourists. As global travel behavior changes, international tourists are more likely to consider destinations where they have had positive experiences, along with the cultural contact they have received. The relationship between memorable travel experiences and future behavior will be maximized, stimulating tourists to return as a motivating factor and motivating them to recommend these memorable experiences to others.

The scope of the study was limited to Vietnam and a small number of respondents at tourist destinations. Future studies may consider expanding the scope by examining more areas with larger scale, number, and distance. Future researchers may use the results of this study as a reference to measure the relationship between factors on travel behavior through a mediating aggregate, which is attitude toward the destination. Furthermore, this study only analyzed the influence of cultural aspects on a group of two consumer behaviors, namely revisit intention and WOM intention. Therefore, future studies are encouraged to consider the influence of culture and travel experience on other behaviors such as complaining behavior, co-creation behavior, search behavior, and consumption choice.

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