The Ability to Maintain the Attractiveness of Destinations: Exploring the Role of Digital Marketing

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Abstract— In response to the rapid growth of the digital economy, digital marketing has become a crucial form of promotion in many industries. This study aims to assess how effectively destinations can maintain their attractiveness in the face of digital marketing influence. A survey was carried out with 348 tourists from Hanoi City, Vietnam, using a non-probabilistic sampling method. The data were analyzed using a binary logistic regression model. The findings show that aspects of digital marketing, including social media, information satisfaction, display advertising, search engine optimization, content and message conveyed, and websites or blogs, directly affect a destination's ability to remain attractive. This research provides valuable insights for businesses and policymakers, enabling them to understand better the role of digital marketing in maintaining appeal and enhancing competitive advantage.

Keywords: Digital marketing, ability to attract, destination, Hanoi city.

INTRODUCTION

In the context of globalization and the industrial revolution 4.0, the tourism industry is experiencing a significant shift in how destinations are promoted, marketed, and maintained. Today, tourists rely not only on traditional sources like guidebooks or tour operators but increasingly on online platforms, social media, and digital technology to make travel decisions (Xiang & Gretzel, 2010). This creates an urgent need for destinations, especially large tourist cities, to effectively use digital marketing to strengthen their brands and boost competitiveness.

Hanoi, with its thousand-year history of civilization and rich cultural heritage system, along with developing infrastructure and services, has long been an attractive destination for both domestic and international tourists. However, in the face of intense competition between local and foreign destinations, Hanoi's ability to stay attractive depends not only on its tourism resources but also on how the city builds its image, creates experiences, and connects with tourists through digital marketing tools. The use of digital channels such as tourism websites, social media platforms, virtual reality technology, or online promotion campaigns is becoming increasingly important for attracting, retaining, and growing the tourist market (Mariani et al., 2016; Tavitiyaman et al., 2021).

Although many international studies have examined digital marketing's role in shaping destination images and influencing tourist behavior, much of this research has concentrated on assessing the effectiveness of individual channels (Hays et al., 2012; Mariani et al., 2016). However, these studies have not clarified how digital marketing sustains the long-term attractiveness of destinations amid increasing competition and rapidly evolving global tourist preferences. It indicates that there is still a theoretical gap in explaining how digital marketing, destination image, and the ability to sustain tourism appeal are connected. Furthermore, in Vietnam overall and Hanoi specifically, online tourism promotion campaigns have been carried out in recent years, but most remain temporary, lack a long-term strategy, and do not yet involve multi-channel integration. In particular, the assessment of how digital marketing helps retain tourists, enhance their experiences, and sustain Hanoi's competitive edge has not received enough attention.

Therefore, this research aims to explore and analyze the role of digital marketing in enhancing the attractiveness of destinations, thereby contributing to the development of a theoretical and practical basis for policymaking, promotional strategies, and tourism management.

LITERATURE REVIEW
The concept of destination attractiveness
According to Crompton (1979), the attractiveness of a destination is influenced by various factors, including natural resources, culture, infrastructure, services, the destination's image, and the ease of accessing information. It relies on meeting expectations, having a positive perception of the experience, and the desire to

return (Chen & Tsai, 2007). Ritchie and Crouch (2003) argue that the sustainable attractiveness of destinations results from an effective combination of specific tourism resources, destination management capacity, and successful marketing strategies, along with adaptation to market trends. The appeal of the destination heavily depends on the image conveyed through digital platforms and the level of interaction with online tourists (Gretzel et al., 2006). In short, the ability to sustain a destination's attractiveness is about retaining tourists and keeping the destination appealing over time, despite changes in travel preferences, market competition, or external environmental impacts.

Digital marketing and its role in tourism

Digital marketing involves planning and executing activities that build, maintain, and grow relationships with customers through digital channels like the Internet, mobile devices, social media, search engines, email, and other platforms. It helps increase brand awareness, promote products, encourage shopping behavior, and create lasting value for both businesses and customers. According to Chaffey and Ellis-Chadwick (2019), digital marketing involves using digital technology to carry out targeted promotional activities aimed at meeting customer needs in the online environment. Meanwhile, Lamberton and Stephen (2016) stated that digital marketing is a collection of marketing behaviors that use digital information technology to interact with consumers in a direct, flexible, and measurable way. Le (2020) defines digital marketing as the use of electronic devices, such as computers, smartphones, and tablets, to interact with customers through digital platforms, including websites, emails, mobile applications, and social networks.

In the field of tourism, Anthony (1965) stated that the effectiveness of digital marketing is reflected not only in the number of tourists but also in the level of satisfaction, the rate of returning tourists, and the ability to spread the destination's image on digital platforms. The use of digital marketing significantly enhances the relationship between businesses and customers through regular and in-depth communication, thereby increasing satisfaction, loyalty, and positive perceptions of the destination brand (Tuten & Solomon, 2015). The study by Njau and Karugu (2014) shows that digital marketing has a positive effect on the performance of businesses in the tourism industry by integrating technology into customer service and brand promotion, which helps maintain and enhance the destination's attractiveness over the long term. Digital marketing boosts destination brand recognition through the dissemination of content, images, and videos on digital platforms, increasing interaction between destinations and tourists (Hays et al., 2012). Platforms such as social media or travel apps help destinations connect directly with travelers, receive feedback, tailor products and services, and maintain tourists' interest even if they haven't made the trip (Tuten & Solomon, 2015). Digital marketing plays a role in personalizing communication messages based on user behavior in destinations, thereby improving the

experience and satisfaction level. Thanks to digital technology, destinations can segment tourists and send messages suited for each target group, creating a sense of care and increasing the likelihood of return. Additionally, Hudson and Thal (2013) argue that digital marketing plays a crucial role in managing the destination's experience and image, controlling feedback, interacting with online reviews, and promptly addressing media crises to help preserve the destination's reputation. Regularly updating information prevents the destination from appearing outdated in tourists' minds, thus increasing its attractiveness in a highly competitive environment.

Analytical framework and research hypothesis

This study uses the Motivation Theory of Destination Image as the foundational theory to explain the role of digital marketing in enhancing the appeal of destinations. Gartner (1994) argues that the image of a destination is formed through three channels: information provided by the media, personal experience, and social influence. If digital marketing tools such as display advertising, social media, search engine optimization, or websites/blogs are used effectively, the destination's image will become clearer in tourists' perceptions, thereby helping to maintain and strengthen its attractiveness.

Previous studies have explored the relationship between digital marketing tools and tourism business performance across various research contexts (Mutanu, 2017; Maina, 2017; James, 2021; Le et al., 2021; Nguyen et al., 2024). However, each study highlights and identifies different impacts of digital marketing on various dimensions of business performance. Within the scope of this study, the effect refers to tourists' satisfaction level with tourism services, as well as their ability to spread the destination's image through sharing, referrals, and repeat visits. These are expressions of the destination's capacity to stay attractive, showing the effectiveness of communication and its sustainable appeal in a competitive tourism market. Additionally, the author employs the Delphi method to consult with marketing experts to identify digital marketing factors that influence the ability to maintain the attractiveness of tourist destinations, ensuring the relevance of the target and research context in Vietnam, an emerging economy in Southeast Asia. Based on the background theory and a thorough review of relevant previous studies, the factors included in the analysis framework are: display advertising, social media, search engine optimization, website or blog, and information satisfaction. Furthermore, experts recommended considering the factor of "content and message conveyed" because they believe that digital content, such as images, videos, and articles, not only helps viewers better visualize the destination but also serves as a decisive inspiration for choosing and sharing travel experiences. More importantly, emotionally authentic messages linked to local cultural identity have a strong influence on creating a positive impression and encouraging the behavior of spreading the destination's

image after the trip. Content and messaging conveyed are a crucial part of the interactivity and personalization in digital marketing, serving not only as a distribution channel but also as the quality and persuasive power of the content delivered to customers. Based on the above arguments, the proposed research model is as follows:
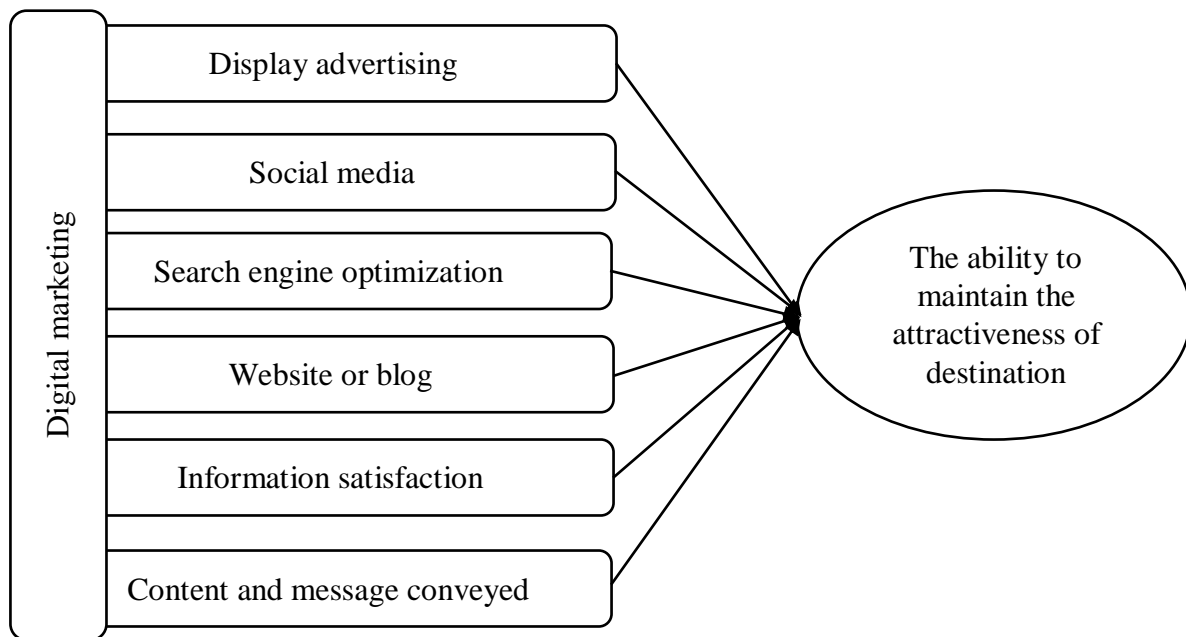

Figure 1: Proposed research model

Source: Construction by the author

Display advertising is a form of online communication where promotional messages appear as images, text, or videos on digital platforms that users frequently visit. According to Park et al. (2010), this type is less expensive than traditional advertising and is easy to implement with quick reach. Display advertising enables the conveyance of visually appealing images of destinations, services, and travel information, helping to capture attention and make a strong first impression on tourists. Kimani (2014) argues that deploying display advertising on social media platforms like Facebook, Twitter, Instagram, and others not only helps to boost brand awareness but also spreads the message of travel products or services to the right target audience. Based on the above arguments, the research hypothesis is proposed as follows:

H1: Display advertising has a positive relationship with the ability to maintain the attractiveness of a destination.
Social networks consist of platforms where users can create personal profiles, share information, ideas, and favorite content with the online community (Kimani, 2014). Using social networks to promote images, products, and services in tourist destinations helps save costs and enhances the ability to reach target customers for the destination. According to Castronovo and Huang (2012), social media is a vital part of people's daily lives, so integrating marketing activities on these platforms can help improve the effectiveness of communication campaigns and increase interest in travel destinations. Evans and Berman (2008) argue that owning a social media site is a straightforward and effective way to communicate marketing messages.

Based on the above arguments, the research hypothesis is proposed as follows:

H2: Social media has a positive relationship with the ability to maintain the attractiveness of a destination.
Search engine optimization (SEO) is a key strategy in digital marketing aimed at increasing a website's visibility on popular search engines like Google. According to Jalang'o (2015), SEO is part of digital marketing tactics that help promote products, services, and improve user experience by boosting online presence. SEO operates by optimizing a website's content and structure with relevant keywords, which helps the site rank higher in search results for related queries. Park et al. (2010) argue that search engine optimization enables reaching the correct target audience cost-effectively while also boosting the ability to attract customers. SEO plays a significant role in bringing tourism information closer to potential tourists, raising awareness, and encouraging behaviors that lead to learning about and selecting destinations. Based on the above arguments, the research hypothesis is proposed as follows:

H3: Search engine optimization has a positive relationship with the ability to maintain the attractiveness of a destination.
A website or blog is a key communication channel in a digital marketing strategy, acting as a central platform for providing formal, detailed, and controlled information about travel destinations. According to Chaffey and Ellis-Chadwick (2019), a website is a "digital home" that helps build brand image, foster trust, and support customers throughout the decision-making

process. Specialized websites or blogs offer rich content about the destination, including descriptions of the landscape, services, itineraries, and tourists' actual experiences, which enhances understanding and inspires the desire to explore. Additionally, travel blogs play a key role in sharing personal stories and experiences, creating an emotional connection with readers, and spreading a positive image that helps maintain the destination's attractiveness (Xiang et al., 2015). Investing in developing and regularly updating websites or blogs not only boosts your online presence but also effectively supports overall promotional campaigns. Based on the above arguments, the research hypothesis is proposed as follows:

H4: A website or blog has a positive relationship with the ability to maintain the attractiveness of a destination.

Information satisfaction measures how well digital marketing tools meet tourists' needs, expectations, and desires about a destination. According to research by Chen and Tsai (2007), complete, clear, reliable, and timely information plays a vital role in shaping customer perceptions and decisions in the digital environment. Information satisfaction is evident when tourists feel secure, trusted, and find it easy to make decisions after accessing digital content such as destination descriptions, actual images, user reviews, prices, suggested schedules, or support policies. If tourists are satisfied with the information they get on digital platforms, they are more likely to view the destination positively, share their experiences, and recommend it, which helps in maintaining and spreading the destination's appeal (Park et al., 2007). Based on the above arguments, the research hypothesis is proposed as follows:

H5: Information satisfaction has a positive relationship with the ability to maintain the attractiveness of a destination.

Content and message conveyed are essential in digital marketing campaigns. According to Pulizzi (2012), effective content isn't just about sharing information but also about delivering a meaningful, engaging, and personalized message tailored to the target audience's characteristics, needs, and expectations. In the travel industry, content can include vibrant destination images, authentic experience videos, inspirational articles, local stories, or testimonials from previous travelers. These messages, if well-designed, creative, and delivered at the right time, will help the destination clearly establish the brand image, generate positive emotions, and strengthen connections with tourists. Liang and Wang (2007) argue that highly contagious messages, especially when shared on social media platforms, will contribute to maintaining long-term attention and attraction for tourist destinations. Based on the above arguments, the research hypothesis is proposed as follows:

H6: Content and message conveyed has a positive relationship with the ability to maintain the attractiveness of a destination.

METHODOLOGY

Measurement scales

The preliminary scale is inherited and adjusted from previous studies by Mutanu (2017), Maina (2017), James (2020), Le et al. (2021), and Nguyen et al. (2024), which consist of 33 observed variables. Before the formal survey, the author held a group discussion with several tourists visiting the destination (Hanoi City) and consulted with marketing experts to review the influencing factors, their relationships, and to adjust the observed variables in the preliminary scale. This was done to ensure it meets the research objectives and is appropriate for the subject and context of the study. The discussion process was recorded and then analyzed to develop a formal scale.

Sample size

According to Hair et al. (2010), the ideal study sample size for exploratory factor analysis (EFA) is 10:1. Therefore, the minimum number of samples is 330. However, the author distributed 380 questionnaires to prevent the collection of invalid responses. A convenient non-probabilistic sampling method was used for data collection. The survey was conducted over three months, from 01/2025 to 03/2025, through direct contact at four popular attractions in Hanoi: Hanoi Old Quarter, Sword Lake, Temple of Literature, and Ho Chi Minh Mausoleum.

Data collection

After data cleaning, there are 348 valid responses used. Among them, 56% are female, while males account for 44%. In terms of age, the group from 18 to under 25 years old makes up 39.4%, those from 25 to under 35 account for 31.3%, from 35 to under 45 constitute 16.1%, those aged 45 and over represent 9.8%, and under 18s make up 3.4%. Regarding education, 70.1% have a college or university degree, 19.0% hold a graduate degree, and 10.9% completed high school. In terms of occupation, office workers represent the largest group at 36.5%, followed by students at 31.0%, self-employed individuals at 15.2%, and other occupations at 17.3%.

The formal data is processed using the SPSS26 tool, including analytical techniques such as descriptive statistics, reliability analysis, exploratory factor analysis (EFA), correlation analysis, and binary logistic regression analysis. Using the Binary Logistic regression model, the dependent variable is binary to estimate the likelihood of an event occurring based on data collected from independent factors with two values: 1 indicating a positive relationship and 0 indicating no positive relationship between dimensions of digital marketing and the ability to maintain destination attractiveness. The binary logistics regression model is written in the form of an equation as follows:

- ❖ LOG (P*(Y=1)/ P*(Y=0)) = a + b*X1 + c*X2 + d*X3 + e*X4 + f*X5 + g*X6
- ❖ In which:
- ❖ Y: Dependent variable
- ❖ Xi: Independent variables in model 1
- ❖ a: Constant
- ❖ b, c, d, e, f, g: Regression coefficient

RESULTS AND DISCUSSION

Results

The descriptive statistical results show that travelers view the digital marketing aspects of the destination positively, with a mean ranging from 3.85 to 4.16. The website or blog factor has the highest average (Mean = 4.16, SD = 0.68), indicating that visitors greatly value the role and quality of information provided by official websites or blogs in promoting the destination. This is followed by social media (Mean = 4.01), reflecting the high level of interest and engagement travelers have with digital content on social media platforms. Factors such as display advertising (Mean = 3.97), information satisfaction (Mean = 3.92), search engine optimization (Mean = 3.88), and the content and messages conveyed (Mean = 3.85) also received positive ratings, though their average scores were lower than those for website or blog and social media. This suggests a need to enhance media content quality and improve the effectiveness of promotion through search channels and digital advertising tools. Additionally, tourists consider the ability to maintain the destination's attractiveness as good, with a mean of 4.07 (see Table 1).

Table 1: Reliability testing

Items	Cronbach's Alpha	Corrected item-total correlation	Cronbach's Alpha if item deleted
Display advertising (Mean = 3.97, SD = 0.64)			
DA1		0.609	0.792
DA2		0.623	0.783
DA3	0.807	0.617	0.776
DA4		0.594	0.752
DA5		0.571	0.740
Social media (Mean = 4.01, SD = 0.72)			
SM1		0.672	0.829
SM2		0.645	0.815
SM3	0.838	0.606	0.801
SM4		0.619	0.795
SM5		0.583	0.787
SM6		0.577	0.756
Search engine optimization (Mean = 3.88, SD = 0.77)			
SEO1		0.589	0.806
SEO2		0.612	0.793
SEO3	0.812	0.607	0.778
SEO4		0.593	0.760
SEO5		0.588	0.753
Website or blog (Mean = 4.16, SD = 0.68)			
WB1		0.563	0.811
WB2	0.824	0.587	0.805
WB3		0.562	0.796
WB4		0.545	0.778
Information satisfaction (Mean = 3.92, SD = 0.71)			
IS1		0.614	0.784
IS2		0.629	0.776
IS3	0.799	0.589	0.760
IS4		0.572	0.751
IS5		0.548	0.743
Content and message conveyed (Mean = 3.85, SD = 0.61)			
CM1		0.530	0.791
CM2		0.518	0.780
CM3	0.815	0.508	0.774
CM4		0.511	0.766
CM5		0.525	0.753
Ability to maintain the attractiveness of a destination (Mean = 4.07, SD = 0.60)			
AMA1		0.652	0.790
AMA2	0.801	0.617	0.784
AMA3		0.634	0.773

Source: Analysis results from SPSS26

The results of the analysis in Table 1 indicate that the scales achieve Cronbach's Alpha values greater than 0.7, ensuring the reliability recommended by Hair et al. (2010), which reflects a good level of intrinsic consistency among the observed variables in each scale. Simultaneously, the corrected item-total correlations were all above 0.3, indicating that the observed variables were closely related to the overall concept measured and that no variables were excluded.

Table 2: EFA of independent variables

KMO = 0.813											
Bartlett's Test		Approx. Chi-Square					9710.865				
		df					387				
		Sig.					0.000				
Factor/Loadings											
1		2		3		4		5		6	
SM3	0.819	WB2	0.837	DA5	0.822	CM3	0.784	SEO1	0.814	IS4	0.798
SM5	0.802	WB1	0.815	DA2	0.806	CM1	0.769	SEO4	0.806	IS2	0.770
SM1	0.785	WB3	0.800	DA3	0.782	CM5	0.750	SEO2	0.789	IS1	0.765
SM4	0.768	WB4	0.797	DA4	0.760	CM2	0.747	SEO5	0.771	IS5	0.741
SM6	0.752			DA1	0.751	CM4	0.732	SEO3	0.763	IS3	0.732
SM2	0.743										
Notes: DA = Display advertising, SM = social media, SEO = Search engine optimization, WB = Website or blog, IS = Information satisfaction, CM = Content and message conveyed											

Source: Analysis results from SPSS26

The results of the analysis shown in Table 2 indicate that the Kaiser-Meyer-Olkin (KMO) measure reached 0.813, indicating adequate sampling, as it is above 0.5 and below 1. This confirms the data's suitability for factor analysis. At the same time, Bartlett's test produced a Chi-Square value of 9710.865 with a significance level (Sig.) of 0.000, which is less than 0.05, confirming that the observed variables are linearly related and meet the requirements for Exploratory Factor Analysis (EFA). Additionally, the rotated matrix results show the extraction of six factor groups with Eigenvalues over 1, collectively explaining more than 50% of the total variance, supporting the original theoretical model. The observed variables also have factor loadings above 0.7, demonstrating their effectiveness in measuring their respective underlying constructs. Therefore, the independent variables show both convergent and discriminant validity.

Table 3: EFA of the dependent variable

KMO = 0.828	
Bartlett's Test	Approx. Chi-Square	309.122
	df	3
	Sig.	0.000
Factor	
1	
AMA3	0.803
AMA1	0.797
AMA3	0.762
Notes: AMA = Ability to maintain the attractiveness of a destination	

Source: Analysis results from SPSS26

The analysis in Table 3 shows that the KMO coefficient is 0.828, indicating that the data is suitable for factor analysis. Additionally, Bartlett's test has a Chi-squared value of 309.122 with a significance level of Sig. = 0.000 < 0.05, confirming a strong linear correlation between the observed variables. The rotation matrix results reveal that all three observed variables are grouped into a single factor with a factor loading above 0.7, significantly exceeding the minimum threshold of 0.5 recommended by Hair et al. (2010), demonstrating that these variables effectively measure the same construct. Furthermore, the total variance explained is 50%, indicating that the factor accounts for most of the variation in the dependent variable. Therefore, the dependent variable shows good convergence, ensuring unidirectionality and suitability for subsequent analyses.

Table 4: Correlation analysis

	AMA	DA	SM	SEO	WB	IS	CM
AMA	1						
DA	0.716**	1					
SM	0.690**	0.236**	1				
SEO	0.723**	0.198*	0.214**	1			
WB	0.742**	0.204**	0.181**	0.258**	1		
IS	0.659**	0.211*	0.250*	0.203*	0.182**	1	

CM	0.611**	0.175**	0.199**	0.188**	0.217**	0.285*	1
VIF		1.825	1.776	1.820	1.741	1.759	1.836
*significant at p < 0.05, **significant at p < 0.01							
Notes: AMA = Ability to maintain the attractiveness of a destination, DA = Display advertising, SM = Social media, SEO = Search engine optimization, WB = Website or blog, IS = Information satisfaction, CM = Content and message conveyed							

Source: Analysis results from SPSS26

The analysis in Table 4 shows that the correlation coefficient between pairs of independent variables ranges from 0.175 to 0.337, which is within a safe threshold. It varies from low to medium, with no pairs of factors showing an unusually high correlation, thus not raising suspicion of multicollinearity. Additionally, the variance inflation factor (VIF) of the independent variables ranges from 1,741 to 1,836, which is satisfactory as recommended by Hair et al. (2010). This confirms the relative independence of the latent variables and supports the appropriateness of the regression model, ensuring accurate estimation of how aspects of digital marketing influence the ability to maintain a travel destination's attractiveness without issues of multicollinearity.

Table 5: Model summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	31.594	0.739	0.788

Source: Analysis results from SPSS26

The analysis results in Table 5 show that the Sig. value of the Chi-square test is 0.000, which is less than 0.05. Additionally, the -2LL value for the Block 1 model is 31,594, which is 137,906 lower than the -2LL value for the Block 0 model, indicating the model is statistically significant (Field, 2009). Furthermore, the Cox & Snell R Square coefficient of 0.739 and the Nagelkerke R Square coefficient of 0.788 are both satisfactory, as they are greater than 0 and less than 1 (Cox & Snell, 1989; Nagelkerke, 1991). Therefore, the regression model is appropriate.

Table 6: Binary Logistic Regression

		B	S.E.	Wald	df	Sig.	Exp (B)
Step 1a	DA	0.337	0.010	1.761	1	0.001	1.401
	SM	0.384	0.017	2.385	1	0.000	1.468
	SEO	0.302	0.028	1.494	1	0.002	1.352
	WB	0.275	0.016	1.515	1	0.000	1.316
	IS	0.361	0.025	1.237	1	0.004	1.435
	CM	0.293	0.038	2.142	1	0.000	1.340
	Constant	2.755	0.154	1.076	1	0.000	0.012
Notes: DA = Display advertising, SM = Social media, SEO = Search engine optimization, WB = Website or blog, IS = Information satisfaction, CM = Content and message conveyed							

Source: Analysis results from SPSS26

The results of the binary regression model test showed that the model's forecast accuracy was high, with an overall correct prediction rate of 98.2%.

It indicates that the independent variables effectively explain the variability of the dependent variable. Wald's test shows that all the independent variables have a Sig. value of less than 0.05, reflecting the significance of the regression coefficients in the model. Additionally, the Exp(B) value greater than 1 suggests that each unit increase in aspects of digital marketing raises the likelihood of the destination maintaining its appeal.

Table 7: Hypothesis testing

Hypothesis	Describe	Result	Order
H1	Display advertising has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	3
H2	Social media has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	1
H3	Search engine optimization has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	4
H4	A website or blog has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	6
H5	Information satisfaction has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	2

Hypothesis	Describe	Result	Order
H6	Content and message conveyed has a positive relationship with the ability to maintain the attractiveness of a destination	Supported	5

Source: Compiled by the author

DISCUSSION

Hypotheses from H1 to H6 are accepted. The binary regression equation by Beta coefficient is written as follows:

$$LOG\ (P*(Y=1)/\ P*(Y=0)) = 2.755 + 0.384*SM + 0.361*IS + 0.337*DA + 0.302*SEO + 0.293*CM + 0.275*WB$$

Thus, the dimensions of digital marketing have a significant positive relationship with the ability to attract and retain visitors at a destination. Among them, social media shows the highest regression coefficient (B = 0.384, Sig. = 0.000, Exp(B) = 1.468), indicating it is the most influential factor in maintaining destination attractiveness. This reflects the growing trend of tourists accessing information and sharing experiences through social networking platforms such as Facebook, Instagram, TikTok, and others, which helps spread the destination's image widely. Next is information satisfaction, with a coefficient of B = 0.361 and Exp(B) = 1.435, revealing that when travelers are satisfied with the content, reliability, and completeness of the travel information they access, they tend to evaluate the destination more positively and are more likely to return or refer others. Factors such as display advertising (B = 0.337, Exp(B) = 1.401), search engine optimization (B = 0.302, Exp(B) = 1.352), content and message conveyed (B = 0.293, Exp(B) = 1.340), and website or blog presence (B = 0.275, Exp(B) = 1.316) also show positive correlations. The Exp(B) coefficients above 1 indicate that as the evaluation of these factors increases, the likelihood of the destination maintaining its attractiveness to tourists also increases.

CONCLUSION AND IMPLICATIONS
Conclusion
The novelty of this study lies in its comprehensive and integrated approach to examining how digital marketing influences a destination's ability to maintain attractiveness, rather than focusing on just one tool, such as online advertising, social media, or search engine optimization, an approach common in many previous international studies. This research adopts a broader perspective. Additionally, the study was conducted in Vietnam, where tourism is a rapidly growing key economic sector, and the shift to digital marketing is occurring rapidly. Yet, there remains a lack of in-depth academic research.

The study's results showed a positive link between aspects of digital marketing (display advertising, social media, SEO, website or blog, content and message conveyed) and the destination's ability to stay appealing. However, the study is limited because the survey was only conducted in attractions in Hanoi and did not consider external factors such as new technology trends (AI, VR) or the effects of crises (epidemics,

climate change). Therefore, future research could expand to different locations, compare various destinations, and include more technological and environmental factors to improve the model.

Implications
The study helps clarify the connection between digital marketing and maintaining a destination's appeal in modern tourism. Theoretically, the research model builds on and expands the Motivation Theory of Destination Image to explain how digital marketing tools, such as display advertising, social media, SEO, website or blog, content and message conveyed, impact travelers' perceptions, attitudes, and behaviors. The findings provide not only empirical support for the Motivation Theory of Destination Image but also develop an integrated approach, highlighting that digital marketing should be viewed as a comprehensive system rather than a collection of separate tools. Consequently, the research strengthens the theoretical framework of destination marketing and advances scientific understanding in tourism management.

Practically, the research results provide a scientific basis for tourism management agencies and travel businesses in developing digital media strategies to boost the destination's attractiveness and maintain its competitiveness. Based on the study's findings, some implications are suggested as follows:

First, tourism management agencies and enterprises should focus on promoting social media activities. Since social networks have become popular tools for searching, referencing, and sharing travel information, investing in engaging media content on platforms like Facebook, Instagram, TikTok, and YouTube can help expand reach and interaction with target customer groups, especially younger audiences. Additionally, tourism agencies and travel companies need to collaborate with international KOLs, travel bloggers, and influencers, and organize seasonal media campaigns to generate a strong spillover effect. They should also train digital media personnel to think creatively and understand user behavior on each platform.

Second, tourism management agencies and enterprises focus on enhancing satisfaction with the information tourists receive during their learning, experiencing, and sharing about destinations. Information must be provided fully, clearly, accurately, up-to-date, and transparent, especially regarding location, time, price, transportation, cultural recommendations, accommodation, cuisine, and so on. This can be achieved through integrating information across communication platforms, tourism applications, and official websites of localities. Additionally, tourism

authorities should establish online feedback or support channels to respond quickly to questions, thereby increasing trust, satisfaction, and engagement between tourists and destinations.

Third, it is important to enhance the effectiveness of display advertising, as it is a tool for quickly reaching customers at a low cost and can be flexibly used across many different platforms. Advertising campaigns should be concise, inspiring, and feature strong visual elements like images, short videos, or dynamic graphics, while focusing on specific topics. Additionally, incorporating local elements such as icons, sounds, or flavors of dishes can boost recognition and evoke emotions. Geolocation-based advertising campaigns should be prioritized to attract both domestic and international tourists at the right times.

Fourth, tourism management agencies and enterprises need to focus on search engine optimization (SEO) to improve the display rankings of websites and content related to Vietnamese travel destinations when users search on Google or similar platforms. At the same time, it is necessary to focus on building backlinks from reputable websites such as travel newspapers, international travel forums, and well-known personal blogs to increase the site's credibility score on search engines.

Fifth, tourism management agencies and enterprises need to focus on the content and message they deliver, as it's a key factor that influences visitors' feelings, empathy, and actions. The content should be attractive, innovative, and aligned with local cultural traits and the behaviors of the target audience. Messaging should evoke emotions, nostalgia for older guests or curiosity for younger ones, encouraging engagement, sharing, and repeat visits. Genuine stories, experience videos, and personal travel recollections have a far greater impact than simple advertisements. It's crucial to develop a strategy that tailors content to each platform and stage of the traveler's journey (before, during, and after the trip).

Sixth, tourism management agencies and enterprises need to invest in official websites and blogs to promote tourism systematically. The website should feature a modern, mobile-friendly design, integrated maps, an event calendar, a schedule suggestion tool, traveler reviews, and, most importantly, multilingual support (English, French, Chinese, Korean, Japanese, and others). Additionally, the tourist community should be encouraged to write blogs sharing their experiences, organize blogging contests, take photos, and produce videos about Vietnamese destinations to build a high-quality content repository. Furthermore, combining official information channels with practical experiences is essential to enhance trust and deepen the destination's overall image.

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