

# FROM CHALLENGE RECOGNITION TO STRATEGY PROPOSAL: QUALITATIVE INSIGHTS IN PROMOTING SMART TOURISTS FOR SMART TOURISM DESTINATION DEVELOPMENT IN VIETNAM

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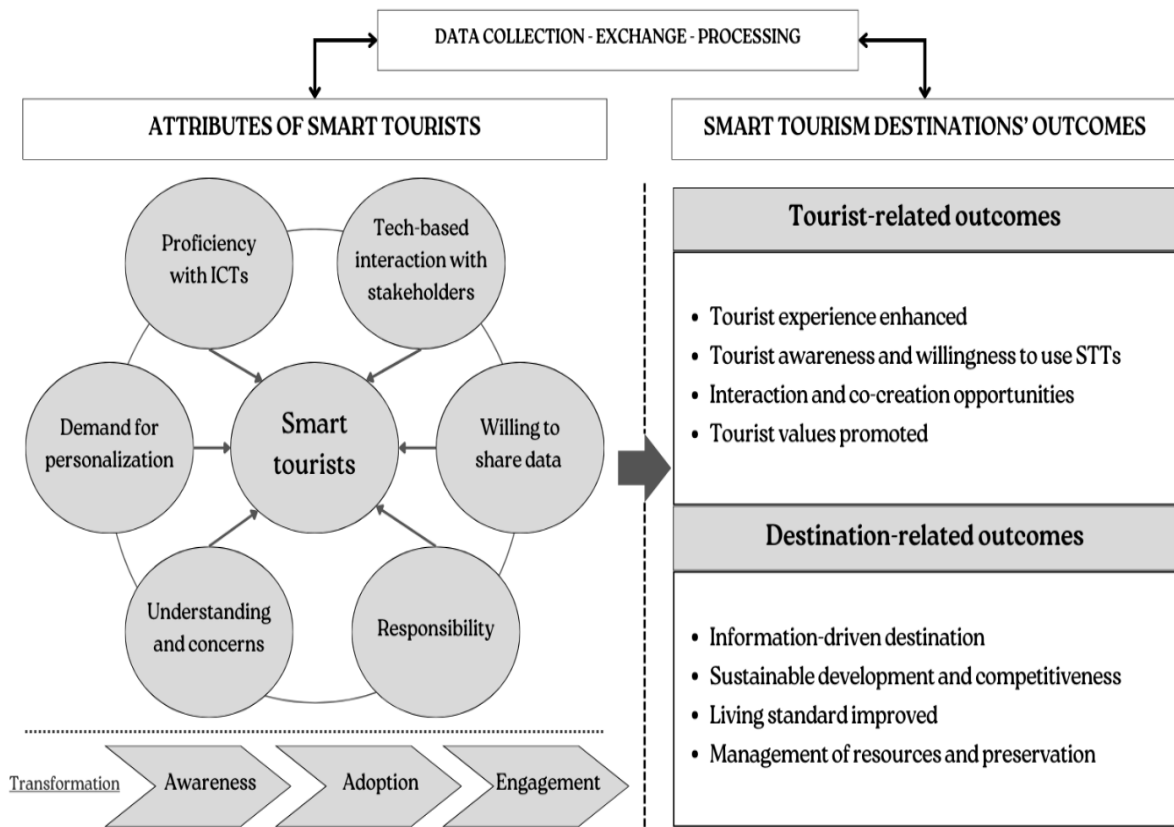
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**Appendix 1.** The attributes and contributions of smart tourists



**Appendix 2.** Summary of the research findings

Theme	Definition	Frequency	Key findings
<b>1. Disparities in technology grasp and consumption</b>	Technological disparities refer to the unequal access to and use of technology across different segments of society, influenced by socio-economic and demographic factors.	Consensus: 8/8	<ul style="list-style-type: none"> <li>- Differences in age, income, education level, and place of residence all matter to a difference in technological familiarity, impacting both attitudes and behaviors toward smart tourism destinations and services.</li> <li>- Lower technological grasping or capability expressed higher concerns about price, privacy, and the perceived technological</li> </ul>

Theme	Definition	Frequency	Key findings
			complexity, thereby lowering their ability to interpret and respond to the smartification.
<b>2. Price concerns in smart travel</b>	Price concern is defined as an individual's worries or anxieties regarding the cost or affordability of a product or service, reflecting the extent to which price influences their evaluation and decision-making.	Consensus: 5/8 Debate: 3/8	<ul style="list-style-type: none"> <li>- Tourists' uncertainty about how STTs function or what their benefits are can increase cost-related doubts.</li> <li>- Price concerns lead to tourists' hesitation or decreased actual behavior regardless of earlier intentions due to their limited budgets, worthiness evaluation, and consideration of spending allocation.</li> <li>- Some argue that price is a factor that can be searched, identified, and prepared for in advance, so the seriousness is still being questioned.</li> </ul>
<b>3. Privacy and security concerns</b>	Privacy and security concerns denote individuals' perceived risks or worries related to the handling and protection of personal information against fraud or misuse issues.	Fully consensus: 4/8 Debate: 4/8	<ul style="list-style-type: none"> <li>- STTs can carry risks associated with the loss or destruction of value, making tourists hesitant to prioritize smart destinations. That is, tourists with lower confidence tended to have more fears of them, lowering their acceptance and behavioral intentions.</li> <li>- Some ideas show that these concerns do not fully eliminate their intention but only slow the decision-making process or increase the need to find alternatives.</li> </ul>
<b>4. The complexity of technology</b>	Technology complexity refers to the perceived difficulty of understanding, learning, and using technological devices, which can arise from both individuals' abilities and technology characteristics.	Consensus: 4/8	<ul style="list-style-type: none"> <li>- Technological complexity can increase tourists' discomfort, feelings of overload or anxiety, thereby reducing their perceived usefulness and intention.</li> <li>- Confusion in using STTs tends to increase uncertainty and reliance on others rather than fostering independent engagement.</li> </ul>