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PERSONALIZATION TRAVEL TRENDING IN HO CHI MINH CITY IN THE CONTEXT OF POST COVID-19

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Abstract

After the pandemic ends, tourists often choose a minimalist way of travel, limiting contact crowded places, specialized services, and destination. The purpose of this study is to comprehend the factors surrounding people's choice of personalized tourism trends in Ho Chi Minh City. The study used Theory of Planned Behavior (TPB) in order to show the intention of the individual in the way make their travelling decisions. The data used in the research is collected through conducting a survey using a pre-designed questionnaire with the participation of 300 people living and working in Ho Chi Minh City. The factors affecting the trend of tourism are measured and determined through the Cronbach's alpha reliability test, exploratory factor analysis and linear regression through SPSS 20.0 software. As a result, the study formed a new concept for the trend of personalized tourism and appropriate policies to develop the tourism industry in Vietnam in general and the tourism industry in Ho Chi Minh City in particular. The suggestion to Vietnam tourism is focusing on development two factors that greatly affect the research outcome: freedom and personal income.

Keywords: *Personalized travel, travelling trending, tourism services, recovery*

1. Introduction

The problem of Covid-19 taking place across the world, in Vietnam in general and in Ho Chi Minh City in particular. This matter has led to dramatic consequence, affecting in economic, social and human problems. After the pandemic ends, those problems need to be solved, especially when people's travel trends have gradually changed. Nowadays, people often choose a minimalist way of travel, limiting contact crowded places, specialized services, and location are also things that are considered a lot in deciding to travel.

In Vietnam, the tourism industry has always been considered as one of the key economic sectors that specially are invested by the government, making it constantly developing and thereby making positive contributions to the economy of the country. However, the emergence of the Covid-19 pandemic caused all activities across the country to be interrupted, severely affecting many aspects, especially affecting the tourism industry in Vietnam. People's tourism demand for service industry groups after the volatility caused by the pandemic is the leading factor for businesses and service providers to grasp to recover and develop the tourism industry.

Tourism is an integrated economic sector that involve several other sector in the supply chain of industries, such as transportation, accommodation, food service... Therefore, when safety measures in covid-19 were implemented (flying bans, travel restrictions), the revenue of all these related sectors also decreased at the same time. Thousands of hotels and restaurants have to close for a long time, and tourists,

especially foreign tourists, are absent due to travel restrictions to prevent the spread of the disease. It is reasons why tourism workers lost their jobs. As the result, companies, hotels and restaurants, in turn, have to cut payrolls by 60%. For multinational companies, even 4/5 of the number of employees is laid-off. At least until the end of June 2020, more than 80% of employees are unemployed. There are even many tourism businesses that go bankrupt, suspend operations, and disburse business establishments. The impact of the COVID-19 epidemic must be said to be quite serious for Vietnamese tourism.

Based on the effect of pandemic and the diversity of new generation, the travel trending has changed quickly. Travelers tend to find package travel products, packages (combo) designed for small groups or family travel will also be one of the optimal choices of tourists. Although customers raise awareness of personalization, they have still concerned different factors as convenience, cost, and safety. Those are the reasons why a number of recommender systems are given born. Personalization of recommender systems allows tailored services to consumers (Coelho et al, 2018). Social media is one of the important resources that aids personalization. This study explores the factors of travelers that affect to the personalization behavior in the context of tourism, after Covid - 19.

2. Theoretical Background

Personalization

Following the conceptual level, Fan and Poole (2006) defined the personalization as the means different things to different people in different fields. In the commercial term, the personalization is clarified as the diversity of product, services, and information to grow the volume of sales and increase the loyalty of consumer on brands (Ricken, 2000). The business experiences the effectiveness in a way that personalization direct knowledgeable for each guest or group of guests' needs and purpose in a given context. Ricken (2000) also emphasized strongly that personalization drove technology in commercial context. In the field of E-commerce or Marketing, "Personalization is the combined use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer" (Personalization Consortium, 2003). Similarly, personalization builds the brand faithfulness through the approaching to create a meaningful one-to-one affiliation (Riecken, 2000). Otherwise, Kim (2002) stated that personalization enhances the interactions to contribute the individuation of the customer that is beneficial for brand engagement.

Researchers also demonstrated the close relationship of personalization and Cognitive science. Personalization plays a role as a system that lead to the obvious assumptions about the peoples' goals, interests, preference and knowledge (Kobsa, 2000). By the observation, researchers could recognize the behavior to cognitive elements throughout of his or her reactions or set of rules. Furthermore, this term also is considered a process of contributing relevant content based on personal user favorites or responsiveness (Vignette Corp, 2002). Brusilovsky and Maybury (2002) defined personalization on their studies as the explicit user model that illustrates the user comprehension, targets, preferences, and other characteristic. And this model used the rule of personalization distinguish among different users. Personalization also is a definition of "the user, the user's tasks, and the context in which the user accomplishes tasks and goals" (Karat et al, 2000).

Personalization sometime is recognized as the term customization that is regularly used interchangeably with individual. The customer-initiated personalization activities require mostly compliment with customization (Nielson, 1998; Wachob, 2002). The same as ordering from a menu, personalization is often included of a suite of template-driven, determinate set of choices from which customers select. It results from the customer, who is in personally direct control, is beneficial with admiration to high predictability and low invasiveness.

The theory of planned behavior

The theory of planned behavior (TPB) (Ajzen 1985, 1988, 1991) is an extensively used theory of the proximal elements of behavior. Behavior of customers in tourism and other services sectors are considered the similar theoretical model with general behaviors. The motivation personally is embodied by behavior intention in the context of her or his aware plan, decision, or self-instruction to apply enthusiasm to implement the object behavior (Ajzen, 2002a; Conner & Sparks, 2015). In the tourism behavior, travelers are influenced by a number of internal and external factors. TPB forecasts the human behavior as the traveler's performance based on supposed associations among attitudes, norms, beliefs (i.e. perceived behavioral control), usage behavior and behavioral intentions (Baker et al, 2007). To be more precise, TPB also illustrate the visitor's attitude towards a behavior that is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991).

TBP supports the theory of personalization with the attitude toward the behavior that combines to the extent to which a person has a favorable or unfavorable estimation. Thus, the more satisfactory the attitude to the behavior, then the greater will be an individual's intention to perform the behavior (Ajzen, 1991). TPB also estimate the role of social media pressure to be more vital while the inspiration to comply with that compression is greater. Recently Social media technology has been influenced significantly on the way customer making decision, particularly in tourism. Applying TPB in a technology adoption in the context of tourism, intention to use high-tech is posited to influence an individual's subsequent IT usage. There are several scholarships that have shown the internal reactions impacts the consumers' behavioral intentions of the performers either method and prevention behavior (Hashim et al, 2015).

High-tech development enhance the process of personalization travel

The developing of Social media has contributed platform for mining data that can be considered to make personalization while people update their views on numerous topics. The researches catch the data from social media platforms to personalize travel recommendations (Coelho et al, 2018). Other online programs as TripAdvisor and Expedia provide evidence about locations based on ratings provided by users of the website. These reviewing are not personalized and so may not proper everyone. A model that uses twitter data to individualize places of interest recommendations (POI), showed the relation between travelling preference and tweets (Martinkus and Madiraju, 2015). Canneyt et al (2012) suggested using social media to show how geographically interpreted social media data might be used to accompaniment current place databases.

The Internet rapidly developing has more impacts on not only young generation browsing information online, but also people of all other ages. Flight and accommodation information are the highest ranking in searching engines for the tourists ages during 50 and 60, particularly almost them eliminate the preference of package tours (Graeupl, 2006). According to the recommendation systems, the Internet provides an effective approach for cutting down the difficulty when looking for tourism information (Adomavicius and Tuzhilin, 2005).

Following the e-tourism services, travelers could keen on the favorite solutions for their own trip with selecting destination, tourist attraction, restaurants, routine, places to stay or everything for the whole itinerary. Many suggestion systems concentrate on choosing the best attractive places except from a few exemptions (Ardissono et al., 2003; Niaraki and Kim, 2009). In terms of airway, PTA (Personal Travel Assistant) focuses on reserving and selling flight tickets (Coyle and Cunningham, 2003). In the food and cuisine field, Burke (2000) demonstrated that Entree uses the domain knowledge of restaurants, food courts, and food tours to suggest to users. In other words, Huang and Bian (2009) have launched a suggestion program online that directs a number of tourism attractions for tourists. There were several online system

that enhanced the customer's experience and self-discovering such as GUIDE system (Cheverst et al., 2000), WebGuide (WebGuide, 2001; Fink and Kobsa, 2002), Sightseeing4U (Scherp and Boll, 2004) and LoL@ (Anegg et al., 2002). Many researches concludes that technology have dramatic impacts on the change of way to personalization travel.

3. Research Model And Hypotheses

According to the theory of psychological reactance, persons respond undesirably while their freedom of choice is forced (Brehm 1966; Brehm and Brehm, 1981). Travellers have feeling more restfully while they are right to decide partly or the whole itinerary that they travel. Moreover, tour packages would be less attractive with the predetermined routine. Murray and Häubl (2011) found that when people are constrained to one substitute, that alternative enhances less appealing to them than it would have been had it been freely selected. Especially, freedom obviously could be seen in term of paid services. The responsiveness to flexibility on customers' freedom of choice leads to positively impact individuals' satisfaction with the decision process (Fitzsimons, 2000). Researches have shown that patients highly meet their expectation with their medical care (Kalda et al. 2003) and they display higher levels of faith (Kao et al 1998) while they could themselves select their physician. Similarly, visitors also exhibit the more satisfaction when they can clearly decide where and when they travel in the tourism routine. Thus, this study has hypothesis H1:

H1: Freedom has positively effect on the personalization trending of tourist's behavior

In the studies of customer behavior, researcher has more effort to find the relationship between Safety and price that dominate customer decision-making. Actually, the tourism packages are also consistent with the safety of transportations as bus, airline, and publics. In terms of airway, customer totally has ability to manage their flight routes in online platform (Coyle and Cunningham, 2003). By the high-tech development, travellers are guaranteed the price and confidential information by individual activities. Liou and Tzeng (2010) illustrated that the airway's safety record incredibly affect on the tourist's decision making. Customer behavior is impacted of variety interactions related the safety when they travel, which can include the strange in the new destination, difference language, the competitiveness of the environment, the influence of new culture, and individual needs (Wang and Hong, 2006). Tourism brings people from familiar habitat to the unfamiliar destination, so that the safety is the most critical factor to choose the itinerary. Thus, we have the hypothesis H2:

H2: Safety has positively effect on the personalization trending of tourist's behavior

Consumer economic condition has a huge effect on the buying behavior (Gajjar, 2013). If the income and savings of a customer is high then customer would make a purchasing more expensive products. In opposite site, an individual with low income and savings will buy low-cost products and services. To pretend relaying on income, people have tendency to construct their own money-spending plan. Liu and Jang (2009) stressed that services environment as tourism play a vital role for the scientist to deeply discover the influences to the customers' behavioral intention. In general, tourism also needs to balance the customer's expectation and their income to maximize the satisfaction and enhance the repeated ability. Thus, we have the hypothesis H3.

H3: Personal income positively effect on the personalization trending of tourist's behavior

Spending time and effort by customers have sharply effect on the service's decision (Roy et al, 2018). Individual have tendency accessing convenience to save the time and effort while initiating contact with the service firm and reaching the service location. Customers feel more satisfaction when the time to make

purchasing and using service is flexibility and totally controlled (Berry et al., 2002; p.5). By the developing of high-tech, customer could adapt straightforwardly tourism information and updated almost changes that happen during the travelling time (Niaraki and Kim, 2009). Convenience in tourism gives the effort to cover saving of cognitive, emotional and physical activities when traveller are using services (Jiang et al., 2013). People tend to arrange themselves their way to build a routine with convenient timetable, accommodation, and destination. Tourism convenience also enables the association between managerially vital concepts like customer satisfaction and loyalty intention (Seiders et al., 2005). Thus, Hypothesis H4 was built:

H4: Convenience positively effect on the personalization trending of tourist's behavior

By the modifying individually the way to travel, customer could gain more knowledge about local culture, history of environment, and how to communicate with local people. Besides, customers also expand their experience when they discover new things on their own approaches. Researched found that learners have opportunities to learn effectively through activities that combine planed and unplanned, structured and unstructured, and intentional and incidental life experiences (Dunst et al., 2000). The need to self-study can be seen in young generation who keen on discovering the world as their ways. Thus, the hypothesis H5 is proposed:

H5: Learning positively effect on the personalization trending of tourist's behavior

Following the theory of TPB and the terminology of personalization in tourism, the study has constructed five factors that impact on the customer behavior of personalization. Based on the instructed hypothesis, the study proposes the model as Figure 1. All the factors assume having positively relationship with the outcome.

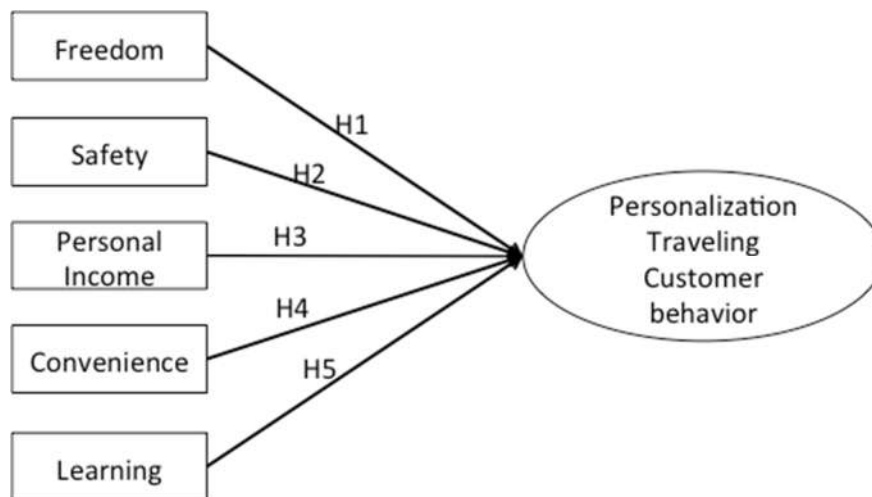


Figure 1: Proposed model of factors influencing the personalization customer behavior

4. Methodology

4.1 Sampling and data collection

To achieve the research objective, the topic has approached is a quantitative research conducted through surveys, then data collection, analysis and evaluation are based on SPSS data processing software with main analytical steps. Initially, the data is analyzed the correlation and regulation between variables, descriptive statistics and then the study tests reliability assessment, exploratory factor analysis (EFA). One-

factor error method analysis and reliability measurement are estimated by Cronbach's Alpha coefficient. End of analysis, the research tends to conduct the linear regression to demonstrate correlation relation and effect level of construct variables on outcomes.

Data collection was gathered by available questionnaire through both online and in-person approaches. In this study, the sample is selected according to the non-probability sampling method, the convenient sampling method will be chosen because it saves time and cost. However, the disadvantage of this method is that the error due to the sampling process cannot be determined. The subjects of the study are people who have a preference for traveling in Ho Chi Minh City. The sample is convenient because the subject is easy to contact. The questionnaire was distributed for people who are interesting in travelling and moving. The research collected the completed forms via online and offline approaches. Consequently, 300 qualified samples were gathered with 17.3% of participant under 18, 25% above 25, and 57.7% between 18 and 25.

4.2 Analysis

After collecting, the data would be cleaned, coded by the computer, before using SPSS for the next analysis process. Then data is analyzed through the following main analysis steps: Evaluating the reliability and value of Cronbach's Alpha scale to preliminarily evaluate the scale to determine the degree of correlation between the questions, as a basis for eliminating observed variables and unsatisfactory scales. Then, the study conducts Exploratory Factor Analysis (EFA) to test the correctness of the observed variables used to measure the components in the scale. EFA analysis results for discriminant value to determine the discriminates of research concepts. At the end, research tests the theoretical model through correlation analysis and linear regression to examine the suitability of the research model, test the hypotheses to clearly determine the influence level of each influencing factor impact on the personalized tourism trend of people in Ho Chi Minh City after the Covid-19 pandemic.

5. Results

5.1 Demographic characteristic

Official research was carried out through quantitative method, interviewing 300 people who like to travel. The structure of the survey sample is divided and statistically based on criteria demographic such as: age, income level, frequency of travel and places often chosen to travel. (TABLE...)

Table 1: Summary of demographic characteristic (source: the author)

Demographic Criteria		Frequency	Percentage
Age	Under 18	52	17.3%
	From 18 to 25	173	57.7%
	Above 25	75	25%
Income	Under 10mil/month	146	48.7%
	From 10 to 20 mil/month	82	27.3%
	Above 20 mil/month	72	24%
Frequency of travelling	1 time/year	107	35.7%
	1-3times/year	107	35.7%
	Above 3 times/year	86	28.7%
Destination Preference	Mountain areas	66	22%

Demographic Criteria	Frequency	Percentage
Beach areas	108	36%
City areas	63	21%
Village areas	63	21%

5.2 Reliable test

A good scale should have Cronbach's Alpha reliability of 0.7 or higher, the Corrected Item - Total Correlation value from 0.3 or more, the higher the Corrected Item - Total Correlation coefficient, the higher the quality of that observation is (Nunnally, 1978; Cristobal et al., 2007). Hair et al. (2009) also suggested that a scale that ensures the correlation and reliability should reach Cronbach's Alpha threshold of 0.7 or higher, however, as an exploratory study, the threshold is Cronbach's Alpha of 0.6 is acceptable. The higher the Cronbach's Alpha coefficient is, the higher the reliability of the scale is.

Table 2: Cronbach's Alpha reliable test (source: The author)

Variables	Observed variables	Corrected Item - Total Correlation	Cronbach's Alpha
Freedom	FD1	0.673	0.885
	FD2	0.735	
	FD3	0.729	
	FD4	0.775	
	FD5	0.704	
Safety	ST1	0.696	0.858
	ST2	0.752	
	ST3	0.699	
	ST4	0.670	
Personal Income	PI1	0.738	0.891
	PI2	0.752	
	PI3	0.773	
	PI4	0.713	
	PI5	0.706	
Convenience	CN1	0.643	0.870
	CN2	0.745	
	CN3	0.742	
	CN4	0.738	
	CN5	0.638	
Learning	LE1	0.658	0.872
	LE2	0.694	
	LE3	0.681	
	LE4	0.771	
	LE5	0.697	
Customer Behavior	CB1	0.694	0.891
	CB2	0.681	
	CB3	0.773	
	CB4	0.801	
	CB5	0.722	

In the measurement scale of Freedom, there are 5 observed variables to be tested, the Cronbach's Alpha value of that scale is $0.885 > 0.7$. This coefficient shows that the scale meets the requirements of reliability, and reach the good scale for further researches. Besides, the values of Corrected Item – total correlation are all greater than 0.3. Cronbach's Alpha if Item Deleted values are all smaller than Cronbach's Alpha of the scale, indicating that the scale meets the standard. Thus, when checking the reliability of the

appropriateness scale, there are 5 observed factors (FD1, FD2, FD3, FD4, FD5) and all 5 observed factors satisfy the testing requirements of the scale. Similarly, the study found the same consequence in the other variables' scales. As for Safety scale, the Cronbach's Alpha value of that scale is $0.858 > 0.7$, the reliability totally meet the requirement. The other Cronbach's Alpha values are 0.891, 0.870, 0.872, 0.891 (>0.7) th represent for Personal Income, Convenience, Convenience, Customer Behavior respectively. Therefore, there are no observed variable and scales be rejected and totally be reliable enough for further analysis, EFA.

5.3 Exploratory Factor Analysis

In the EFA analysis, the KMO coefficient equals 0.903, satisfying the condition $0.5 \leq \text{KMO} \leq 1$ (Hair et al, 2009), with this result factor analysis is adequate with the research data set. Bartlett's test result is 4632.400 with significance level $\text{sig} = 0.000 \leq 0.05$, this proves that data used for factor analysis is completed fully appropriate. Table 3 shows that 24 observed variables are grouped into 5 groups with Eigenvalues = $1.409 > 1.0$, from this table can extract 5 groups of summary with the best meaning. There is also a total product variance of $69.456\% > 50\%$, showing that this EFA model is appropriate. Thus, 5 factors condense 69.456% of the observed variables.

The results of the EFA analysis for the independent variables of the above factor rotation matrix show that the factor loading coefficients of the observed variables are satisfied. With Factor loading > 0.5 , the number of generating factors out when factor analysis is 5 factors.

Table 3: EFA Analysis (Source: The author)

	Component				
	1	2	3	4	5
PI4	.825				
PI3	.821				
PI2	.781				
PI5	.742				
PI1	.691				
FD3		.797			
FD4		.782			
FD5		.776			
FD2		.710			
FD1		.628			
LE4			.816		
LE3			.784		
LE5			.780		
LE2			.772		
LE1			.722		
CN3				.782	
CN4				.766	
CN2				.749	
CN1				.724	
TL5				.696	
ST3					.784

	Component				
	1	2	3	4	5
ST4					.769
ST2					.760
ST1					.658
Kaiser-Meyer-Olkin Measure of Sampling Adequacy					.903
Sig.					.000
Bartlett's Test of Sphericity					4632.400
Initial Eigenvalues					
Component	Total	% of Variance		Cumulative %	
1	9.477	39.489		39.489	
2	2.361	9.836		49.325	
3	1.812	7.549		56.874	
4	1.610	6.710		63.584	
5	1.409	5.872		69.456	

5.4 Linear regression Analysis

The variance inflation factor (VIF) is an indicator of collinearity in a regression model. The smaller the VIF, the less likely it is to have multicollinearity (Nguyen, 2010). In fact, if $VIF > 2.0$, the study needs to be careful because multicollinearity could occur, causing biased estimates amount of regression.

Table 4: Linear regression Analysis (source: the author)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	STD. Error	Beta			Tolerance	VIF
(Constant)	-.944	.173		-5.470	.000		
X1	.450	.057	.296	7.884	.000	.629	1.590
X2	.327	.040	.325	8.140	.000	.559	1.790
X3	.159	.035	.156	4.493	.000	.735	1.360
X4	.122	.038	.123	3.218	.001	.610	1.640
X5	.226	.041	.216	5.531	.000	.581	1.722
Model Summary							
Model	R	R Square	Adjusted R Square	STD. Error of the Estimate	Durbin-Watson		
1	.860 ^a	.739	.734	.55817	1.253		

a. Predictors: (Constant), X5, X3, X4, X1, X2
b. Dependent Variable: Y

Table 4 shows the model summary result that used to evaluate the fit of the multivariable regression model, the adjusted R-squared coefficient of R Square is 0.734. That is, 73.4% of the variation of the dependent variable Y is explained by 5 independent factors. The remaining 26.6% is due to out-of-model variables and random error. Therefore, this linear regression model fits the sample's data set at 73.4%, and the independent variables explain 73.4% of the dependent variable's variation. Hypothesis testing about the

overall fit of the model, value $F=166.424$ with $\text{sig.}=0.000 < 5\%$. R-squared of the population is non-zero but non-zero, it proves that the independent variables X1, X2, X3, X4, X5 have an impact on the dependent variable Y. This means that the linear regression model is consistent with the research's construction.

The sig values of the variables are all < 0.05 , which means that these 5 independent variables all have significant explanatory significance for the dependent variable in the model, none of which is removed. The coefficient VIF < 2 shows that the variables X1, X2, X3, X4, X5 all satisfy the test and there is none of multicollinearity occurs.

The normalized regression equation is: $Y = 0.325 \cdot X_2 + 0.296 \cdot X_1 + 0.216 \cdot X_5 + 0.156 \cdot X_3 + 0.123 \cdot X_4$ or

$$\text{Customer Behavior} = 0.325 \cdot \text{Freedom} + 0.296 \cdot \text{Personal Income} + 0.216 \cdot \text{Safety} + 0.156 \cdot \text{Learning} + 0.123 \cdot \text{Convenience}$$

The Standardized Coefficients column Beta shows that which independent variable has the largest Beta coefficient, that variable has the most influence on the change of the dependent variable. The group of factors X2 (Freedom) affecting the variable Y (Customer Behavior) of the personalization travel is the largest with coefficient of 0.325. The group of factors X1 (Personal Income) that affects the variable Y (Customer Behavior) of the personalization travel is the second with coefficient of 0.296. The group of factors X5 (Safety) affecting the variable Y (Customer Behavior) of the personalization travel is the third with coefficient of 0.216. The group of factors X3 (Learning) affecting the variable Y (Customer Behavior) of the personalization travel is the forth with coefficient of 0.156. The group of factors X4 (Convenience) affecting the variable Y (Customer Behavior) of the personalization travel is the fifth with coefficient of 0.123.

6. Discussion And Limitation

6.1 Discussion

According to the analyzing results on the factors affecting the trending of people to travel independently of Ho Chi Minh City after the pandemic, it can be seen that the factor of personal income is consider as the factor that people concern mostly. Besides, they are also concerned about the safety factor. In order to satisfy as well as attract a large number of people to travel according to the trend of personalization, the business should involve to individual preference and customize personally.

Freedom is the factor that has the greatest influence on the people's decision to travel in Ho Chi Minh City after the pandemic. Currently, the trend of personalized travel is also widespread in Ho Chi Minh City because it is suitable for those who schedule themselves according to the time they want, without being constrained in a certain period of time. Visitors are free to choose vehicles to easily move back and forth to the attractions without affecting everyone like traveling on tour. Moreover, tourists can also easily arrange a schedule to go or transfer places to visit and travel according to your preferences without being dependent on anyone else. And finally, the need to eat is freely determined, travelers can taste the culinary that they prefer or the dishes recommended by friends, go to the places they desire and the places.

Personal income is the factor that has the greatest influence on the people's decision to travel in Ho Chi Minh City after the pandemic. Currently, the trend of personalized travel is also well known in Ho Chi Minh City because it is appropriate for low-income people who cannot go on a tour. Therefore, they must schedule their own routine and choose suitable tourist destinations. However, the trend of personalized travel still has some drawbacks that need to be improved. The trend of personalized tourism is quite new to people that tourism services have not yet adapted to this trend, so the cost range of service packages is still limited. Thus, visitors cannot choose according to their budget. If the travel services have a variety of

reference prices, it will be easier for visitors to choose. Secondly, the cost incurred during the travel process, they may incur additional costs such as the ticket price to visit tourist attractions higher than the ticket price for the tour, travel. During the peak season, costs arise during travel, shopping, etc. Therefore, to avoid incurring too many expenses, visitors need to prepare a schedule carefully, plan carefully detailed and obvious plan, even if there are costs incurred, it is still only a very small and insignificant part.

The safety factor, although not selected as the highest, still plays an important role in deciding the personalized travel of people in Ho Chi Minh City. Personal travel perspective is not follow a certain time, they tend travel according to their desired time so it will inevitably be at a disadvantage in weather, erratic sunshine and rain will make it difficult to move to the places to visit. It is easy to get lost, so customers need to prepare a map on their mobile phone in order to easily move without fear of getting lost. Guests will inevitably be scammed about location when traveling personalized as when checking in, the quality is not as advertised. Finally, the issue of food hygiene and safety is not guaranteed. If visitors only listen to their friends' recommendations or find a restaurant from suggestions on social networks and do not research before going to that restaurant, they might easily encounter eating problems.

6.2 Limitation and research gap

Due to time constraints, the study was only carried out on a small sample size, so the research results have not yet achieved high accuracy. In addition, the scope of the study is only applicable in Ho Chi Minh City, so the results found may only be useful in a certain area, not meaningful in other areas and hard to apply in other areas. Broadly speaking, because each area will have different living standards and incomes. The study only considers a few factors affecting the personalized tourism trend of Ho Chi Minh City people after the covid-19 pandemic, but there may still be factors that the study has not fully explored.

This paper aims to provide some suggestion for developing a personalized recommendation system for Vietnam tourism, especially Ho Chi Minh City. Following that, the approaches and tool that employed for personalization communication in recommendation systems have been estimated in this study. The analysis focuses on the factors that influence the behavior of HCMC travelers. The findings illustrate the numerous people have tendency to travel with their own plan, personalization in term of travelling. However, this research has not yet demonstrated the relation of e-tourism services with the tourists on social media. There are several gaps on this research that need to further study in the next time. Further studies should clarify the relationship between the travelers' personalization behavior in a tour packages, ranges of income, and in social media platforms.

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