INFLUENCE OF MACRO ENVIRONMENT ON TOURISM
VALUE CHAIN IN VIETNAM: CASE OF DAKLAK PROVINCE

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Abstract: The main aim of this research is to clarify the macro – environment factors that stimulate the visit intention and purchase intention of tourists. To reach the end this research applied the quantitative approach by the data collected from a questionnaire survey. There are 288 valid questionnaires that are collected from tourists who visit Daklak province – in the Central highlands of Vietnam. The authors tested the proposed hypothesis by SPSS software. The results showed that the economic, infrastructure, integration, politics have positive effects on both tourists' visit intention and product purchase intention. Moreover, the resource has positive influences on tourists' visit intention but do not has effect on purchase intention.

Key words: Tourist, value chain, macro environment, Vietnam, developing country

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INTRODUCTION

As the quality life increasing, the travel demand of people around the world is increasing rapidly. Currently, there are many different concepts of tourism and approaches from different angles. From the perspective of tourists, tourism is the activity of people going to a place outside their regular environment, in a certain period of time, the purpose of the trip is not to conduct money-making activities within the area visited (Aragon-Correa et al., 2015). From a broad perspective, tourism activities are activities of tourists, tourism business organizations and individuals, residential communities and state agencies related to tourism. Or tourism is a business that includes activities of organizing tour guides, production and exchange of goods and services of businesses to meet the needs of travel, food, accommodation, and sightseeing, entertainment, learning and the needs of tourists. Such activities must bring practical socio-political economic benefits to the tourism country and the business itself (Pulido-Fernández et al., 2015). Tourism product is a set of services necessary to satisfy the needs of tourists during a travel trip. Tourism products have the characteristics of being intangible, associated with tourism resource factors, and are seasonal (Ivanov et al., 2017). The tourism industry is an industry that provides all kinds of products and services to tourists conducting travel, excursions and sightseeing activities for the purpose of collecting fees. The tourism industry takes tourists as an object, takes natural resources as a support, takes tourism facilities as material conditions, and provides a variety of products and services for tourism activities (Han and Hyun, 2015). The tourism industry plays a role in establishing the relationship between visitors and tourism resources, and through business activities promotes local development. Tourism value chain is a concept to refer to a series of interconnected tourism services, representing the journey and activities of tourists. This system only works when all services are ready at the right time and quality. Previous studies have focused on studying the factors affecting the value chain in the tourism industry

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(Song et al., 2013), the role of value chain development in the socio-economic development (Mitchell, 2012; Thomas, 2014). Studies show that tourism value chain development is of great importance in reducing the proportion of the poor in society, helping the country's socio-economic development. However, to date, there have been few studies focusing on clarifying the influence of macro-environmental factors on the development of the tourism chain (Saner et al., 2019). Previous studies indicate that there is a need to further study the influence of the macro environment on the development of the tourism value chain, especially in developing countries. Therefore, this study wishes to clarify the research question: How do macro-environmental factors affect the tourism value chain in developing countries? To which extent the macro-environmental factors influence the tourism value chain? The macro environment in this study includes the economic environment, the political and legal environment, the socio-cultural environment, the international integration environment, and the infrastructure environment (Marin, 2015; Tohmo, 2018). This study will focus on clarifying the influence of these factors on the tourism value chain, namely the intention to visit and the intention to purchase local tourism products.

BACKGROUND THEORY AND HYPOTHESIS DEVELOPMENT
1. Tourist value chain
Value chain is a concept that was first introduced by Porter in 1985, in which every firm is a bunch of activities that are performed to prepare, produce, market, deliver, and support its product. The cooperation of these activities create benefits for the firm and creates value for customers. Value chain is the key source of the competitive advantage of firms. But previous scholars also showed that value is created not only by the firm itself, but also by different companies located across different areas or even countries. This is the concept of the macro value chain has also proposed (Anderson, 2018; Saner et al., 2019).

The macro value chain involves the full range of value-added activities required to bring a product or service from the conception or design stage, through the different phases of production, delivery to the ultimate consumers, and then to final disposal or recycling after use (Rylance and Spenceley, 2017). Components in the macro value chain are bundled together to co-create and co-deliver use value to customers (Anderson, 2018). At the same time, with sales of use value, players seek to capture the exchange value and generate profit for themselves if this exceeds the collective costs of performing all the required activities (Mitchell, 2012). Instead of firm-specific activities, the concept of a macro value chain has been applied mainly to industry activities, with much interest in the relationships between different actors participating in the value chain (Anderson, 2018). This research focuses on the macro level. In terms of definition, individuals, organizations, and firms involved in the tourism industry can be considered as nodes in a tourism value chain, collaborating to co-create and co-deliver sustained value for tourists while at the same time generating profits for themselves (Anderson, 2018). There are many aspects in the tourism value chain, but this research focuses on two main activities of a tourist, namely, visit intention and purchase intention as in research of (Kwak et al., 2019). Intention to visit a place is a common thread in measuring behavioral intentions (Su et al., 2020). Intention to visit is an important outcome variable, as it has a substantial correlation with travel behavior (Hosany et al., 2020). Purchase intention is the decision process psychologically (Chang, 2017).

With demands, a consumer would search for relevant information according to personal experiences and external environments in order to satisfy the demands. Once the information was sufficiently collected, the consumer would precede evaluations and considerations and decide to purchase a product after comparisons and judgment. In the decision process, a consumer would possibly take purchase behaviors on certain products when appearing demands and preference to the products (Chen and Chang, 2018). In other words, purchase intention was the possibility of a consumer purchasing certain products that the higher purchase intention presented the larger purchase probability (Filieri et al., 2017).

2. Hypothesis development
The macro environment includes factors of a broad nature, they affect and affect the entire competitive environment and the internal environment of the organization. Organizations cannot control the changes of factors in the macro environment, but organizations can use the advantages and disadvantages caused by it, turning it into their business opportunities. This study examines the influence of macro-environmental factors affecting the value chain so that the legislators and relevant agencies understand and have solutions to develop the local tourism chain as well as develop the value chain and the sustainable tourism.

2.1. Economic factors
Economic factors plays an important and decisive role in the business activities of enterprises. Specifically, economic growth rate, economic structure, exchange rate are economic factors that often affect the operation of all organizations in general and the tourism industry in particular. For the tourism industry, if the indicators of the economy grow well, the income of the population will increase, the living standard will be improved, the demand for tourism will therefore also increase, creating favorable conditions for the tourism industry development (MacNeill and Wozniak, 2018). Previous research showed that economic development increase the revenue and quality life of people in society, which in turns stimulate their demand for tourism services (Marin, 2015; Tohmo, 2018). We hypothesis that:

H1: Economic factor has a positive influence on tourists' intention to visit.
H2: Economic factor has a positive influence on the purchase intention of tourists.

2.2. Infrastructure and value chain
Infrastructure in general has a special role to play in promoting tourism. The nature of tourism is to move, so it depends on the network of roads and means of transport. Communication is a necessary condition to ensure information between tourists and suppliers. In the infrastructure for tourism, it is also necessary to mention the electricity and water systems that directly

serve the leisure and entertainment needs of guests. Today, the improvement of infrastructure is also considered as a direction to improve the quality of tourism services, a method of competition between tourist destinations and between countries (MacNeill and Wozniak, 2018). Technical facilities: play a very important role in the process of creating and implementing tourism products as well as determining the level of exploitation of tourism potentials to satisfy the needs of tourists (Jovanović and Ivana, 2016). The diversity and abundance of tourists' needs requires tourism technical facilities including many different components: accommodation, dining, sports and entertainment facilities... exist relatively independently but have a close relationship: the uniformity of the tourism service system contributes to improving the synchronization of tourism products and the attractiveness of tourist destinations (Grünewald et al., 2016). Therefore, the development of the tourism industry is always associated with the construction and completion of tourism technical facilities. We hypothesis that:

H3: Infrastructure has a positive influence on tourists' intention to visit.

H4: Infrastructure positively influence on the purchase intention of tourists.

2.3. Integration and value chain

Globalization is an objective trend, with more and more countries participating, peace, cooperation and development is still a trend that reflects the aspirations and requirements of each country and each people. In that context, tourism demand has increased, world tourism has developed rapidly with a tendency to gradually shift to the East Asia-Pacific region, especially Southeast Asia (Mowforth and Munt, 2015). This is really an opportunity to create momentum for Vietnam's tourism to develop. Regarding the increasing demand of tourists entering Vietnam from the markets of Japan, China, Germany, the US, and Southeast Asia. The entry and exit procedures have been significantly improved, making it convenient for tourists entering Vietnam to travel. Especially the visa exemption or allowing Chinese guests to enter all provinces in the country. However, tourism competition in the region and the world will be pushed to a high level in the context of globalization. Currently, the source of international tourists is dominated by large international travel agencies, unpredictable fluctuations of financial crisis, natural disasters, local wars, armed conflicts, ethnic conflicts, etc. religion, arms race, subversive intervention, terrorism (Tolkach and Pratt, 2019). Vietnam's tourism is in the early stages of development, the starting point is too slow compared to tourism in many countries in the region. Infrastructure has not kept pace with development, service quality is low, prices are high, products are not diversified... The system of policies and legal regulations related to tourism development is not synchronized (Danish and Wang, 2018). The mechanism is not very open compared to the requirements of development and international integration, and the relationship between management and development has not been well resolved. This fact leads to low competitiveness. Investment capital for tourism development is still very lacking, while investment is not synchronized and inefficient, which is a big challenge for the development of the tourism industry (Jovicic, 2016). Social awareness about tourism still has many shortcomings, lack of consistency in the formulation, direction, management and implementation of sectoral and territorial planning. We then hypothesis that:

H5: Integration has a positive influence on tourists' intention to visit.

H6: Integration positively influence on the purchase intention of tourists.

2.4. Politic environment and value chain

In the reality, a clear, open and stable political and legal institution will be the basis to ensure the convenience and equality for organizations in the economy (Bianchi, 2018). In particular, the tourism industry is an industry that is directly affected by the political and legal environment, and therefore it is very sensitive to the fluctuations of this environment. The industry is influenced by the development direction of the country, which is reflected in the legal system and sub-law documents, the state's policy tools and the organization of the administrative apparatus from the central to local levels (Ghalia et al., 2019). The policy of multilateralization, diversification of international relations, and respect for countries as friends and reliable partners are favorable opportunities for the tourism industry to develop in terms of market exploitation, avoid the risks in business due to political riots, and ensure the safety and security for international tourists. We then hypothesis that:

H7: Politic environment has a positive influence on tourists' intention to visit.

H8: Politic environment positively influence on the purchase intention of tourists.

2.5. Tourism resources and value chains

Tourism resources are natural and cultural historical totalities and their components that contribute to the restoration and development of human performance and intelligence, their working capacity and health, these resources used for direct and indirect needs, for the production of tourism services (Buckley et al., 2017). Tourism resources are divided into 2 categories, natural tourism resources and humanistic tourism resources. In which, natural tourism resources are objects and phenomena in the natural environment that surrounds us. Natural tourism resources are the living environment of tourism activities. The components of nature that are most important to tourism are topography, climate, water sources, animals and plants. In other side, humanistic tourism resources are objects and phenomena created artificially, such as historical - cultural - architectural relics, festivals, cultural - sports objects and other cognitive activities (Rahayuningsih et al., 2016). Tourism is one of the industries with clear resource orientation. The scale, nature, attractiveness and seasonality of tourism activities in a territory are determined on the basis of the volume, nature and value of tourism resources. Tourism resources have a direct influence on the territorial organization of the tourism industry, on the formation of structure and specialization of tourist areas and on the economic efficiency of tourism activities. Where there are richer tourism resources, the more attention and visits of tourists are attracted (Fossgard and Stensland, 2021). At the same time, as previous scholars indicated that rich tourism resources also enhance the behavior

of tourists to buy tourism products and local products during their visit intention. Hence, we assume that tourism resources have an influence on the development of the local tourism industry value chain:

H9: Tourism resources have a positive influence on tourists' intention to visit.

H10: Tourism resources have a positive influence on the purchase intention of tourists.

2.6. Socio-cultural factors

This is an important group of factors that create the personality and lifestyle of consumers, and is also the basis for businesses including the tourism industry to choose and adjust business decisions. Socio-cultural impacts of tourism can be viewed from different and overlapping viewpoints: tourism impact studies, tourist – host interaction, tourist systems and tourists and their behavior (Wondirad et al., 2021). Research on the social and cultural impacts of tourism mostly falls into three categories: the tourist, the host, and the tourist – host interrelationships. In the tourism industry, high or low cultural and intellectual level determines the behavior towards tourists in communication, affects the quality of tourist services, creates attractiveness to attract tourists (Zhuang et al., 2019). Previous researchers indicated that a place where has abundant and particular sociocultural is a source of tourism development because these factors stimulate tourists visit and discover this place (Ooi et al., 2015). We then hypothesis that:

H11: Socio-cultural has a positive influence on tourists' intention to visit.

H12: Socio-cultural positively influence on the purchase intention of tourists.

From these hypothesis, the research model can depict as follow:

RESEARCH METHOD

1. Questionnaire design

To examine the research model and test the proposed hypothesis, this study applies the questionnaire survey to collect the data. Respondents who are tourists have visited Daklak and stayed there some days in their journey where they also buy some other products such as souvenirs or local specialties. The authors selected this type of respondents because they experienced already the tourist services and they can have a comprehensive about the macro aspects that this research focus on. Moreover, they participate directly in the value chain of tourism so they can give useful information that this research need. This research adapted items from previous studies and modified them to fit the new context of tourist value chain in Vietnam. All observed variables are expressed in the form of Likert-5 which range from 1 representing totally disagree to 5 representing totally agree. In which, politics scales include of 6 items adopted from (Farmaki et al., 2015); natural resource composes of 8 items applied from (Nathaniel and Adedoyin, 2020), sociocultural aspects with 7 items adapted from (Zhuang et al., 2019); infrastructure scales include of 8 items adopted from (Jovanović and Ivana, 2016), economic aspects compose of 6 items applied from (Kim and Kim, 2018), integration aspects with 7 items adapted from (Malek and Costa, 2015). This research focuses on two important aspects of tourist value chain, namely, visit and purchase, in which, visit scales include of 6 items adopted from (Seow et al., 2017) and tourist products purchase with 7 items modified from (Escobar-Rodríguez et al., 2017). To assure the validity of the questionnaire, this research applies the back – translation technique by specialists in English and in tourist field. That means the original items in English were translated into Vietnamese and then translated back into English, the specialists in English and tourism compared these versions and form a draft version. This draft version was examined and checked with 30 tourists through a pilot test. From that the authors formed the final version of the questionnaire.
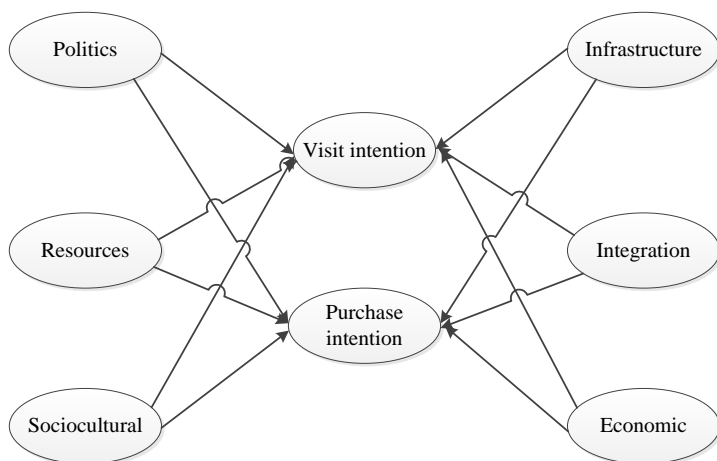

Figure 1. Research model

Table 1. Demographic information of respondents
[*] Notes: The per capita income in Vietnam (2020) is 2750 USD (General Statistics Office of Vietnam)

Factors	Component	Amount	%
Gender	Male	138	47.9
	Female	150	52.1
Age	Under 25	45	15.6
	25 – 35	102	35.4
	36 – 45	104	36.1
	Over 45	37	12.9
Yearly income[*] **(USD)**	Under 2000	25	8.7
	2000 – 3000	159	55.2
	3000 – 5000	70	24.3
	Over 5000	34	11.8
Education	High school	47	16.3
	College	70	24.3
	University	148	51.4
	Other	23	8.0

2. Data collection

The main objective of this research is to evaluate the value chain of tourist in Daklak (Vietnam). In detail this research focuses on the intention to visit and purchase tourist products of tourists. So the population for this research is all the tourists who have visited Daklak. Dak Lak province is located in Central Highlands, the upper course of Serepok River and a part of Ba River. Its geographic coordinates are from 107°28'57" to 108°59'37" east longitude and from 12°9'45" to 13°25'06" north latitude with an average elevation about 400 - 800m. Dak Lak is 1,410km far from Ha Noi and 350km from Ho Chi Minh City: The East borders Khanh Hoa, Phu Yen provinces; The North borders Gia Lai province; The South

borders Lam Dong, Dak Nong provinces; The West borders the Kingdom of Cambodia. Daklak occupies an area of 13,125.37 square kilometers. There are 47 ethnic minorities living in Daklak, of which the Kinh accounts for about 70%, and ethnic minority communities such as: Ede, M'nong, Thai, Tay, Nung, etc. account for 30 percent of the total population. Dak Lak province in the Central Plateau Viet Nam, a land famous for its coffee, rubber and festivals. Forests in Dak Lak is distributed throughout the district with a variety of wood and rare animals, mainly in Yok Don National Park, Nam ka conservation areas, nature reserves Eakar. Natural geographical conditions of Daklak suitable for tourism development, with the river system lakes, streams, waterfalls, such as Serepok River, Lake Lak, Dray Nur, Gia Long waterfall, waterfall ChuYangSing KrongKmar... national parks, Yok Don, the nature Ea So. That means Daklak has a vast natural resources and condition to develop the tourism. The authors applied a simple random sampling method using questionnaires at the hotels in Daklak. The questionnaire consisted of 55 main questions, so according to (Hair et al., 1998) the minimum sample size would be 275 questionnaires. To collect the most appropriate responses, the research team selected 15 tourist places in Daklak and 20 respondents for each places. The survey was performed during one month. Finally, the result has a total of 288 valid questionnaires collected after the survey, means the rate about 96%. The demographic information of the respondents is presented in the Table 1 as above.

RESEARCH RESULTS

This study applied the partial least square regression (PLS-SEM) path model to test hypotheses through Smart PLS 3.0 software (Ringle et al., 2015). In comparison with other empirical analytical methods, the proposed research model is the most suitable for this research because it focuses on predicting and explaining the complex relationship between the variables in the model and consistent with the small research sample in comparison with the total items (n = 288). Furthermore, it can explain a relationship of reflective construct and formative construct.

Table 2. Measurement model evaluation

Variables	AVE	CR	Cα	Rho_A
Economic	0.549	0.827	0.745	0.919
Infrastructure	0.703	0.95	0.94	0.945
Integration	0.61	0.862	0.796	0.846
Politics	0.722	0.928	0.903	0.911
Resources	0. 64	0.942	0.923	0.923
Sociocultural	0.617	0.863	0.805	0.867
Visit	0.665	0.888	0.831	0.836
Purchase	0.659	0.906	0.87	0.873

Table 3. Construct AVE correlation

	Economic	Infrus.	Integration	Politics	Resources	Social	Visit	Purchase
Economic	0.741							
Infrastructure	0.268	0.839						
Integration	0.206	0.267	0.781					
Politics	0.249	0.425	0.126	0.849				
Resources	0.133	0.583	0.299	0.404	0.812			
Social	0.363	0.5	0.105	0.503	0.359	0.874		
Visit	0.185	0.25	0.006	0.122	0.147	0.434	0.786	
Purchase	0.191	0.63	0.264	0.462	0.52	0.502	0.38	0.815

Figure 2. PLS testing results
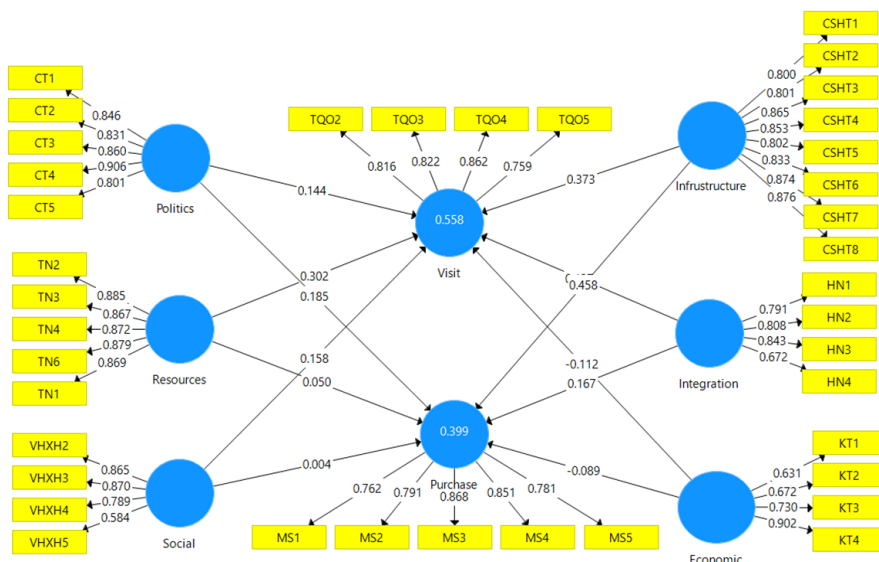
1. Scales measurement evaluation

To evaluate the scales, the current research used Cronbach's alpha (Cα), composite reliability (CR) and average extracted variance (AVE). In which, the minimum loading factor is 0.63 and the highest is 0.90, satisfying the cut-off value 0.5. Besides, values of Cα ranging from 0.79 to 0.94 and values of CR ranging from 0.82 to 0.95 are both greater than the level 0.7 (Bagozzi and Yi, 1988). These evidence confirm the reliability of the scales satisfying the requirements. In addition, AVE values from 0.55 to 0.76 both satisfy cut – off value of 0.5 (Fornell and Larcker, 1981), indicating that the convergence value is satisfactory (Table 2). To test discriminant validity, this research first used the AVE value of each variable in the correlation to other variables (the Fornell - Larcker criteria). Then, the analytical results showed that the square root of AVE is greater than the correlation coefficient with other variables, demonstrating that the scales ensure discriminant validity (Table 3). Because this research using self-assessment questionnaire, the authors also tested the potential multicollinearity by using variance inflation factors (VIF). As proposed by (Hair, 2009), if VIF value is more than 4 that means there exist the multicollinearity. The VIF testing results showed that VIF values of all scales are less than 2.3 that means the multicollinearity do not exist in this research.

2. Evaluation of structural model

After evaluating the scales by testing reliability, convergence, discriminant validity, and potential multicollinearity, the authors applied the PLS-SEM model to test the relationship of variables using SmartPLS software. The results of the relationships are shown in Figure 2. The results of data analysis show is seen detail in the Table 4 as follow:

Table 4. Testing results of path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Economic -> Purchase	0.09	0.08	0.05	1.67	0.09
Economic -> Visit	0.11	0.10	0.05	2.44	0.01
Infrastr. -> Purchase	0.46	0.46	0.07	6.78	0.00
Infrastr. -> Visit	0.37	0.37	0.04	8.71	0.00
Integration -> Purchase	0.17	0.17	0.06	2.89	0.00
Integration -> Visit	0.14	0.14	0.03	4.10	0.00
Politics -> Purchase	0.18	0.18	0.06	2.94	0.00
Politics -> Visit	0.14	0.14	0.04	3.65	0.00
Resources -> Purchase	0.05	0.05	0.08	0.63	0.53
Resources -> Visit	0.30	0.30	0.05	6.23	0.00
Social -> Purchase	0.00	0.00	0.05	0.08	0.34
Social -> Visit	0.16	0.16	0.05	3.28	0.00

The results showed that economic environment has a positive and significant effect on visit ($\beta = 0.11$; p <0.05, t-value = 2.44) but do not has impact on purchase intention of tourists ($\beta = 0.09$; p >0.05, t-value = 1.67). Tourist infrastructure positively influence on both visit intention ($\beta = 0.37$; p <0.01, t-value = 6.78) and purchase intention of tourists ($\beta = 0.46$; p <0.01, t-value = 8.71). In the same vein, tourist integration has a positive effect on both visit intention ($\beta = 0.14$; p <0.01, t-value = 4.1) and purchase intention of tourists ($\beta = 0.17$; p <0.01, t-value = 2.89). In addition, politic environment positively influences on both visit intention ($\beta = 0.18$; p <0.01, t-value = 3.65) and purchase intention of tourists ($\beta = 0.14$; p <0.01, t-value = 2.94). Natural resources have a positive and significant effect on visit intention ($\beta = 0.3$; p <0.01, t-value = 6.23) but do not has impact on purchase intention of tourists ($\beta = 0.05$; p >0.05, t-value = 0.63). In the same vein, sociocultural environment has a positive and significant effect on visit intention ($\beta = 0.16$; p <0.01, t-value = 3.28) but do not has impact on purchase intention of tourists ($\beta = 0.00$; p >0.05, t-value = 0.08). The evidence showed that hypothesis H2, H3, H4, H5, H6, H7, H8, H10 and H12 are supported but the hypothesis H1, H9 and H11 are not supported.

CONCLUSION

Nowadays, tourism is becoming one of the most important industries for all the countries in the world but to develop this industry is not easy that need to have a more comprehensive understanding of the value chain in this industry. That means knowing the activities that create the values for the company or for the local community. In this research, the authors focus on the two main activities in the tourist industry, namely, visit intention and purchase tourist products intention. That means in the tourist value chain, tourists visit a place, apart from the main tourist products, they can purchase other local products or services. To date, there are many research on the tourist industry value chain but a little focusing on the influence of macro environment. This research attempts to clarify how macro environment aspects influence the tourist value chain of Daklak province in Vietnam. Specifically, this research focus on the economic, politic, sociocultural, infrastructure, integration and natural resources to the intention of visiting and purchase local tourist products. Research shows that the infrastructure have strong effects on the tourist value chain in Daklak province. In detail, the higher the development of infrastructure investment, the higher level of tourist visit intention ($\beta = 0.37$; p <0.01, t-value = 6.78) and purchase intention of tourists ($\beta = 0.46$; p <0.01, t-value = 8.71). This research contributes the new knowledge to the literature in the hospitality and tourist industry. The evidence also show that infrastructure has the strongest effect on the visit intention and purchase intention of tourists. In addition, the results also indicated that the natural resource has a strong effect on visit intention of tourists' intention ($\beta = 0.3$; p <0.01, t-value = 6.23) but do not has impact on purchase intention of tourists ($\beta = 0.05$; p >0.05, t-value = 0.63). This finding partly confirms the results from (Nathaniel and Adedoyin, 2020) but contrast with (Chia-Jung and Pei-Chun, 2014). In the same vein, this research confirm the findings of (Assiouras et al., 2019) in term of evidence that politic environment has positive impact of both purchase and visit intention. Moreover, this is among the first research that has discovered the relationship between integration on tourist value chain, both visit intention ($\beta = 0.14$; p <0.01, t-value = 4.1) and purchase intention of tourists ($\beta = 0.17$; p <0.01, t-value = 2.89). Furthermore, the evidence also showed the influence of sociocultural has positive effect on visit intention of tourists' intention ($\beta = 0.3$; p <0.01, t-value = 6.23) but do not has impact on purchase intention of tourists ($\beta = 0.05$; p >0.05, t-value = 0.63). This result confirmed the finding from the research of (Lee et al., 2010) but this research also give more insight of other research in term of determinant factors of tourist value chain (Han, 2020).

Beside theoretical contribution, this research also give some practical contribution as follow. Firstly, this research proposes that policy makers need to understand the importance of the macro environment factors on the development of tourist. Tourist value chain is a new construct but can be understood of two components, namely, tourist visit intention and purchase intention which contribute to the development of local community. Moreover, the results showed that infrastructure has the strongest influence on both tourist intentions to visit and to purchase tourist products. That means, it is necessary to have a suitable investment policy in the infrastructure of the tourist industry because this factor has positive effect on the value chain (visit and purchase). Secondly, this research indicates the important role of natural resource contributes to the tourist value chain. In Daklak, there are many tourism resources because this is a province in the highlands, with many beautiful scenes, mountains, rivers, streams and lakes to develop eco-tourism. This place also has many ethnic minorities, with their own unique cultures, which is the foundation for the development of community tourism and spiritual tourism. In addition, the rich natural scenery and many typical local products are also the foundation for Daklak to develop resort tourism with new types such as homestay. In addition, the results of the study indicate that tourism

resources play an important role in the intention to visit, but there is no evidence that it affects the intention to purchase products. Therefore, the study suggests policy makers to synthesize, select and develop the type of tourism that is suitable for the locality and at the same time have policies to develop related tourism products to increase the tourist value chain.

Thirdly, this research shows that the more politically stable of a place is, the more favorable conditions for the development of tourism there. Therefore, local authorities need to take measures to maintain stability in the locality. To do this, it is necessary to have policies in term of dissemination the law to the people. At the same time, there are appropriate solutions to improve the quality of life of local people. Thereby creating confidence in the leadership of the Party for political stability, local economic development in general and tourism value chain in particular.

Fourthly, in the context of current globalization, the trend of traveling has become popular, and people's demand for travel is increasing. This is a favorable condition for localities to develop tourism products suitable to their potential and advantages. The results of this study also show that integration has a positive effect on tourists' intention to visit and shop when traveling. They tend to buy local specialties as gifts for friends, relatives and memories for the trip. Therefore, the locality needs to research and develop unique, attractive products and attract tourists to develop local tourism.

Fifth, the study also shows that socio-cultural factors have an impact on the intention to travel but not on the shopping intention of tourists. This is understandable because people only need to visit, they have little habit of shopping during the trip. Moreover, tourist trust towards sellers in term of product quality sold at tourist destinations is still low, tourists are afraid to buy low-quality, high-priced goods. Therefore, local tourism people need to have policies to build brands of local products and communicate to tourists. At the same time, it is necessary to take measures to ensure the quality and appropriate prices of tourism products for tourists to trust and recommend to others to buy. Thereby developing local tourism value chains and improving people's lives. Finally, the study shows the effect of economic factors on the intention to visit but not on the purchasing behavior of tourist products. This implies that when economic conditions increase, people's demand for sightseeing increases but they do not really intend to buy products. This is consistent with the socio-cultural factors analyzed above. Research shows that the State, government and localities need to have appropriate policies for economic development, thereby promoting the development of tourism, thereby creating a premise for sustainable development in the locality. Even having a lot of theoretical and practical contributions, this research also exists some limitations. Firstly, this research only collected the data from tourists who visited and stayed in Daklak, which may lead to incomplete and unrepresentative Vietnamese tourists. So that, future research could expand the investigated area to have a more complete and comprehensive research sample. Secondly, this research did not indicate some of the variables that could moderate these relationships, such as gender, income, age, and education level. This limitation suggests for further research clarifying a more comprehensive understanding of the relationship between macro environment and tourist value chain. Last but not least, future research could propose new variables to give a deeper knowledge to this topic, as well as other hot topics in the practice of developing countries.

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