

Using the HOLSAT Model to Evaluate Tourist Satisfaction at a Tourist Destination: A Case of Spanish Tourists in Vietnam

Nguyen Thi Hong*, Nguyen Thi Loc, Nguyen Thi Kim Tien

The University of Danang, University of Science and Education, Vietnam

*Corresponding author: nthong_kd@ued.udn.vn

Received May 19, 2023; Revised June 20, 2023; Accepted June 29, 2023

Abstract Nowadays, there is a significant growth of Spanish tourists in Vietnam. Therefore, it is essential to know their level of satisfaction so that the government, together with the country's tourism organizations and companies, can take measures to increase the country's strengths and thus make it more competitive compared to other destinations in Asia. The HOLSAT is a model proposed by Tribe and Snaith (1998) to evaluate tourist satisfaction at a destination by comparing their experiences and previous expectations, considering both positive and negative attributes of the destination. In the present study, the HOLSAT is used for the case of tourists from Spain to the destination of Vietnam. The results show that HOLSAT is a valuable tool to determine the level of satisfaction of Spanish tourists by measuring the satisfaction of their experience in Vietnam. Concluding that most attributes are positive in the comparison between perceptions and expectations, these are the strengths of Vietnam tourism. Moreover, the existing weaknesses, infrastructure, and transport must be improved for sustainable development to conserve resources and minimize the negative impacts of tourism on natural resources, culture, politics, and society in general.

Keywords: Vietnam, Spanish tourist, HOLSAT, satisfaction, perception

Cite This Article: Nguyen Thi Hong, Nguyen Thi Loc, and Nguyen Thi Kim Tien, "Using the HOLSAT Model to Evaluate Tourist Satisfaction at a Tourist Destination: A Case of Spanish Tourists in Vietnam." *Journal of Behavioural Economics, Finance, Entrepreneurship, Accounting and Transport*, vol. 11, no. 1 (2023): 19-25. doi: 10.12691/jbe-11-1-3.

1. Introduction

Currently, tourism is considered one of the main economic sectors in many countries. This sector develops at high speed and provides excellent socio-economic benefits. Specifically, the tourism industry contributed more than 8.8 trillion dollars to the world's Gross Domestic Product (GDP) in 2018, representing a year-on-year growth of 3.9 percent [1]. Tourism constitutes one of the primary sources of employment worldwide, generating 319 million jobs, representing 3.8 percent of total employment in 2018 [1].

In Vietnam, tourism has also shown outstanding growth steps within the framework of tourism development worldwide. One of the pieces of evidence has been the rapid increase in the number of international tourists in Vietnam. Vietnam has become an attractive tourist destination for international visitors thanks to various natural and cultural tourist assets. Vietnam is home to eight world heritage sites recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Vietnam and Indonesia have the most world heritages recognized by UNESCO in Southeast Asia [2].

The number of international tourists in Vietnam has doubled, from 7.9 million arrivals in 2015 to 18 million arrivals in 2019. The average growth rate has increased from approximately 9 percent per year between 2008 and 2015 to 23 percent between 2016 and 2019 [3]. In 2018, Vietnam was in the group of countries with the highest tourism growth rate in the world [4]. Vietnam's strong growth in inbound tourism has allowed this country to capture an increasing share of tourism demand in the region and get closer to the top performers in tourism. Over the past ten years, Vietnam's international visitor growth has consistently outpaced that of its competitors in Southeast Asia, except Myanmar, where the higher growth primarily reflects its initial low visitor level. As a result, Vietnam has gradually captured a larger market share, not only from total international tourist arrivals to Southeast Asia but also from the broader East Asia region, including the largest and most developed tourism markets, such as Singapore, China, Japan, and South Korea. Vietnam has caught up with Indonesia regarding the total number of international arrivals and narrowed the gap with the main arrival countries in the region, Malaysia and Thailand. Vietnam's growing regional market share reflects recent improvements in various dimensions of its tourism competitiveness. In 2019, regarding the tourism

competitiveness index, Vietnam ranked 63rd worldwide (out of 140 countries) regarding the volume and attractiveness of its natural and cultural resources. It ranked fifth in the Southeast Asia region [5]. The rapid increase in international visitors to Vietnam has brought a significant net entry of foreign income. Income from international visitor spending has almost doubled in absolute value from 2015 to 2019 and increased both part of GDP and the country's total goods and services exports. Total income from national and international tourist spending in 2019 reached around 31.3 billion dollars, an increase of 102 percent, 33 percent, and 13 percent compared to 2015, 2017, and 2018 [6].

Regarding the composition of the country of origin, international tourists in Vietnam come from all continents. In 2019, the first place came from the Asian continent with a total value of 14 million visitors (79.7%), more than the rest of the continents, especially China, South Korea, and Japan. This is followed by those of the European continent, mainly countries of the European Union with a value of 2.2 million visitors (12.2%), and then by those of the American continent with 5.4 percent. Furthermore, although tourists are received from other continents such as Oceania (2.4%) and Africa (0.3%), they arrive less and are not compared with the amounts from the other continents mentioned above.

In 2015, Vietnam launched a 15-day visa-free policy for Spanish citizens. Therefore, the number of Spanish tourists in Vietnam has increased rapidly and thus has become a potential tourism market. According to the statistics of the Vietnam National Tourism Organization, there were 45,483 Spanish visitors in 2015, which increased to 83,597 in 2019 [1]. Spain ranks fifth in the list of European countries that visit Vietnam the most.

However, until now, research has yet to be conducted to discover the impression Vietnam has left on the hearts of Spanish tourists. Therefore, conducting a study to evaluate the satisfaction of Spanish tourists in Vietnam is necessary in the current context. Thus, the results could help the country's authorities plan and manage adequate measures to maximize the potential of tourism and companies to improve their services and products and thus meet the expectations of Spanish tourists. paper submission is available from the Journal website.

2. Tourist Satisfaction

Tourist satisfaction is one of the most studied topics in the tourism literature due to its importance in the survival and future of tourism products and services [7], [8] and from there, determines the existence and success of the tourism business [7].

In general terms, customer satisfaction is the response of consumers to satisfy their wishes [9]. Customer satisfaction is determined based on the correlation between expectations and perceptions (Pine & Gilmore, 1999), in other words, the difference between what the customers expect to receive and what the customers get [10]. The feeling of satisfaction or dissatisfaction of the client depends on the result of comparing the perceived performance of the services or products with the expected performance [11]. If the perceived performance meets the

expected performance, the customers will be satisfied and satisfied. Additionally, according to Labrador (2013), satisfaction can be influenced by the element of surprise, which has both positive and negative connotations as responses. When expectations do not match the product's performance, consumers will increase or exaggerate the discrepancy due to the generated surprise effect [12].

Customer satisfaction can also be defined as the feeling of subsequent use that consumers experience with their purchase [13]. Therefore, the client's ability to use a product or service successfully leads to the maximization of satisfaction [14], [15], [16] and is considered a fundamental determinant of customer loyalty [17].

The term "customer satisfaction" in the context of service configuration, refers to the desired result of service experiences that encompass an evaluation of the fulfillment of the expectations and potential needs of customers [17], [18]. Satisfaction is considered a central concept in understanding the behavior of this sector [19] and is valued during the service provision process.

From the tourist perspective, tourism is a response to felt needs and acquired values within temporal, spatial, social, and economic parameters [20]. When the needs and values have been activated and applied to the holidays, the motivation generated constitutes an important parameter in forming expectations. Expectations, in turn, determine the performance perceptions of tourism products and services and their satisfaction [20].

Tourist satisfaction is defined as the result of comparing the perception of tourists about the goods and services they receive and the expectation generated before and during the trip [21], [22], [23], [24]. Tourists are satisfied when their perceptions of the visited destination are positive compared to the ideas they had previously [25], [26] and they find the "fit" between the tourist expectations and host destination attributes. [44]. Therefore, it is essential to identify and measure tourist satisfaction with each attribute of the destination because satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the general destination.

Satisfaction is the key to the success of the tourism industry [27]. It is the key factor in gaining the loyalty of a tourist. A satisfied tourist is likelier to remain loyal [28]. Therefore, its positive effectiveness is significant when recommending the destination [29], [30] and repeating the visit [14], [21], [24], [27], [31] and is also considered to moderate the image of the destination [32]. Repeating visits and recommendations to other potential tourists are largely determined by the degree of loyalty based on the positive evaluation by tourists of the goods, services and other facilities provided by the destination [33].

As a result, tourist satisfaction has a great importance in the maintenance of tourist activities because it affects the perceptions of individuals when choosing what to buy and where to go [34], [35]. The study of tourist satisfaction is a crucial element in designing marketing strategies and helping to improve the positioning and competitiveness of the agents involved in tourism [36].

3. Holsat Model (Holiday Satisfaction)

The HOLSAT (Holiday Satisfaction) is a model

developed by Tribe and Snaith (1998) to evaluate the perceived quality of tourists in Varadero, Cuba. In this model, the mentioned evaluation compares tourists' perceptions with their expectations regarding the destination.

An essential feature of the HOLSAT is the consideration of positive and negative attributes when describing the key characteristics of a destination. Positive attributes denote an excellent impression of a tourist destination, while negative attributes are the opposite. As such, it is possible to identify both types of attributes in a destination [20]. The model does not use a fixed list of attributes for all destinations, depending on the characteristics of the destination, so it creates its list to adapt. In their study, Tribe and Snaith (1998) classify attributes into six categories which are:

- 1) The physical resort and facilities;
- 2) Ambiance;
- 3) Restaurants, bars, shops, and nightlife;
- 4) Transfers;
- 5) Heritage and culture;
- 6) Accommodation.

Tourist satisfaction is obtained when the difference between perceptions and expectations of positive attributes is positive and negative attributes is negative and the opposite. Tribe and Snaith (1998) affirm that tourist destinations have some negative attributes, despite this, tourists can still express their satisfaction if the real negative is less than the initial concern (Figure 1).

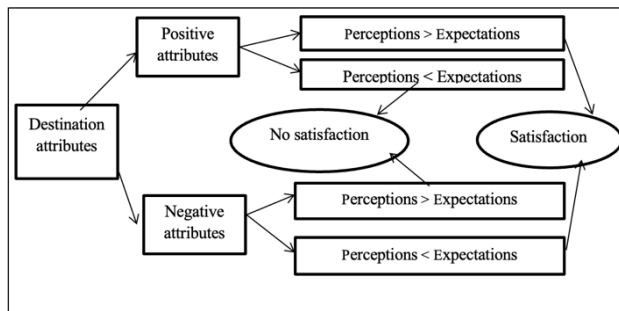


Figure 1. HOLSAT model

In this model, a questionnaire is used in which respondents are asked to classify the expected level of each attribute (tourists' impression before the trip) and evaluate their perception of the same set of attributes after passing with real experiences (after the trip). A Likert scale of 5 options is used to evaluate the statements about attributes. The difference in the average score between the perception and expectation of each attribute provides a quantitative measure of tourist satisfaction.

The results are presented in two matrices, in which the scores of the positive and negative attributes will be represented separately with Perceptions (X-axis) and Expectations (Y-axis). The matrix plane is divided into two areas, "Win" and "Loss," delimited by the "Draw line," a 45-degree diagonal line. The "Win" area represents attributes where tourist expectations are met or exceeded, "Loss" describes tributes that do not meet expectations, and the "Draw line" provides an adjusted match when it does not have the difference between expectations and perceptions. Depending on the positive or negative properties of the attributes, the "Win" and "Loss" areas are

located above on the left, or below, on the right of the "Draw line". For each attribute, the greater the distance between the scores and the line leads, the higher the level of satisfaction or dissatisfaction.

4. Application of the Holsat Model in Vietnam in the Case of Spanish Tourists

4.1. Questionnaire Design

Table 1. Attributes to evaluate the satisfaction of Spanish tourists in Vietnam

Categories	Attributes
Ambiance	1. The weather is nice 2. The traffic is bad 3. There is pollution in cities
Heritage and culture	1. Visiting historical places 2. Visiting cultural and religious places 3. Visiting archaeological ruins 4. Getting the daily life experiences of local people 5. Knowing and/or learning traditional dances and music
Natural attractions	1. Visiting coastal areas 2. Navigating on rivers 3. Visiting mountainous areas 4. Relaxing on the beaches
Accommodation	1. The rooms are well equipped 2. The hotel staff is friendly and courteous 3. The service-price ratio in hotels is good
Services of: Restaurants, shopping, entertainment, banks, communication, and tourist services	1. Restaurants and cafes are clean and comfortable 2. Local food and drinks are delicious and cheap 3. Visiting local markets 4. Buying local souvenirs at a good price 5. Using traditional local transportation 6. Meeting friendly people of Vietnam 7. There are many beggars, street vendors and thieves on the street 8. You have to haggle a lot when shopping 9. You have difficulties obtaining cash from card/ATM and/or the commission is too high 10. Changing money is difficult 11. Calling your home and using the internet is very easy 12. Feeling safe while traveling 13. The tourist agency serves you well 14. The local guides are friendly and professional
Accessibility	1. The free visa policy in 15 days for Spanish citizens is good 2. Immigration and customs procedures are very slow 3. You have to make a flight stopover many hours

Source: Own elaboration

The first step in the questionnaire design was the construction of the attributes considered necessary for Spanish tourists on their trip to Vietnam. The list of attributes was based on six categories, including 3 categories proposed by Tribe and Snaith (1998), which are: 1) Ambiance, 2) Heritage and culture, 3) Accommodation. The remaining categories were modified and added to adapt to the characteristics of Vietnam's destination, namely: the category of the physical resort and facilities was changed to 4) Natural attractions that are advantageous resources for developing Vietnam tourism [37], [38]; the category of restaurants, bars, shops, and nightlife was changed to 5) Services of Restaurants, shopping, entertainment, banks, communication, and

tourist services. In the study by Tribe and Snaith (1998), "Transfers" was a separate category, however, in this study, it was modified to bank service and added to category 5. In addition, a new category was added, 6) Accessibility, which is very important for foreign tourists when choosing Vietnam as a destination [39], in the case of Spanish tourists.

To specify the categories of attributes in detail, the authors reviewed the information in the newspapers; tourist magazines; tourist guide manuals; opinions of Spanish and foreign tourists on websites and social networks of travel agencies, hotels, restaurants, and groups on social networks where travel experiences to Vietnam are shared. Finally, interviews were conducted with ten Spanish tourists who visited Vietnam and were given the test survey to hear their opinions. After many consultations and corrections, the final questionnaire was completed with positive and negative attributes, as shown in Table 1.

A Likert scale of 5 options from 1 to 5 is used, they represent 5 degrees to evaluate the statements about the attributes that are: strongly disagree, disagree, neutral, agree and strongly agree, respectively.

4.2. Sample

The population object of this study is Spanish tourists who have visited Vietnam. The most convenient sampling technique is non-probability sampling, meaning that any respondent who satisfies the object population requirement could answer the survey. However, for the study to be valid, based on research by Hatcher (1994) to refer to the sample size, he recommended that the sample size should be five times greater than the number of variables (p), therefore, it is calculated the minimum sample size with the formula: $N = 5 * p$ (p is the number of observation variables). This is the appropriate sample size for studies using factor analysis (Worthington & Whittaker, 2006).

The study questionnaire has 32 observed variables; thus, the minimum sample size is $32 \times 5 = 160$ respondents.

The survey method was conducted in two ways:

1. Direct delivery: The authors requested the help of Spanish guides in Vietnam and delivered themselves directly to tourists at the end of their trip in Vietnam at the Danang international airport.
2. Indirect form: The questionnaires were sent to the guides, who helped deliver them to their Spanish clients. In addition, through social networks, particularly Facebook, the authors published their accounts publicly and, with the help of other users, shared the questionnaire in their biographies and published it in groups related to tourists' experiences in Vietnam. All this was done to achieve a wider dissemination of the survey.

The time for data collection was from October 2019 to December 2019.

In the end, a total of 221 responses were collected. Of the returned questionnaires, 18 were invalid due to missing data. After elimination, 203 questionnaires were accepted for analysis. Thus, it exceeded the minimum size of the sample initially proposed. The SPSS 16.0 software was used to process the data, specifically, the descriptive

statistics of the characteristics of the sample and the paired sample T-test were analyzed with a significance level of 5%.

4.3. Results and Discussions

4.3.1. Tourist Profile

In the present study, the sample consisted of Spanish tourists. As for the gender, 59.1% of tourists were male, and 40.9% were female. Most people who took the questionnaire are between 41 and 60 years old at 59.6%, and the second place is people over 60 with 21.7%. As for the origin, 47.8% of tourists come from the capital Madrid, while Barcelona is the origin of 29.1% of those surveyed, the Canary Islands, 4.9%, and other provinces are 19%. As for monthly income, 59.6% had income between 1,500 euros and 3,500 euros, and 24.1% had income between 3501 euros and 6,000 euros. As for the length of stay, 96.1% of the respondents stay between 7 and 15 days in Vietnam. 44.3% travel with their families, 28.1% with their friends, 25.6% with their partners, and 2% travel alone.

4.3.2. Results of the HOLSAT Model

To evaluate the sample's satisfaction level, their expectations and perceptions with the real experience were compared.

Table 2 (appendix 1) summarizes the results of analysis of the attributes, including the following information:

1. Attributes of travel in Vietnam: Group of positive and negative attributes.
2. Average value (Mean) and standard deviation (SD) of both expectations and perceptions of each attribute.
3. Difference between average perceptions and expectations.
4. Number of observers (N).
5. Observed significance level (Sig t) for each pair (perceptions - expectations of each attribute).

According to the research of Tribe and Snaith (1998), the positive and negative attribute scores will be represented in separate matrices with Perception (X-axis) and Expectation (Y-axis). For each attribute, the satisfaction or dissatisfaction of Spanish tourists is determined at the intersection of Expectation and Perception. This point is further from the "Draw line" which is a higher level of satisfaction or dissatisfaction with each attribute.

In the case of positive attributes, a low level of expectation corresponds to a high level of perception, tending to go towards the "Win" area of the matrix, increasing the level of satisfaction. On the contrary, to the negative attributes, a score is at a low point of expectation and a high point of the perceived trend, tending to go towards the "Loss" area of the matrix, thus representing a decrease in satisfaction.

a) Positive attributes

The result of the T-test of the positive attributes in Table 2 shows that 21 of the 24 positive attributes have a difference between perception and expectation, and 19 of them are positive, which means that Spanish tourists are satisfied with 19 positive attributes.

The attributes P4 (Visiting archaeological ruins), P11 (The rooms are well equipped), and P12 (The hotel staff is friendly and courteous) do not reach statistical significance (Sig $t > 0.05$), that means in the sample, it is not felt the difference between expectations and perceptions.

High satisfaction positive attributes include P5 (Getting the daily life experiences of local people), P6 (Visiting coastal areas (for example, Ha Long Bay, Lang Co village)), P18 (Meeting friendly people of Vietnam), P21 (The tourist agency serves you well), P23 (The free visa policy in 15 days for Spanish citizens is good) and P24 (Feeling safe while traveling) with a high difference between perceptions and expectations. These attributes are all in the "Win" area and far from the "Draw line", thus, they show that the actual experiences were much more significant than the initial expectations. Therefore, Spanish tourists are delighted with these attributes of their visit to Vietnam. Meanwhile, the attributes P1 (The weather is nice) and P17 (Using traditional local transportation) have a negative difference, they are -0.227 and -0.158, respectively, which show the dissatisfaction of Spanish tourists.

b) Negative attributes

According to Tribe and Snaith (1998), a negative difference between the perception and expectation of negative attributes indicates satisfaction. This means that the attributes are better than previously thought. The result of the T-test in Table 2 shows that 6 of the 8 negative attributes have a difference between perception and expectation with a level of statistical significance of 5%.

The attributes of N4 (You have difficulties obtaining cash from a card / ATM or the commission is very high), N5 (Changing money is difficult), and N7 (Immigration and customs procedures are very slow) have a negative difference between perception and expectation, which are -0.340; -0.744; -0.335 respectively. This indicates that tourists have a high level of satisfaction with them. Therefore, in the matrix, these attributes are shown in the "Win" area and are far from the "Draw Line." This satisfaction shows that the perceived reality is better than expected.

The difference between the perception and expectation of the negative attributes of N1 (The traffic is terrible) and N3 (You must haggle a lot when shopping) is positive, so the real perception did not meet the expectations of tourists. This resulted in decreased satisfaction and is in the "Loss" area of the matrix. Consequently, these two attributes are weaknesses that the country must improve to meet Spanish tourists' expectations and thus develop tourism.

5. Conclusion

The Using the HOLSAT model to evaluate the satisfaction of Spanish tourists in Vietnam shows that most attributes are positive in comparing perceptions and previous expectations; therefore, these are the strong points of Vietnam tourism.

The study provides the following theoretical and practical implications:

1) Theoretical implications: indicate that the study is more evidence of using the HOLSAT model to analyze the level of satisfaction of tourists in the destination. The HOLSAT model provides a valuable diagnostic tool that visually displays the results for easy interpretation [39]. One of the most significant features of this model is that it does not use a fixed attribute table for all destinations, attributes are created and modified to adapt the characteristics of the destination. Therefore, this model can be applied to many different destinations with different tourist markets.

In their original research, Tribe and Snaith (1998) suggested some limitations of the model and recommended that future studies should improve them, such as: limited knowledge about the parameters of the sampling frame; the sample size too small to develop statistical tests; instrument too long leaving insufficient time to capture additional data from respondents. In this study, an attempt is made to address these limitations: only a population object is selected that is a specific market, in the case of Spanish tourists; a minimum size is calculated for the study to be valid; the number of attributes is reduced and a set of attributes agreed with the route of Spanish tourists in Vietnam is built. In addition, the survey was conducted when Spanish tourists had already completed their trip in the country.

With the results obtained, the HOLSAT model appears to have great potential for the analysis of the satisfaction of a specific tourist market in a specific destination and is considered as a diagnostic tool to identify which attributes of the destination have contributed to satisfaction. However, like any model, it presents problems [39]. While it is true that the model identifies which aspects of the travel attributes tourists are most satisfied with, it does not tell us how important these attributes are to assess the general satisfaction of the interviewee [39]. In other words, in some attributes they may be very satisfied but they are not exactly core factors in the final evaluation of satisfaction and the recommendation of the destination to others.

2) Practical implications: indicate that the study provides a useful base source of information for professionals when creating the most effective marketing strategies by understanding the fact that how tourists perceive the destination, so that they can establish beneficial relationships with tourists.

At the national level, the authorities must maintain and improve the positive attributes to satisfy the expectations of Spanish tourists and international tourists in general. The country needs to focus on positioning a clear and positive destination image, emphasizing the strengths of natural resources and human heritage, as well as the country's political stability. At the same time, it is necessary to improve existing weaknesses, infrastructure, and transport, as well as pay attention to sustainable development to conserve resources, minimize the negative impacts of tourism on natural resources, culture, politics and society in general.

At the business level, the marketing specialists of travel agencies and tour operators of the Spanish tourist market can consider the positive attributes identified in this study to design travel tours that meet the expectations and needs

of Spanish tourists and thus achieve success in their businesses.

Finally, it is necessary to have coordination and cooperation between the government, tourism organizations and companies to promote the strengths of the country, and thus improve both the attractiveness and competitiveness of Vietnam compared to other destinations in Asia.

One of the limitations of this study was not being able to contact Spanish tourists who visited Vietnam some time ago, because most respondents were people who visited

the country in 2019. Therefore, the size of the sample carried out only represents some Spanish tourists in Vietnam.

Finally, as a future line of research, the HOLSAT model could be applied to the cases of tourists from other countries in the destination of Vietnam, and thus it would be possible to compare the level of satisfaction of the trip to Vietnam between different study cases and to be able to carry out a more in-depth analysis of the behavior of the expectations of international tourists when choosing Vietnam as their travel destination.

Appendix 1

Table 2. Summary of the results of the HOLSAT model of attributes

No	Statement	Expectations		Perceptions		(Perceptions - Expectations)		
		Mean	SD	Mean	SD		N	Sig t
Positive attributes								
P1	The weather is nice	3.754	0.432	3.527	0.529	-0.227	203	0.000
P2	Visiting historical places (for example: Cu Chi Tunnel, Khe Sanh Tunnel, Hue Citadel, Quang Tri Demilitarized Zone or other similar activities)	4.025	0.521	4.360	0.548	0.335	203	0.000
P3	Visiting cultural and religious places (for example: temples, pagodas or other similar activities)	3.916	0.369	4.251	0.518	0.335	203	0.000
P4	Visiting archaeological ruins (for example: My Son Sanctuary or similar activities)	3.768	0.423	3.729	0.572	-0.039	203	0.378
P5	Getting the daily life experiences of local people	3.783	0.425	4.562	0.563	0.778	203	0.000
P6	Visiting coastal areas (for example: Ha Long Bay, Lang Co Village)	3.438	0.517	4.404	0.558	0.966	203	0.000
P7	Navigating on rivers (for example: Huong river in Hue, Hoai river in Hoi An or similar activities)	3.911	0.285	4.443	0.622	0.532	203	0.000
P8	Visiting mountainous areas to know ethnic groups (for example: In Sapa or another mountainous area)	3.389	0.499	3.867	0.394	0.478	203	0.000
P9	Relaxing on the beaches	3.399	0.491	3.966	0.305	0.567	203	0.000
P10	Visiting local markets	3.429	0.506	3.788	0.410	0.360	203	0.000
P11	The rooms are well equipped	3.739	0.568	3.690	0.485	-0.049	203	0.298
P12	The hotel staff is friendly and courteous	3.734	0.443	3.754	0.579	0.020	203	0.681
P13	The service-price ratio in hotels is good	3.448	0.508	3.764	0.520	0.315	203	0.000
P14	Restaurants and cafes are clean and comfortable	3.355	0.480	3.655	0.544	0.300	203	0.000
P15	Local food and drinks are delicious and cheap	3.911	0.362	4.005	0.379	0.094	203	0.002
P16	Buying local souvenirs at a good price	3.153	0.435	3.759	0.429	0.606	203	0.000
P17	Using traditional local transportation (for example: cycle)	3.680	0.581	3.522	0.557	-0.158	203	0.003
P18	Meeting friendly people of Vietnam	3.350	0.527	4.335	0.842	0.985	203	0.000
P19	Knowing and / or learning traditional dances and music	3.414	0.542	3.700	0.470	0.286	203	0.000
P20	Calling your home and using the internet is very easy	3.695	0.462	3.877	0.637	0.182	203	0.002
P21	The tourist agency serves you well	3.167	0.374	4.296	0.851	1.128	203	0.000
P22	The local guides are friendly and professional	4.030	0.262	4.611	0.537	0.581	203	0.000
P23	The free visa policy in 15 days for Spanish citizens is good	3.877	0.613	4.665	0.570	0.788	203	0.000
P24	Feeling safe while traveling	3.571	0.496	4.394	0.529	0.823	203	0.000
Negative attributes								
N1	The traffic is bad	3.399	0.530	4.212	0.562	0.813	203	0.000
N2	There are many beggars, street vendors and thieves on the street	3.483	0.501	3.463	0.500	-0.020	203	0.158
N3	You have to haggle a lot when shopping	3.542	0.499	3.818	0.725	0.276	203	0.000
N4	You have difficulties obtaining cash from card / ATM and / or the commission is too high	3.000	0.281	2.660	0.475	-0.340	203	0.000
N5	Changing money is difficult	2.971	0.280	2.227	0.420	-0.744	203	0.000
N6	There is pollution in cities	3.015	0.186	2.985	0.121	-0.030	203	0.014
N7	Immigration and customs procedures are very slow	3.818	0.745	3.483	0.754	-0.335	203	0.000
N8	You have to make a flight stopover many hours	3.714	0.453	3.744	0.592	0.030	203	0.542

Source: Own elaboration

References

- [1] The World Travel & Tourism Council (2019). Travel & tourism economic impact 2019 world. Retrieved from <https://www.wttc.org/media/files/reports/economic-impact-research/regions-2019/world2019.pdf>.
- [2] United Nations Educational, Scientific and Cultural Organization (2019). Vietnam. Retrieved from <http://whc.unesco.org/en/statesparties/VN>.
- [3] Vietnam National Administration of Tourism (2019a). *Statistics of international tourists*. Retrieved from <http://vietnamtourism.gov.vn/index.php/statistic/international>.
- [4] World Tourism Organization (UNWTO) (2019). International tourism highlights. Retrieved from <https://www.unwto.org/publication/international-tourism-highlights-2019-edition>.
- [5] The World Bank (2019). TAKING STOCK Recent Economic Developments of Vietnam, Special Focus: Vietnam's Tourism Developments: Stepping Back from the Tipping Point-Vietnam's Tourism Trends, Challenges, and Policy Priorities. Retrieved from <http://documents.worldbank.org/curated/en/821801561652657954/pdf/Taking-Stock-Recent-Economic-Developments-of-Vietnam-Special-Focus-Vietnam-Tourism-Developments-Stepping-Back-from-the-Tipping-Point-Vietnam-Tourism-Trends-Challenges-and-Policy-Priorities.pdf>.
- [6] Vietnam National Administration of Tourism (2019b). Revenue from tourists. Retrieved from <http://vietnamtourism.gov.vn/index.php/items/30023>.
- [7] Gursoy, D., McCleary, K. W. & L. R. Lepisto (2007). "Propensity to complain: effects of personality and behavioral factors." *Journal of Hospitality & Tourism Research*, 31 (3), 358-386.
- [8] Naidoo, P., Ramseook Munhurrin, P., & Ladsawut, J. (2010). Tourist satisfaction with Mauritius as a holiday destination. *Global Journal of Business Research*, 4(2), 113-123.
- [9] Oliver Richard, L. (1997). Satisfaction: A behavioral perspective on the consumer. *New York: Irwin-McGraw-Hill*.
- [10] Kottler, P., & Keller, K. L. (2006). *Administração de marketing. São Paulo: Atlas*, 5^a.
- [11] Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual employees. *Managing Service Quality: An International Journal*.
- [12] Anderson, R. E. (1973). Consumer dissatisfaction: The effect of disconfirmed expectancy on perceived product performance. *Journal of marketing research*, 10(1), 38-44.
- [13] Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, 33(4), 1141-1158.
- [14] Antón, C., Camarero, C., & Laguna García, M. (2014). Towards a new approach of destination royalty drivers: satisfaction, visit intensity and tourist motivation. *Current Issues in Tourism*, 35, 1-23.
- [15] Bogomolova, S. (2010). Life after death? Analyzing post-defection consumer brand equity. *Journal of Business Research*, 63(11), 1135-1141.
- [16] Lin, C. H., Wu, C. W., & Cheng, Y. H. (2015). The empirical study of consumers' loyalty for display technology. *Journal of Business Research*, 68(11), 2260-2265.
- [17] Nyadzayo, M. W., & Khajehzadeh, S. (2016). The antecedents of customer loyalty: A moderated mediation model of customer relationship management quality and brand image. *Journal of Retailing and Consumer Services*, 30, 262-270.
- [18] Orel, F. D., & Kara, A. (2014). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*, 21(2), 118-129.
- [19] Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of tourism research*, 18(2), 226-237.
- [20] Sukiman, M. F., Omar, S. I., Muhibudin, M., Yussof, I., & Mohamed, B. (2013). Tourist satisfaction as the key to destination survival in Pahang. *Procedia-Social and Behavioral Sciences*, 91, 78-87.
- [21] Yuksel, A., Yuksel, F. y Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284.
- [22] Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction, and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- [23] Sanchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism management*, 27(3), 394-409.
- [24] Chen, Ching-Fu., & Chen, Fu-Shian. (2010). Experience Quality, Perceived Value, Satisfaction and Behavior Intentions for Heritage Tourists. *Tourism Management*, 31, 29-35.
- [25] Cayo Velásquez, N., y Arcaya Chambilla, L. E. (2012). Grado de satisfacción de los servicios turísticos en la ciudad de Puno 2011 Perú. *COMUNI@CCIÓ*, 4(1), 28-37.
- [26] Cong, L. C. (2016). A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management*, 26, 50-62.
- [27] Gaki, E., Kostopoulou, S., Parisi, E., & Lagos, D. (2016). The evaluation of tourism satisfaction in island destinations: The case of the Ionian Islands of Greece.
- [28] Chenini, A., & Touaiti, M. (2018). Building destination loyalty using tourist satisfaction and destination image: A holistic conceptual framework. *Journal of Tourism, Heritage & Services Marketing*, 4(2), 37-43.
- [29] Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351-364.
- [30] Gómez, M. C. O., Pérez, W. G., y Duarte, L. K. T. (2017). Satisfacción con un destino turístico: Una investigación en Villavicencio (Colombia). *In Vestigium Ire*, 10(2), 97-111.
- [31] Zabkar, V., Brencic, M. M., y Dmitrovic, T. (2009). Modeling perceived quality, visitor satisfaction and behavioral intentions at the destination level. *Tourism Management*, 31(4), 537- 546.
- [32] Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.
- [33] Oppermann, M. (2000). Tourism destination loyalty. *Journal of travel research*, 39(1), 78-84.
- [34] Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 38(3), 260-269.
- [35] Chenini, A., & Cherif, N. E. (2016). Factors influencing image of tourist destination: Integrated marketing communications approach; conceptualization and retrospective re-debate. *International Journal of Academic Research in Management (IJARM)*, 5, 1-16.
- [36] Beltrán, B. M. Á. (2014). Las motivaciones como factor clave de la conducta turística. Un estudio empírico en el Sureste Español.
- [37] Nguyen, A. T. (2010). Competitiveness of Vietnam's tourism destinations (doctoral thesis), University of Economics, Vietnam National University.
- [38] Vu, T. B. (2016). *The country of Vietnam*. Hanoi, Center of Tourism Information Technology.
- [39] Truong, T. H., y Foster, D. (2006). Using HOLSAT to evaluate tourist satisfaction at destinations: The case of Australian holidaymakers in Vietnam. *Tourism management*, 27(5), 842-855.

