

**FPT UNIVERSITY- CAN THO CAMPUS**



**ĐẠI HỌC FPT**

**BACHELOR OF HOTEL MANAGEMENT THESIS**

---

**THE EFFECT OF TOURIST SATISFACTION  
DRIVING TO FUTURE REVISIT INTENTION  
IN CAN THO CITY, VIETNAM.**

**Supervisor: Ph.D. Nguyen Trong Luan**

**Group: GRH491\_G4**

**Course: Graduation Thesis (GRH491)**

<b>Name of group member</b>	<b>Student ID</b>
<b>1. Nguyen Huu Tri</b>	<b>CS150399</b>
<b>2. Nguyen Dai Loi</b>	<b>CS150878</b>
<b>3. Nguyen Ngoc Han</b>	<b>CS150461</b>
<b>4. Nguyen Thi Thu Dao</b>	<b>CS150581</b>
<b>5. Ngo Truc Ly</b>	<b>CS150635</b>

**Can Tho, 2023**

---

## ACKNOWLEDGEMENT

We are honored to be students at FPT University in Can Tho Campus. Thanks to genuinely exceptional individuals who supported us along the way.

First of all, we would like to extend our profound appreciation to the Board of Directors and teachers of Can Tho FPT University for creating favorable conditions, disseminating knowledge, and providing us with significant assistance throughout our study and research process. Especially, lecturers of Hospitality Management have imparted foundational knowledge and practical experiences, enabling us to acquire a more substantial foundation in the pursuit of our aspirations.

In particular, we owe a tremendous debt of gratitude to Ph.D. Nguyen Trong Luan, our thesis supervisor and adviser, was extraordinarily patient with us during the course of our final assignment. We are also really pleased and appreciate how quickly he answers our inquiries and guides us through his experiences and insights. Being guided and inspired by him is an honor and a good opportunity for us to learn and practice both in terms of professional knowledge and working spirit.

During this trying period in the process of completing our research, we are grateful to our family, friends, and partners who have supported, assisted and encouraged us. In addition, we must thank all survey respondents whose contributions helped this study succeed.

Last but not least, we express our deep gratitude to all the members of the team for the exceptional dedication and collaborative efforts. During difficult periods, we are constantly working and encouraging each other. For the simple reason that we have all put in our best effort and have completely committed to achieving success.

The thesis undoubtedly has several drawbacks because of time restrictions and real-world experience in the field of research. We are looking forward to receiving valuable feedback and advice from lecturers to enhance the quality of the thesis.

We wish you all the best!

**Can Tho, August 2023**

## DECLARATION

We declare that all the data and findings shown in the thesis titled “The effect of tourist satisfaction driving to future revisit intention in Can Tho city, Vietnam” are accurate and have never been used in order to defend a degree or a diploma. In addition, every single one of the sources that contributed to this thesis has been cited and published. Moreover, we appreciate all the assistance we received in order to complete this thesis.

**Can Tho, August 2023**

## TABLE OF CONTENTS

	<b>Page</b>
ACKNOWLEDGEMENT .....	i
DECLARATION .....	ii
TABLE OF CONTENTS .....	iii
LIST OF TABLES .....	vi
LIST OF FIGURES.....	vii
ABBREVIATION LIST.....	viii
EXECUTIVE SUMMARY .....	1
CHAPTER 1: INTRODUCTION .....	2
1.1. Background.....	2
1.2. Research objectives.....	5
1.3. Research questions.....	5
1.4. Research design and scope .....	6
1.5. Methodology and data overview .....	6
1.6. Significance of the study .....	7
1.7. Thesis outline .....	7
1.8. Summary .....	8
CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS .....	9
2.1. Definition.....	9
2.1.1. Customer satisfaction .....	9
2.1.2. Destination satisfaction .....	10
2.1.3. Revisit intention .....	12
2.1.4. Cultural contact .....	12
2.1.5. Perceived value.....	13

2.1.6. Service quality .....	13
2.1.7. Green practices .....	14
2.1.8. Novelty seeking .....	15
2.2. Literature review .....	15
2.2.1. Tourist satisfaction .....	15
2.2.2. Revisit intention of tourists .....	16
2.2.3. Cultural contact .....	17
2.2.4. Perceived value.....	18
2.2.5. Service quality .....	19
2.2.6. Green practices .....	20
2.2.7. Novelty seeking.....	21
2.2.8. Tourist satisfaction towards future revisit intention.....	22
2.3. Theoretical Framework.....	23
<b>CHAPTER 3: METHODOLOGY .....</b>	<b>26</b>
3.1. Research design .....	26
3.2. Target sample, sampling method.....	27
3.3. Data collection methods and procedures .....	28
3.4. Data analysis .....	30
3.5. Summary .....	34
<b>CHAPTER 4: FINDINGS AND DISCUSSION .....</b>	<b>35</b>
4.1. Sample descriptive statistics .....	35
4.2. Reliability of scales.....	37
4.3. Exploratory Factor Analysis (EFA).....	40
4.4. Confirmatory Factor Analysis (CFA).....	43
4.5. Structural Equation Modeling (SEM).....	43

4.6. The influence of differences in Occupations and Areas on Guests’ satisfaction and Future revisit intention (One-way ANOVA) .....	46
4.6.1. Differences in Occupations and Areas affect Guests’ satisfaction .....	46
4.6.2. Differences in Occupations and Areas affect Future revisit intention ...	47
4.7. Discussion .....	48
CHAPTER 5: CONCLUSION AND RECOMMENDATION .....	53
5.1. Conclusion .....	53
5.2. Implications .....	54
5.2.1. Theoretical contributions.....	54
5.2.2. Managerial contributions.....	54
5.3. Limitations and future research directions .....	57
REFERENCE LIST .....	59
APPENDICES.....	74
Appendix I. Full paper was accepted to present in International Conference on Economics and Social Science (ICESS-2023) on 18 <sup>th</sup> – 19 <sup>th</sup> September, 2023 at Kuala Lumpur, Malaysia. ....	74
Appendix II. Questionnaire .....	76
Appendix III. Results of descriptive statistics .....	81
Appendix IV. Results of reliability test .....	83
Appendix V. Results of EFA, CFA and SEM .....	87
Appendix VI. Results of One-way ANOVA .....	95
Appendix VII. Picture of survey at Ninh Kieu Quay .....	99

## LIST OF TABLES

	<b>Page</b>
Table 2.1 Scales of elements .....	24
Table 4.1 Profile of responders .....	35
Table 4.2 Behavior background of tourists .....	36
Table 4.3 Test reliability of independent variables .....	37
Table 4.4 Test reliability of mediator and dependent variables .....	40
Table 4.5 EFA for independent variables .....	41
Table 4.6 EFA for the mediator and dependent variables .....	42
Table 4.7 Results of model fit .....	43
Table 4.8 Results of Validity and Reliability test .....	43
Table 4.9 Results of the hypothesis analysis .....	45
Table 4.10 Indirect effects on Future revisit intention through tourist satisfaction ..	46
Table 4.11 Differences in guests' satisfaction across different occupations and areas .....	47
Table 4.12 Differences in future revisit intention across different occupations and areas .....	48

## LIST OF FIGURES

	<b>Page</b>
Figure 1. Proposed research model by the authors (2023).....	23
Figure 2. Research procedure.....	27
Figure 3. Three parts of questionnaire .....	29
Figure 4. Data collection procedures .....	30
Figure 5. Data analysis steps.....	31
Figure 6. The effect of Tourist Satisfaction determinants and Future Revisit Intention.. .....	44

## ABBREVIATION LIST

<b>SPSS</b>	Statistical Package for the Social Sciences
<b>Amos</b>	Analysis of Moment Structures
<b>EFA</b>	Exploratory Factor Analysis
<b>KMO</b>	Kaiser-Meyer-Olkin
<b>CFA</b>	Confirmatory Factor Analysis
<b>SEM</b>	Structural Equation Modeling
<b>ANOVA</b>	Analysis of Variance
$\chi^2/df$	Chi-Square ratio/degrees of freedom
<b>GFI</b>	Goodness Fit Index
<b>CFI</b>	Comparative Fit Index
<b>RMSEA</b>	Root Mean Square of Error Approximate
<b>CR</b>	Composite Reliability
<b>AVE</b>	Average Variance Extracted

## EXECUTIVE SUMMARY

The research goal is to identify the essential components of visitor satisfaction that influence future return intentions. The quantitative method and the deductive approach were implemented with a sample size of 300 tourists in Can Tho city, Vietnam after sending the survey questionnaire to 10 experts and receiving positive feedback within two weeks. The researchers used the main method to evaluate the data, which was structural equation modeling. The findings illustrated those three factors including cultural contact, perceived value, and green practices noticeably impact visitor satisfaction leading to their intention to visit again, with cultural contact being the most significant influence. At the same time, this helps researchers better understand the intention of tourists to return. Service quality and novelty seeking have negligible influence on tourists' willingness to revisit the location. The valuable data of this study can inform tourism and hotel managers about their customer groups by encouraging visitors to engage in value-creating activities, cultural exposure and promotion of ideas related to green tourism. On the other side, this study contributes hospitality-related material resources for the following research and provides recommendations to create strategies for tourism regulators and hospitality businesses to promote visitor satisfaction and return.

## CHAPTER 1: INTRODUCTION

### 1.1. Background

Tourism pioneered hospitality services, starting with domestic tourists, travel, tours, and returning home. According to Tribe (2006), the tourist industry has an impact on other industries by bringing expertise and financial gains through hospitality. Customer satisfaction can be provided through hospitality in addition to the favorable perception of tourism products (Um, Chon & Ro, 2006). According to Agyeiwaah (2019) and Abubakar et al. (2017), this will have an impact on travelers' plans to return to a tourist location. To draw tourists from abroad, developing nations are working to improve and diversify their hospitality offerings. Because tourism is important to countries, more research is focusing on its growth (Gössling et al., 2008; Saufi et al., 2014).

Despite the importance of cultural interaction in luring foreign visitors, differences in international societies (such as in value and belief systems, standards of social behavior, and interaction styles) will make it challenging to meet the desires of culturally diverse tourists, which may have an impact on visitors' satisfaction and desire to return (Decrop & Kozak, 2009). Besides that, immigrants (Contucci & Ghirlanda, 2007; O'Sullivan-Lago & De Abreu, 2010) and students (Csizér & Kormos, 2009) have all conducted extensive research on the topic of cultural contact. This factor, however, is a recent innovation in the tourism industry.

Value is becoming increasingly important in studies of the tourism and hospitality industries, particularly those that seek to understand quality and/or customer happiness (Gallarza & Saura, 2006). According to research on consumer behavior, clients who are only slightly satisfied are still quick to switch over when a better offer comes up, supporting the theory that customer satisfaction is a function of perceived performance and expectations. Customers are more likely to remain loyal to a business if they have a positive emotional connection to the brand rather than just a logical one (Lee et al., 2007). According to Quintal and Polczynski (2010), Mai et al. (2019) and Seetanah et al. (2020), among other factors, the satisfaction of visitors and their desire to return is crucial to the success of every destination.

According to various research Manhas and Tukamushab (2015) and Hu et al. (2021), service quality and place might affect customer satisfaction and return. Studies have shown that service quality promotes customers' happiness, loyalty, and likelihood to return (Fida et al., 2020; Ćulić et al., 2021; Nazarian et al., 2021). The visitor will be motivated to return to the lodging facility by their subsequent satisfaction. Obonyo et al. (2012) found that the best levels of satisfaction come from a number of factors. The relationship between performance and customer satisfaction is straightforward: if results fall short, the client is unhappy; if results are on par with demands, the customer is satisfied.

Perceived value in the hospitality sector refers to the impressions that customers have of a service provider before they enter the establishment. Sukwadi et al. (2012) hypothesized that in recent years, managers and academics have been interested in the study of customer value since it is seen as a crucial strategy for attaining a competitive edge. At the moment, hotel guests frequently opt to book stays at establishments that provide them with the best value for their money. In order to prioritize the needs that provide the most value to the hotel's current service offerings, hotel management must ascertain which products/services are favored by hotel guests (Olsen & Connolly, 2000). Some of these factors have to do with the traveler and the environment of the place. It has also been stated in the literature on tourism that a visitor's perception of the worth of a place can influence their level of satisfaction (Chen & Chen, 2010; Dayour & Adongo, 2015). The information offered to the consumer, the reservation process, and visitor experiences throughout service delivery (such as the check-in process, guest support, physical facilities, and guest service) could all have an impact on how the service is perceived. Two parts of perceived value are at play here: the value before and during the delivery of the service (Komppula, 2005). Numerous studies in the service industry have examined the correlation between value perception and customer satisfaction and loyalty (Howat & Assaker, 2013; El-Adly & Eid, 2016).

The choice of a hotel by a customer might be influenced significantly by sustainable practices. According to Han et al. (2009) and Ogbeide (2012), it has been indicated recent studies that the adoption of sustainable practices is gaining

significance in terms of the competitive edge of hotels. In fact, customers now want environmental features from hotels. Due to this demand, hotels need to continue their environmental measures, according to Robinot and Giannelloni's (2010) further explanation. More reliable information on "what are and who undertakes green practices" will enhance support for hotels' green initiatives, according to a more recent study (Tierney et al., 2011). On the other hand, a survey of tourists in Penang, Malaysia, indicated that while respondents were ecologically conscious, they were not always concerned with a hotel's environmental standards when deciding where to stay (Kasim, 2004).

According to some researchers (Rahman et al., 2012), hotels produce more waste than any other type of hospitality business. United Nations Environment Programme (2016) found that hotels' trash and carbon dioxide emissions contribute to global warming. Countries in Asia, Europe, and the Middle East have joined the United States in condemning the hotel business for its harmful effects on the planet (Ernst & Young, 2008). From the outcomes of a global survey of more than 30,000 tourists, 79 percent of the respondents value accommodations that use sustainable practices (TripAdvisor, 2013). In addition, Berezan et al. (2014) contend that eco-friendly practices are important considerations for travelers when choosing which hotels to stay at. As a result, implementing green practices at hotels is now a global concern (Graci & Dodds, 2008). Hence, additional research is imperative to comprehend the authentic ecological encounters of guests (Blöse et al., 2015).

Dolnicar et al. (2015) all point out that high leaving percentages of satisfied customers from a prior visited location cast doubt on the strong relationship that exists between satisfaction and revisitation. Some travelers, according to a theory proposed by Lepp and Gibson (2003), do not return to a place they have already visited once they've been there and liked it. When other factors are present between satisfaction and revisitation, Rittichainuwat et al. (2003) found that visitors' contentment did not affect their intention to revisit a site. Based on research by Huang and Hsu (2009), previous visitors' happiness with a destination is a major factor in whether they want to return. Satisfaction is widely recognized as a critical factor in a traveler's decision to return to a previously visited location.

Recognizing the factors that influence the desire to return is crucial for facilitating frequent visits to a location. In hospitality literature, the decision to return to a venue is viewed as a dynamic option including several related elements. Analyzing the effects of factors on satisfaction gives us the opportunity to study visitors' future revisit intention. Therefore, the topic "The effect of tourist satisfaction driving to future revisit intention in Can Tho city, Vietnam" is implemented.

## **1.2. Research objectives**

**Main goal:** This study aims to examine the effects of factors on tourist satisfaction driving future revisit intention in Can Tho city, Vietnam. Moreover, the researchers provide significant data for tourism regulators and hospitality businesses in improving guests' satisfaction levels and their return intention.

**Specific objectives:**

- 1) To measure the level of satisfaction of visitors towards their return intention.
- 2) To investigate what factors influence tourists' satisfaction and desire to return.
- 3) To contribute hospitality-related material resources for the following research.
- 4) To provide recommendations to create strategies for tourism regulators and hospitality businesses to promote visitor satisfaction and encourage them to return in the future.

## **1.3. Research questions**

- 1) How are levels of tourists satisfied Can Tho city and their return intention?
- 2) What factors influence tourists' satisfaction with their return intention in Can Tho city?
- 3) What is the correlation between these factors and the satisfaction of visitors towards their return intention?
- 4) Which is the strongest impact on tourists' satisfaction leads them to return intention?
- 5) What suggestions are there to increase tourists' satisfaction and attract them to visit Can Tho city next trips?

#### **1.4. Research design and scope**

This study examines the various factors that influence visitor satisfaction and their intention to return. Specifically, the study considers the impact of Cultural Contact, Service Quality, Perceived Value, Novelty Seeking, and Green Practice on visitor satisfaction. In addition, the research aims to offer suggestions for tourism governing bodies and hospitality enterprises to devise strategies to enhance visitor contentment and loyalty as well as their desire to come back Can Tho city.

- Research type: Observational (Descriptive and Analytical)
- Research method: Quantitative
- Research field: Management
- Research subject: Tourists in Can Tho city
- Contents: The effect of tourist satisfaction driving to future revisit intention in Can Tho city, Vietnam.
- Location: Can Tho city
- Time: The period of data collection and research is expected from May to July 2023.

#### **1.5. Methodology and data overview**

The researchers used primary data. The main data was collected from participants, by answering questions in a questionnaire on Google's Forms platform. With a 5-point Likert scale, the researchers will measure respondents' views on variables affecting visitor satisfaction and revisit, while the scale runs from 1 (strongly disagree) to 5 (strongly agree). Besides, the researchers used a deductive approach and quantitative research method, which review the literature of previous studies, then test that theory through data analysis. The sample size is 300 observations that are mostly tourists in Can Tho city. As a sampling method, non-probability sampling, particularly convenience sampling, was employed. Having collected data from the respondents, the researchers will encrypt the data in Microsoft Excel and process it in SPSS and Amos.

## 1.6. Significance of the study

### *Theoretical contributions:*

- Identifying what factors affect visitors' satisfaction and revisit intention.
- Clarifying the relationship between independent and dependent variables as well as the level of their impacts.

### *Practical significance:*

- The findings will contribute hospitality-related material resources for the following research.
- The findings will provide recommendations to create strategies for tourism regulators and hospitality businesses in making promote visitor satisfaction and return.

## 1.7. Thesis outline

### *Chapter 1: Introduction*

Chapter 1 covers the entire background information on the subject along with all the data needed for the investigation, including the methodology, scope, and information about the study's objective, research question and background information.

### *Chapter 2: Literature Review*

Chapter 2 indicates the theoretical foundations and recent studies for the research. Next, the researchers develop hypotheses and a proposed research model.

### *Chapter 3: Methodology*

Chapter 3 introduces the research methodology such as approach and instrument, data-gathering procedures and data analysis methods.

### *Chapter 4: Analysis and Findings*

Chapter 4 analyzes data from the sample which is collected in Chapter 3. This allows the study to identify the elements that have a significant impact on visitor satisfaction and intent to return Can Tho city.

## ***Chapter 5: Recommendations and Conclusion***

Chapter 5 helps the researchers offer suggestions to develop strategies for tourism regulators and hospitality firms to make enhance tourist happiness and their revisit Can Tho city based on the analytical findings from Chapter 4.

### **1.8. Summary**

The background of the research will be explained in Chapter 1 along with a few key elements in the area of study that are pertinent to this investigation. The premise for the issue, the extent of the research, the goals, the research questions, the research design and scopes and the research methods will all be made apparent in this chapter. The main idea of the research will also be introduced in this chapter. The technical terms used in the research will be emphasized and explained in detail in Chapter 2.

## CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS

*This chapter will indicate the theoretical foundations and recent studies for the research about factors affecting tourist satisfaction driving future revisit intention in Can Tho city, Vietnam. In addition, the hypotheses and a proposed research model with the component scales were developed.*

### 2.1. Definition

#### 2.1.1. Customer satisfaction

While the term “satisfaction” can refer to a number of different things depending on the context, it is commonly understood as a customer’s reaction to a good or service after they have used it (Woodside, Frey & Daly, 1989). Satisfaction, according to both Monferrer et al. (2019) and Smith (2020), is an effective response that results from the mental processing of a situation. Broadly speaking, satisfaction pertains to the cognitive and affective states and perceptions that ensue following an encounter with an opportunity or simply the judgment a consumer makes after consuming a good or service (Ranjanthran & Mohammed, 2010). Truong and Foster (2006) have established that in the domain of tourism, satisfaction is a result of the evaluation of experiences in relation to expectations. According to Pizam, Neumann and Reichel (1978), satisfaction is predominantly determined by the interplay between expectations prior to travel and post-travel experiences.

Sumaedi et al. (2015) defined satisfaction as how a customer feels about their emotional state beginning with their assessment of the gap between what they expect and the service provider’s performance. According to Howard and Sheth (1969), satisfaction is defined as the buyer’s perceived feeling of being rewarded or dissatisfied with their sacrifice. Tse and Wilton (1988) describe satisfaction as an emotional state induced by comparing perceived discrepancies between past expectations and actual product performance. Customer satisfaction is characterized as a general assessment based on the whole purchasing and using the good or service experience across time (Fornell et al., 1996). According to Fornell (1992), customer satisfaction is defined as a perspective that is influenced by an experience following a customer purchase something or uses a service and pays for it. Minarti and Segoro

(2014) determined satisfaction as a consumer's attitude, evaluation, and emotional reaction after making a purchasing decision. In the study by Yap et al. (2012), satisfaction was defined as the general attitude a consumer has toward a service provider.

Tourist satisfaction is recognized by Beard and Ragheb (1980) as a favorable perception that visitors create as a result of participating in leisure activities and that may be measured by various degrees of enjoyment. Moreover, tourists will have a positive experience when an attraction's attribute fulfills tourist needs and wants (Lee, 2009). Similarly, Phillips et al. (2013) have posited that tourist satisfaction can be described as a comprehensive sense of contentment experienced by a tourist upon visiting a destination, wherein their vacation desires and needs are met. Besides, Parasuraman et al.'s assertion (1994), the evaluation of a customer's general satisfaction may be associated with their appraisal of not only the quality of service such as politeness, flexibility but also the characteristics of the product such as the size of the hotel room and its price.

### ***2.1.2. Destination satisfaction***

The topic of tourists' level of satisfaction has also been extensively studied. This factor also heavily impacts the choice of location, purchases made while there, and intentions to return. To examine the factors that contribute to or detract from a vacationer's satisfaction, Chon (1989) compared visitors' expectations with their actual experiences at their chosen destination. According to his findings, visitors' overall impressions of a region are influenced by how those visitors' preconceived notions about the area match up with their own experiences there. The monitoring of tourist happiness at tourist destinations is a crucial measure in the implementation of initiatives that seek to enhance the performance of such destinations by exerting an impact on visitor satisfaction levels (Moital et al., 2013). The measurement of visitors' satisfaction with holidays in destinations typically encompasses overall holiday satisfaction, as well as the impact of specific components such as accommodation, catering, infrastructure, price-quality perceptions, and service quality on the overall satisfaction (Albayrak & Caber, 2013; Bernini & Cagnone, 2014). Dmitrović et al.

(2009) introduced the notion of tourist satisfaction at the destination level, affirming that customer satisfaction is a crucial component of destination performance. They emphasize the need for ongoing monitoring to enhance destination competitiveness. Dmitrović's research proposed a conceptual model of tourist, satisfaction that includes seven latent constructs, with tourist satisfaction placed as the central construct. It incorporates four antecedent constructs including quality, value, costs and risks, and image and two outcome constructs such as complaint behavior and loyalty.

Additionally, we can summarize a number of significant findings from the analysis of earlier papers (Pizam et al., 1978; Mayer et al., 1998; Kozak & Rimmington, 2000; Hsu, 2003; Chi & Qu, 2008; Alegre & Garau, 2010) to more recent ones (Ragavan, 2014; Ramseook-Munhurrun et al., 2015; Suhartanto & Triyun, 2016; Chand et al., 2016; Agrawal, 2017; Albayrk, 2017; Tanford, 2017; Han, 2018; Androniceanu, 2017; Androniceanu & Popescu, 2017; Pjerotic, 2017). The major and secondary components of the destination have an impact on a variety of variables that directly connect to visitor satisfaction. Natural beauty, cultural and historical heritage, climate and weather conditions, beaches, lodging, food and beverage options, friendliness of the local staff, accessibility of the destination, transportation options, destination safety, and availability of amenities catering to particular interests (wellness and spa, shopping, entertainment options, sports and recreational offerings, religious tourism, entertainment facilities, and tour guides) are among these factors. Next, the level of satisfaction experienced by tourists is contingent upon several factors, including the marketing strategy employed by a particular place, its reputation, pricing structure, distribution methods, and promotional efforts. The demographic characteristics of tourists such as sex, age, the purpose of their trip, their jobs, their income, and their country of origin are also important factors in determining how satisfied they are. In addition, the most tried-and-true theory holds that a destination's success may be directly tied to the level of satisfaction its visitors experience there. When examining the image of a destination, several factors come into consideration, namely perceived quality, perceived value, and satisfaction. These factors, as discussed by Bigne et al. (2001), Chen and Tsai

(2007), and Chen and Chen (2010) are commonly used variables to elucidate tourist motivation and determine the level of intention to visit or revisit a tourist destination.

### ***2.1.3. Revisit intention***

One of the primary focuses of modern tourism literature is investigating visitors' revisit intentions to engage in various forms of tourism in the future (Lam and Hsu, 2006). Several previous studies by Ramukumba (2018) and Qu (2017) discovered return intention in the context of tourist destinations. According to Baker and Crompton (2000), revisit intention was defined as the likelihood of tourists undergoing an activity or a place again. They also argued that a visitor's readiness to return to a tourist location within a year characterizes that visitor's behavior about plans to visit again. Return intention is the eagerness to visit a place, establishment, or location repeatedly (Cole & Scott, 2004). The chance of tourists returning to a tourist location in the future was characterized by Qu (2017) as revisit intentions. According to Osman and Sentosa (2013), a tourist's first experience in a certain location determines whether they will return. When customers enjoyed exceptional and unforgettable service during their prior visit, they were more likely to return (Bowen & Chen, 2001). The influence of hospitality on customer satisfaction, which in turn affects consumer willingness to return, serves as an estimate for the industry's future viability (Nugroho et al., 2021).

### ***2.1.4. Cultural contact***

Cultural contact is seen as a key term in the tourism sector and occurs when tour groups go to or interact for many days with a certain cultural tourist location (Chen & Rahman, 2018). They also defined cultural contact as tourists' desire to interact with and learn about the culture of a place. Through encounters with the local population and culture, tourists are intended to get a deeper understanding of these tourist locations. To put it another way, research on cultural interaction focuses on the goals and quality of experiences that visitors look for when they visit another culture (Gnoth & Zins, 2013). Schortman and Urban (2015) stated that cultural contact occurs when there is an interaction between one group and another that does not have the same identity. Since there is no such thing as an isolated culture, all

cultural expressions are required to interact with others, and cultural interaction is an essential component of growing as a person (Gosden, 2004). According to Overton's (1981) research, Western tourists are more willing to discover the cultures of emerging nations and may eventually help local tourism industries. In the context of rural tourism, cultural interactions between visitors and the people who live there are vital (Kour et al., 2021) and apply to both domestic and foreign visitors in an area with an array of cultures (du Cros & McKercher, 2016).

### ***2.1.5. Perceived value***

In today's tourism environment, characterized by globalized competition and increasingly demanding tourists, the production and transmission of value for tourists have become a competitive advantage for the tourism industry (Flagestad & Hope, 2001; Ryan, 2002). One of the more important measures in recent studies has been called perceived value (Holbrook, 1999; Cronin et al., 2000). Perceived value is a general evaluation of a product's advantages based on perceived gains and losses (Zeithaml, 1988). With value-perceived pricing, the vendor evaluates the worth of the product to each customer and sets the price depending on how much they believe they are getting for their money from the product's qualities (Kortge, 1993). To put it another way, perceived value is the outcome of weighing the costs and benefits of an item (Pham & Huang, 2015). Customer value perceived is typically viewed as a unidimensional construct that simply considers the customer's appraisal of money, price, or cost in past research that looks at this relationship in the context of services (Cronin et al., 2000; Chen & Quester, 2006; Chen & Tsai, 2007; Chen & Chen, 2010; Yoon et al., 2010; Howat & Assaker, 2013). But over the years, it has become clear that analyzing recent consumer behavior through perceived value leads to improved consumer understanding (Ostrom & Iacobucci, 1995; Jensen, 1996). Value has been identified as a crucial component for acquiring a competitive edge (Woodruff, 1997); it has also been viewed as the only surefire way to strengthen a destination's competitive edge (Pechlaner et al., 2002).

### ***2.1.6. Service quality***

Service quality is characterized by Zeithaml and Bitner (2003) as the customer's

assessment or verdict of the whole service rendered. According to Cronin and Taylor (1992) and Rust and Oliver (1994), service quality is typically seen as being subjective in nature. As per Dabholkar et al. (2000), service quality is the evaluative judgment made by consumers based on their subjective perception of the service performance they experience. In the hospitality industry, service quality has always been one of the most important factors (Slack et al., 2020). Parasuraman et al. (1988) and Liu et al. (2020) define service quality as “a function of the difference between the expected service and the customer’s perception of the service actually provided” while Tjiptono and Chandra (2012) defines service quality as meeting customer demands and delivering on expectations. Tosun et al. (2015) have defined service quality as the assessment made by tourists regarding the services, they have availed of in a specific place to stay.

#### ***2.1.7. Green practices***

Thipsingh et al. (2022) found that the hotel industry is growing and people tend to pay more attention to sustainable tourism that does not harm the environment. Green practice is a hotel program to carry out activities to save energy, resources, reduce solid waste, reduce operating costs as well as protect the surrounding environment (Teng et al., 2015). According to Moise et al. (2021), “green practices” are the deliberate acts and endeavors a hotel chain undertakes to either enhance the environment or lessen and eradicate the detrimental effects of corporate activity on the environment. As defined by Kim et al. (2017), the term “green practices” in the context of hotels refers to a business strategy that provides additional value and benefits to a hospitality operation by engaging in initiatives aimed at protecting the environment. The implementation of environmentally conscious practices encompasses a range of strategic activities, including but not limited to recycling, waste reduction, efficient utilization of energy and resources, preservation of water and natural landscapes, procurement of ecological products and materials, enhancement of green services and service processes, training and development of green human resources, and provision of environmentally sustainable goods and services (Merli et al., 2019; Pham et al., 2020).

### ***2.1.8. Novelty seeking***

The characteristics of novel occurrences that differ from regular life experiences are referred to as novelty (Thipsingh et al., 2022). The novelty-seeking theory offers a solid theoretical framework for understanding traveler-choosing behavior, and it has become essential in tourist decision-making since travelers' need for novelty is natural (Cohen, 1979). Numerous definitions of novelty have been put out; however, the most prevalent one argues that it is typically the degree of variation between current experience and previous encounters, making it the inverse of an established routine (Jenkins, 1969; Pearson, 1970). According to Hebb and Thompson (1954), consumers want to experience the greatest stimulation levels in their chosen behaviors. This is the conceptual basis for both variety and novelty seeking. According to Berlyne (1966), tourists who are curious about a location become more involved and make an effort to explore it in order to satisfy their need for novelty. Gitelson and Crompton (1984) identified one factors contributing to satisfaction as a novelty-seeking experience obtained via travel. As stated by Oliver (1997), when a visitor's craving for novelty is satisfied, their contentment with their time away may rise. When tourists find a unique or interesting location, they may wish to explore it more and be inspired to visit it again.

## **2.2. Literature review**

### ***2.2.1. Tourist satisfaction***

Tourism is increasingly seen as an important smokeless industry for many countries and restaurant customers, hotels take their service quality and satisfaction very seriously. The advertising and marketing literature recognizes customer satisfaction as a significant and crucial objective of all economic operations (Wang & Lo, 2002). Satisfaction differs from the actual quality of service in that it is the outcome of a thorough and accumulated assessment of both internal and exterior characteristics of the service (Bakti et al., 2020). One of the core values for building and implementing the marketing of a business is largely based on customer satisfaction as the foundation. They feel satisfied when they get a commensurate experience with what they expect; the opposite is true for dissatisfaction. Along with

customer retention and product repurchase, customer satisfaction is a significant part of a corporate strategy. According to Hill et al. (2007), customer satisfaction serves as a barometer for predicting future consumer behavior. Only by putting the customer first can businesses increase customer satisfaction and retention rates; oppositely, if rivals boost their customers' satisfaction, the company risks losing its client. Depending on the stage of the usage or experience cycle that is being focused on, satisfaction can vary greatly, especially when using a product or receiving service over an extended period (Lovelock & Wright, 2016). According to Zeithaml and Bitner (2003), a customer's emotional reactions, attitudes, and sense of equity all have an impact on how satisfied they are. Increased customer satisfaction may help the business in a number of ways, including increased word-of-mouth advertising, customer loyalty, and an expansion of the product life cycle. Additionally, it is suggested that a customer's general satisfaction with the purchasing process would increase his or her confidence in the service supplier and satisfaction to be an antecedent to trust (Geyskens et al., 1999). When a consumer is satisfied with the service or product that the business provides, they are more likely to make repeat purchases and suggest what the business provides to other people. It can be said that tourist satisfaction is the result of the comparison between product performance and experience. If the experience is not as expected, then they will be dissatisfied. Conversely, they are satisfied if the experience exceeds their expectations.

### ***2.2.2. Revisit intention of tourists***

Tourists increasingly have different needs and often come with different expectations and experiences when visiting a tourist destination. Chien (2016) argued that travelers are willing to return to the same place to have a pleasant experience and suggest it to friends in order to establish loyalty. When referring to cost analysis, the sum spent on acquiring new consumers is unquestionably more than sustaining or engaging current customers, thus service providers must ensure that their clients have the intention to return (Fornell, 1992). According to Wang (2004), the expense of acquiring returning consumers is lower than that of acquiring new customers. Furthermore, Lehto et al. (2004) and Wang (2004) indicated in a previous study that repeat visitors spend more money and remain longer than those who visit for the first

time. When a business sells a thing or service, it's likely that many other businesses on the market also offer items or services that are quite comparable. Typically, customers have a wide range of options. Therefore, in addition to drawing in new clients, businesses must increase the worth of their current clientele and adopt effective measures to encourage their repurchase habits (Hanai et al., 2008). Martin et al. (2012) indicated that tourists will have a higher intention to visit again if the tourist attraction makes them satisfied with the environment and facilities. Customers' satisfaction should be taken into consideration as having a substantial impact on their intentions to return, according to Cronin and Taylor (1992) and Huang and Lu (2007). The researchers also claimed that customer satisfaction is related to service quality and emotional experiences, which in turn affects consumer impressions and loyalty to the business. Consequently, a visitor's intentions to return are highly influenced by their level of satisfaction. In a nutshell, returning to the same place several times is referred to as return intention, because of previous gratifying experiences, and to recommend that place to create loyalty and word-of-mouth.

### ***2.2.3. Cultural contact***

As a possible element impacting tourist happiness, particularly for international visitors, cultural contact is starting to get attention. According to Gnoth and Zins (2013), cultural contact research is the study of the purpose of experiences when tourists visit places of other cultures. Through cultural contact, tourists want to gain more knowledge about the cultures of their destination. Cultural contact affects tourists' willingness to go to certain destinations. In addition, a tourist destination with an attractive culture will keep visitors coming back to experience many services it offers (Chen & Rahman, 2018). Cultural exposure significantly increases visitor satisfaction (Li & Liu, 2019). In addition to routines, attitudes, ceremonies, and traditions, cultural interaction also includes human representations of culture and human uses of natural and financial assets (Steiner & Reisinger, 2004). The importance of cultural contact in affecting tourist satisfaction has also been substantiated by past studies (Romão et al., 2015; Vu et al., 2020). For long-distance travelers in particular, a destination's more pleasant and appealing culture can assist visitors in having new experiences, acquiring greater pleasure, and ultimately

increasing their contentment (Zeng, 2017). Therefore, cultural contact gives visitors the opportunity to engage in exotic settings, communicate with residents of minority groups, and access a variety of customs, rituals, and ways of life. All these opportunities result in a deeper cultural experience and a higher likelihood that visitors are going to come back (Gnoth & Zins, 2013; Zou et al., 2021). When visitors discover a new culture's appeal, they become more engaged in the destination's actions and have a better experience (Chen & Rahman, 2018). Deep awareness and active participation in the culture of the region provide visitors with a genuine and unforgettable experience, which increases their satisfaction and return intention (Tung & Ritchie, 2011; Nguyen Viet et al., 2020).

***Hypothesis 1: Cultural contact noticeably affects Tourist satisfaction.***

#### ***2.2.4. Perceived value***

According to the experimental results from the SEM model, functional and emotional values in tourists' perceived value have a great impact on their satisfaction. In addition, a significant relationship between tour satisfaction and recommendations to others was detected (Lee et al., 2007). Through the intermediary of customer satisfaction, value perception also has an indirect impact on guest loyalty (Paulose & Shakeel, 2022). Depending on the consumption situation, customers will look for different perceived values (Sheth et al., 1991). One study suggested that customer satisfaction and perceived value influence loyalty (Cronin et al., 2000). Customer perceived value is a significant issue in lodging establishment management because it influences how guests evaluate a hotel's services and how they choose whether to make a purchase (Touni et al., 2022; Abdou et al., 2022). The current management objective should be to increase customer loyalty by enhancing customer perceptions of service quality and consumer perceived value and how they impact customer satisfaction and behavioral intentions (Hu et al., 2009). Many other studies have shown that perceived value directly affects future behavior (Gallarza & Saura, 2006; Chen & Chen, 2010). It is recognized as a strong influence on the intention to return (Kim et al., 2014). The results show that perceived value is strongly influenced by customer satisfaction (Tarn, 1999). And tourist satisfaction is derived from aspects

of consumer perception of value (Waheed & Hassan, 2016). Perceived value greatly reduces the influence of brand equity on customers' purchase intentions (Huang et al., 2011). The findings show a significant relationship between perceived value, visitor satisfaction, and expected future behavior (Pandža Bajš, 2015). In addition to having a direct impact on customer happiness and intent to keep using the product, perceived value also has an indirect impact on the long-term social bond that customers have with the product (Chen & Lin, 2015). Future behavioral intentions have many components, two of which are the intention to refer and the intention to return. Therefore, the intention to return was also related to satisfaction (An et al., 2019). When consumers feel great value in their purchase, they are more likely to leave a positive comment and more likely to return (Chen & Chen, 2010; Gallarza & Saura, 2006; Petrick, 2002).

***Hypothesis 2: Perceived value noticeably affects Tourist satisfaction.***

#### ***2.2.5. Service quality***

Leong et al. (2015) have extensively discussed the surrounding the correlation between customer satisfaction and the quality of service. While some scholars posit that service quality can engender customer satisfaction, others hold divergent views, contending that no such relationship exists between the two constructs. Considerable researches (Lee et al., 2000; Ting, 2004), the quality of the services provided influences consumer happiness. Customers are happier when they receive high-quality service, according to many studies (Wantara, 2015). Further, several previous research has found that visitor pleasure is strongly correlated with service quality (Silvestri et al., 2017; Hallak et al., 2018). Numerous research studies (Ranjanthran & Mohammed, 2010; Bigne et al., 2001; Chen & Tsai, 2007; Ngoc & Trinh, 2015) have demonstrated that satisfaction is an effect of image and service quality. Finding's Khan et al. (2013), tourist satisfaction can be influenced by the level of service quality provided by a destination, which in turn can attract more tourists. Hospitality research has acknowledged the significance of service quality (Parasuraman et al., 1988; Dedeoğlu & Demirer, 2015). A different survey of four-star hotel visitors, how well they view the quality of the service has an impact on how

likely they are to return to the property (Worsfold et al., 2016). Wu and Ko (2013), the quality of the accommodation infrastructure is a crucial service dimension for the hospitality industry. The components of interest encompassed within this context are multifaceted and include the interior decoration (Wu & Weber, 2005), the design of the infrastructure (Aubert-Gamet, 1997), the ambiance, which encompasses the lighting, sounds, noise, heat, signage, and wall color (Bonn et al., 2007) and the level of cleanliness (Ryan & Huimin, 2007). All these factors are deemed significant in ascertaining customer satisfaction. The potential of any firm can be hampered by poor service quality, which may also tempt customers to switch service providers (Sparks & Westgate, 2002). The probability of tourists revisiting a destination can be enhanced by the provision of high-quality services and satisfaction, as suggested by various studies (Appiah-Adu et al., 2000; Bigne et al., 2001). Additionally, the expectations of tourists for future visits to the same destination can also be influenced by their previous experiences (Tian-Cole & Crompton, 2003). When visitors' expectations are met, or exceeded, they are more likely to revisit the attraction (Dabestani et al., 2016; Zibarzani et al., 2022). So, the likelihood that a tourist will return to the same destination is increased if they believe the service to be greater.

***Hypothesis 3: Service quality noticeably affects Tourist satisfaction.***

#### ***2.2.6. Green practices***

Based on several studies (Assaker, 2020; Dang & Wang, 2022; Han, 2020), adopting green practices is a crucial strategy for hotel companies to pursue in order to enhance business performance and change consumer behavior. Several studies have proved that most green activities have been tested and found that they are particularly appreciated by tourists and have favorable effects on their satisfaction (Oroian et al., 2015; Merli et al., 2019). According to Mensah's (2004) research, 90% of hotel visitors said they would like to stay in a property with a green management standard. In addition, Kimpton Hotels claims that 16% of their visitors pick them for their eco-friendly policies (Butler, 2008). According to Han and Kim (2010), the importance of customer satisfaction is greatly influenced by how organizations develop sustainable tourism. Moreover, recent study on consumer satisfaction by

Gerdt et al. (2019) has emphasized the importance of conducting general sustainable development orientation and specific sustainability development measures. Businesses that implement green practices will benefit greatly in the areas of financial performance, marketing, and the environment (Kim et al., 2017). They can make their environmental activities public and provide detailed information about their eco-friendly practices (Millar & Baloglu, 2011). Research by Prud'homme and Raymond (2013) indicated that a focus on sustainable development makes customers more satisfied and increases the likelihood of returning to sustainability-oriented destinations and accommodations.

***Hypothesis 4: Green practices noticeably affects Tourist satisfaction.***

#### ***2.2.7. Novelty seeking***

Variety seeking has given way to novelty seeking in the context of tourism, which has been shown to be especially significant regarding tourist locations (Feng & Jang, 2004; Uysal & Hagan, 1993). Travelers are often motivated to travel by the desire to experience something new. It is well known that travelers make decisions based on their need for novelty, and travel is frequently prompted by people's need for various forms of novelty (Lee & Crompton, 1992). They also further stated that the novelty sources when traveling were excitement, excitement, and unexpected reduction of monotony. McIntosh et al. (1995) proposed a number of kinds of novelty sources, ranging from finding unique physical locations to acquiring status and public attention. According to Cohen (1979), travelers are often thought to possess an intrinsic need for new experiences and novelty. According to Feng and Jang (2004), whereas continuous repeaters and continuous switchers may be the higher and lower levels of novelty seekers respectively, postponed repeaters are travelers who experience stimulation at a medium degree. Four of Hirschman (1984) assertions apply to tourists' novelty-seeking. First, some vacationers want less novelty, while others like more. Second, travelers' novelty seeking may affect their predispositions and preferences. Third, various places might fulfill comparable novelties. Fourth, by assessing an individual's degree of novelty, it may be feasible to identify the sorts of destinations that would please them. According to Petrick (2002), there is widespread

consensus that the desire for new experiences is a significant factor in the decision-making process of tourists. Toyama and Yamada (2012) showed that travelers' experiences that meet or exceed expectations of novelty may have positively affected tourists' travel satisfaction. Therefore, the novelty was important to tourists' perceptions and overall satisfaction.

***Hypothesis 5: Novelty seeking noticeably affects Tourist satisfaction.***

### ***2.2.8. Tourist satisfaction towards future revisit intention***

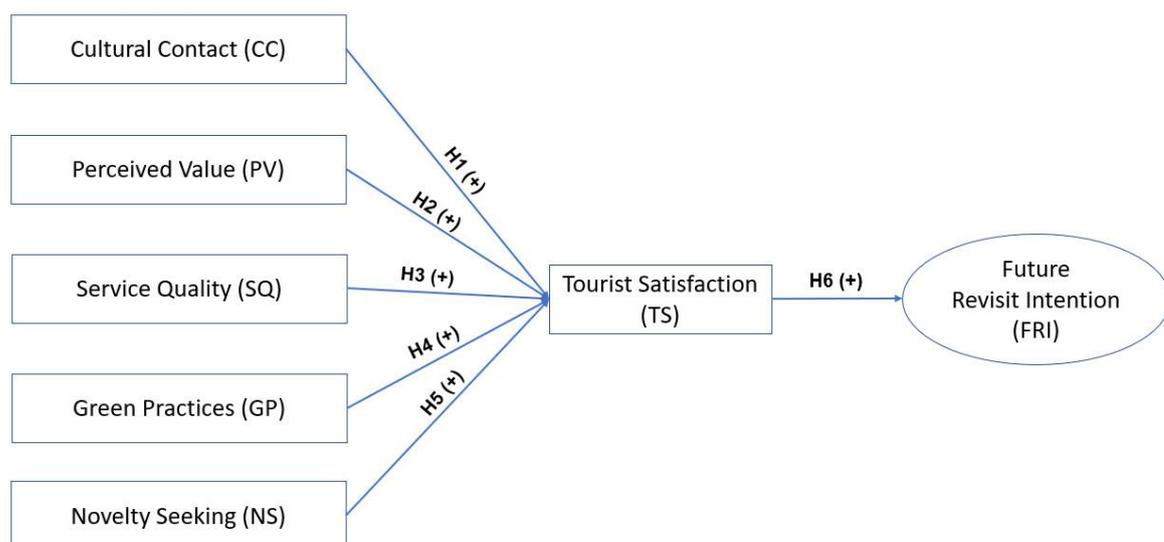
The hospitality business has traditionally placed a premium on customer happiness. As stated by Mao and Zhang (2014), conducting research on satisfaction can offer insights into the extent to which a destination can cater to the needs of tourists. A study by tourists feels content and departs from their trip with fond memories when their experiences meet their expectations and make them feel gratified (Reisinger & Turner, 2003). They even consent to paying extra for this service. The visitor is unhappy, nonetheless, when they cause them to feel unappreciated (Reisinger & Turner, 2003). An et al. (2019) explored travelers' intentions to return to Airbnb hosts and found experimentally that tourists' happiness positively enhances their desire to do so. It has been argued that the level of satisfaction that visitor experiences there would set strong standards for offering or visiting again (Alegre & Garau, 2010; Soleimani & Einolahzadeh, 2018). The imperative of tourism destination management lies in the augmentation of tourists' satisfaction levels and attraction loyalty, as posited by Khuong and Ha (2014). Further, Yi et al. (2018) claimed that this satisfaction is a key element in creating favorable perceptions, luring additional visitors and boosting visitor loyalty. According to Wu et al. (2015), visitor satisfaction may be one of the most crucial variables influencing their intentions to return. Besides, the findings of Bigne et al.'s (2001) empirical investigation reveal that tourist satisfaction plays a crucial role in influencing their inclination to recommend a place they have visited acquaintances such as friends and family. However, the study did not establish any significant correlation between tourist satisfaction and their intention to revisit the destination. On the other hand, tourism satisfaction affects travelers' desire to visit again and to

tell others about a place (Zeng et al., 2021). In hospitality research, satisfaction has been linked to visitor return (Breiby & Slåtten, 2018; Hasan et al., 2019). Regarding their experience, visitors may respond favorably or unfavorably (Rajesh, 2013). Based on Waheed and Hassan’s research (2016), satisfaction is a crucial factor that exerts a favorable impact on the intention to revisit. In line with Pratminingsih et al. (2014), revisit intent is regarded as a crucial variable to take into account for the growth and survival of a business in the tourist sector. Tourist satisfaction and return visits make up a new comprehensive model in which satisfaction is a factor for temporal revisit intention (Som & Badarneh, 2011), connecting with model satisfaction and performance level for intention to return assessment (Baker & Crompton, 2000).

**Hypothesis 6:** *Tourist satisfaction noticeably affects the Future revisit intention.*

### 2.3. Theoretical Framework

The researchers have successfully built a proposed model (Figure 1) when synthesizing the literature review and hypotheses. Independent variables in the study are cultural contact (CC), perceived value (PV), service quality (SQ), green practices (GP) and novelty seeking (NS). Next, tourist satisfaction (TS) is the mediator variable, and future revisit intention (FRI) is the future revisit intention.



**Figure 1.** Proposed research model by the authors (2023)

Table 2.1 shows the scale for each factor is implemented in this study based on the research literature reviewed above.

<b>Table 2.1 Scales of elements</b>			
<b>Construct</b>	<b>Code</b>	<b>Scales</b>	<b>Reference</b>
<b>Cultural Contact (CC)</b>	CC1	I like learning about different cultures.	Lai et al. (2021); Nguyen Viet et al. (2020)
	CC2	I enjoy learning about the different customs, rituals and lifestyles in Can Tho.	
	CC3	I want to have experiences and participate in cultural activities when coming to Can Tho such as Floating Market, Hoa Dang Festival, Folk Cake Festival, and traditional craft villages, etc.	
	CC4	I want to experience and spend time in Can Tho locally culture.	
	CC5	Cultural Contact is an important part of my travel experience.	
<b>Perceived Value (PV)</b>	PV1	Product prices in Can Tho are reasonable.	Thipsingh et al. (2022); Waheed and Hassan (2016)
	PV2	Can Tho is suitable for me to visit.	
	PV3	The climate in Can Tho is appropriate for relaxing and doing some recreational activities.	
	PV4	The travel experience in Can Tho is worth my time and effort to come here.	
	PV5	I think Can Tho is a suitable destination for many tourist segments.	
<b>Service Quality (SQ)</b>	SQ1	Staff at the accommodation facilities and tourist attractions in Can Tho are friendly and always willing to serve customers.	Hutchinson et al. (2009); Mohamed (2006); Johns et al. (2007)
	SQ2	Staff knowledgeable about the products and services offered.	
	SQ3	Staff in accommodations understand and accommodate my specific needs.	
	SQ4	Services at tourist sites and hotels are provided quickly.	
	SQ5	Accommodation facilities have modern equipment and new technology.	
<b>Green Practices (GP)</b>	GP1	Hotels in Can Tho use a key card system to turn on and off the electricity.	Thipsingh et al. (2022); Berezan et al. (2014);
	GP2	Hotels in Can Tho use filtration systems to use water efficiently.	

	GP3	Hotels in Can Tho inform guests about changing sheets, pillowcases, towels at the request of guests.	Moise et al. (2021)
	GP4	Most destinations in Can Tho offer eco-friendly products.	
	GP5	In general, hotels and locations in Can Tho are environmentally friendly.	
<b>Novelty Seeking (NS)</b>	NS1	I find new experiences when visiting in Can Tho.	Thipsingh et al. (2022); Jang and Feng (2007); Assaker et al. (2011)
	NS2	Visiting Can Tho, I have the opportunity to enjoy the unique and diverse local cuisine.	
	NS3	I learned many novel things from the locals.	
	NS4	Visiting and experiencing activities at ecotourism sites in Can Tho gives me an interesting and new feeling.	
	NS5	Can Tho is a place with many things for tourists to discover, experience and learn.	
<b>Tourist Satisfaction (TS)</b>	TS1	I am satisfied with the tourist sites in Can Tho.	Hasan et al. (2019); Kim et al. (2015); San-Martín et al. (2015); Shi et al. (2014)
	TS2	Visiting Can Tho places fulfilled my need.	
	TS3	The decision to travel to Can Tho is the right decision.	
	TS4	The money and time I spent in Can Tho is reasonable.	
	TS5	Can Tho tour is amazing.	
<b>Future Revisit Intention (FRI)</b>	FRI1	I will come back to Can Tho many times on holidays, Tet, etc.	Thipsingh et al. (2022); Phillips et al. (2013)
	FRI2	I will come back to Can Tho following year.	
	FRI3	I tell my friends that I like this place and will stay longer than I planned next time.	
	FRI4	I look forward to visiting Can Tho soon.	
	FRI5	I intend to go to Can Tho on my next vacation.	

## CHAPTER 3: METHODOLOGY

*In chapter 2, the researchers presented theoretical concepts of factors affecting satisfaction driving to the intention to return of tourists, previous studies and proposed models. Next, chapter 3 will cover methodology, research design, scales, samples, data collection and data analysis.*

### **3.1. Research design**

The research is built based on the theoretical model proposed in Figure 1. Study design considers variables at a time point, so it is quite simple and economical, suitable for research (Neuman, 2014). In this study, a quantitative method was used. Sekaran and Bougie (2016) stated that this method provides quite accurate and specific respondents' views and opinions. In addition, Neuman and Robson (2014) also believe that the quantitative method is cost-effective, simple and reliable. Therefore, researchers who used this method were able to collect data from respondents and process them in a reasonable time and cost manner. Besides, the researchers used a deductive approach. Review the literature of previous studies, then test that theory through data analysis.

According to Taherdoost (2016), questionnaire is a simple and reliable choice when collecting information related to social research. Therefore, the researchers used Google's form platform to design an online questionnaire and send it to the respondents. In terms of advantages, respondents have more time to think, so the results will be more authentic, and suitable for all respondents. Besides, there are also disadvantages such as low response rate or low question interest. Questionnaire from factors designed to collect data with the dependent variable is Novelty Seeking (NS), Perceived Value (PV), Service Quality (SQ), Green Practices (GP), Cultural Contact (CC), the mediator variable is Tourist Satisfaction (TS) and the dependent variable is Future Revisit Intention (FRI). With 5-point Likert scale, the researchers will measure respondents' views on variables affecting visitor satisfaction driving to revisit, while the scale runs from 1 to 5 (with 1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree). The use of Likert scale makes the obtained data easier to encode (Colosi, 2006). In social studies, the Likert scale is often used as a simple, popular

and optimal psychological measurement tool (Joshi et al., 2015). The research procedure is depicted in Figure 2.

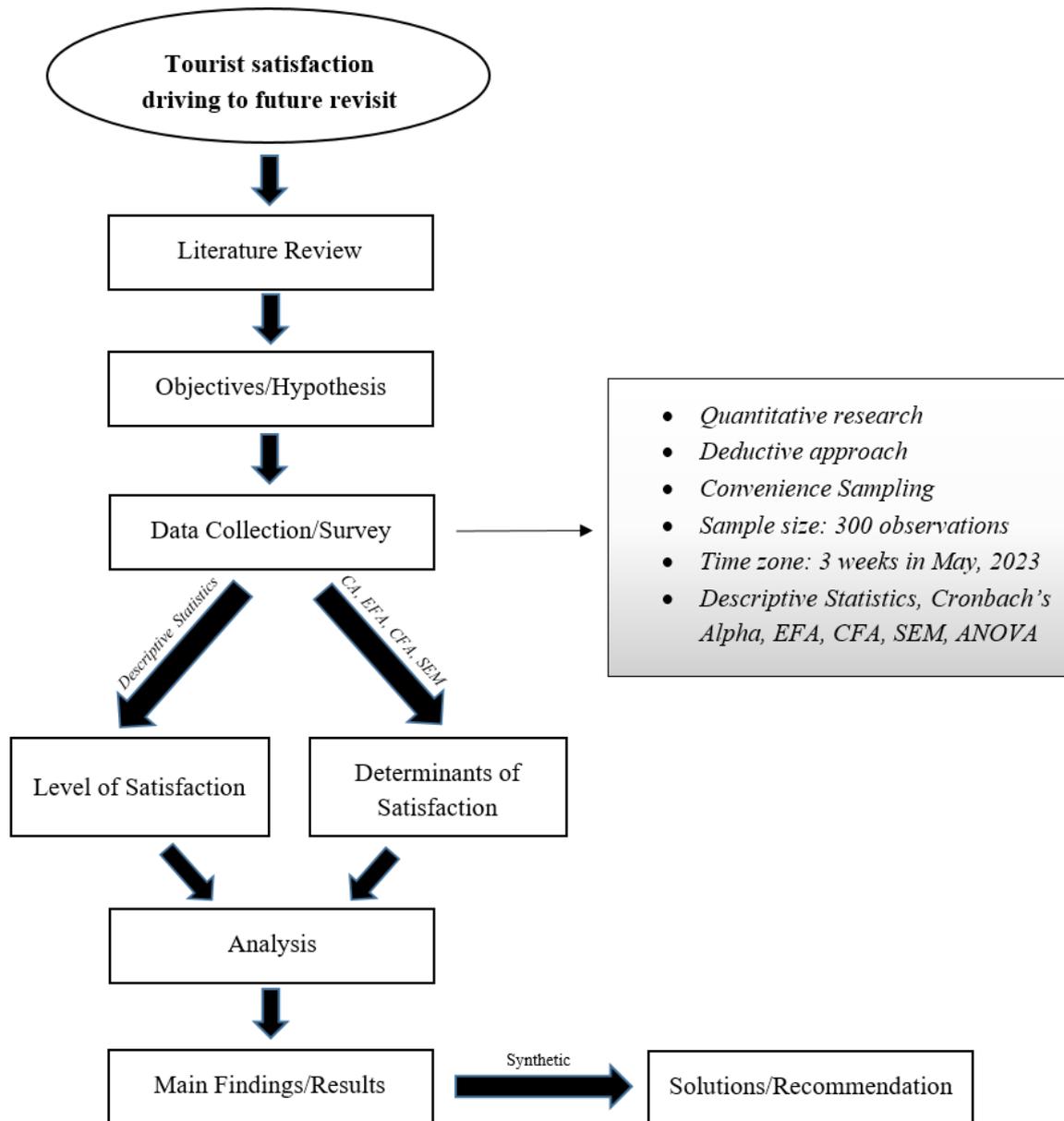


Figure 2. Research procedure

### 3.2. Target sample, sampling method

Sampling is quite important in scientific research. For objective reasons such as the population is too large (impossible to study all), it is necessary to select a representative sample of the population. Sampling helps researchers save time, money and effort, identify the right respondents to study and give more accurate results. For managing and analyzing large amounts of data, sampling is the optimal

solution to this problem (Nation, 1997). The quality of the sample determines the overall quality and generalizability of the population (Gay & Diehl, 1992).

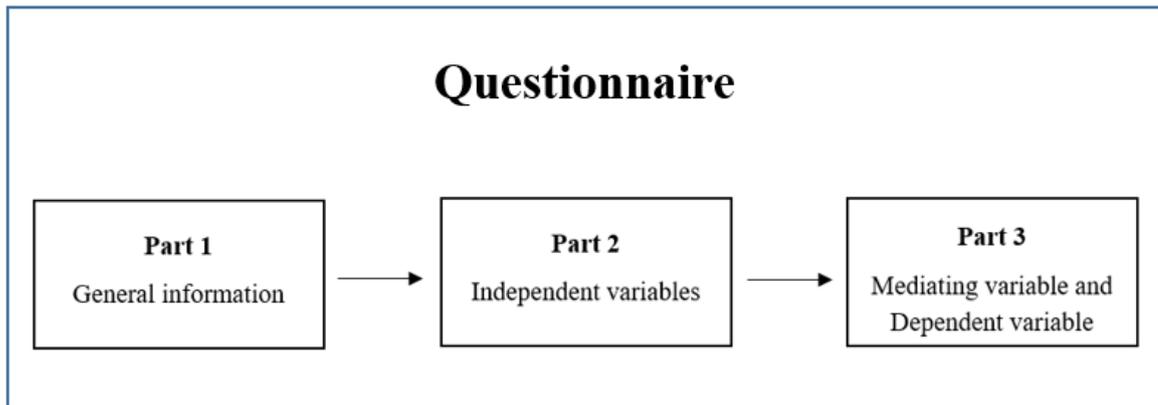
The researchers conducted the study during the planned study period of three weeks from May 10, 2023 to May 31, 2023 and collected data in Can Tho city. The population is tourists to Can Tho city. Sample is 300 tourists of the population. The survey was conducted on the basis of ensuring the privacy, confidentiality and voluntary of the respondents. The sampling method was non-probability sampling, specifically convenience sampling.

According to Trong and Ngoc (2005) proposed that the number of observed samples should be 5 times the number of variables to get good results. In this study, there were 35 variables ( $35 \times 5 = 175$ ). Therefore, the sample size should be larger than 175. The sample size in this research is 300 which is suitable for the study.

### **3.3. Data collection methods and procedures**

The researchers used primary data which was collected from participants, through answering questions in a questionnaire on Google's forms platform. Before sending the survey questionnaire to answer, the researchers sent it to 10 experts and received positive feedback after two weeks. In addition to collecting online survey samples, the researchers also conducted in-depth interviews with 50 respondents at Ninh Kieu Quay - a hotspot in Can Tho city.

The questionnaire is divided into three parts as shown in Figure 3. The first part is about demographic questions. The second part is questions about independent variables such as novelty seeking (NS), perceived value (PV), service quality (SQ), green practices (GP), cultural contact (CC). The third part is questions about the mediator variable is tourist satisfaction (TS) and the dependent variable is future revisit intention (FRI). The second and the third parts ask respondents to answer the questions on a 5-point Likert scale. The scale runs from 1 represents "strongly disagree to 5 represents "strongly agree" (Joshi et al., 2015).



**Figure 3.** Three parts of questionnaire

After three weeks of data collection, the total data collected was 333 observations. Removing the unsuitable variables and based on the pre-set norm, the sample size is the remaining 300 observations.

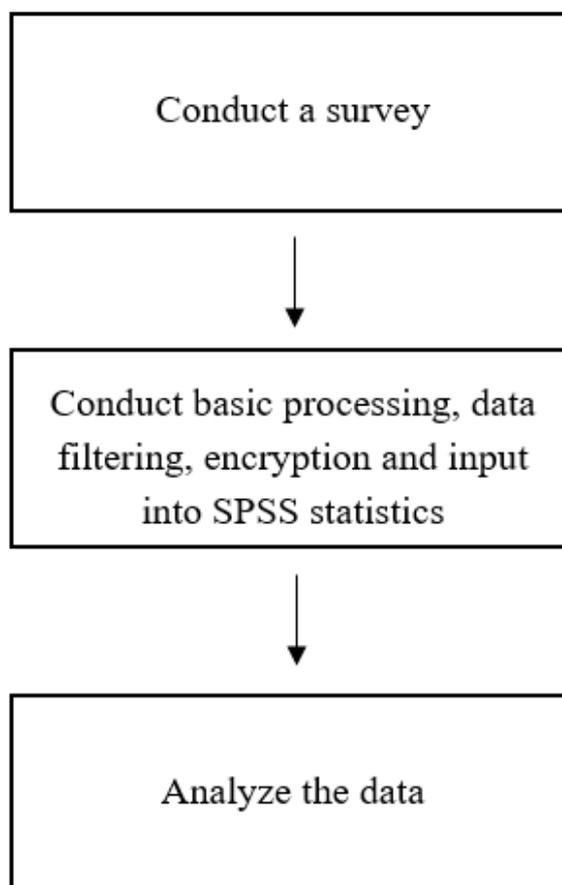
Having data from the respondents, the researchers will encrypt the data on Microsoft Excel and process them on SPSS and Amos.

Data collection procedure is shown in Figure 4:

- Firstly, after receiving positive feedback from 10 experts on the survey questionnaire, the researchers conducted a survey of tourists in Can Tho. Responders answer a series of questions on a 5-point Likert scale. This is convenient for quantitative analysis of collected data from responders.

- Secondly, when there is a dataset from the respondents, the researchers conduct basic processing, data filtering, encryption and input into SPSS statistics (Statistical Package for the Social Sciences) to create primary data.

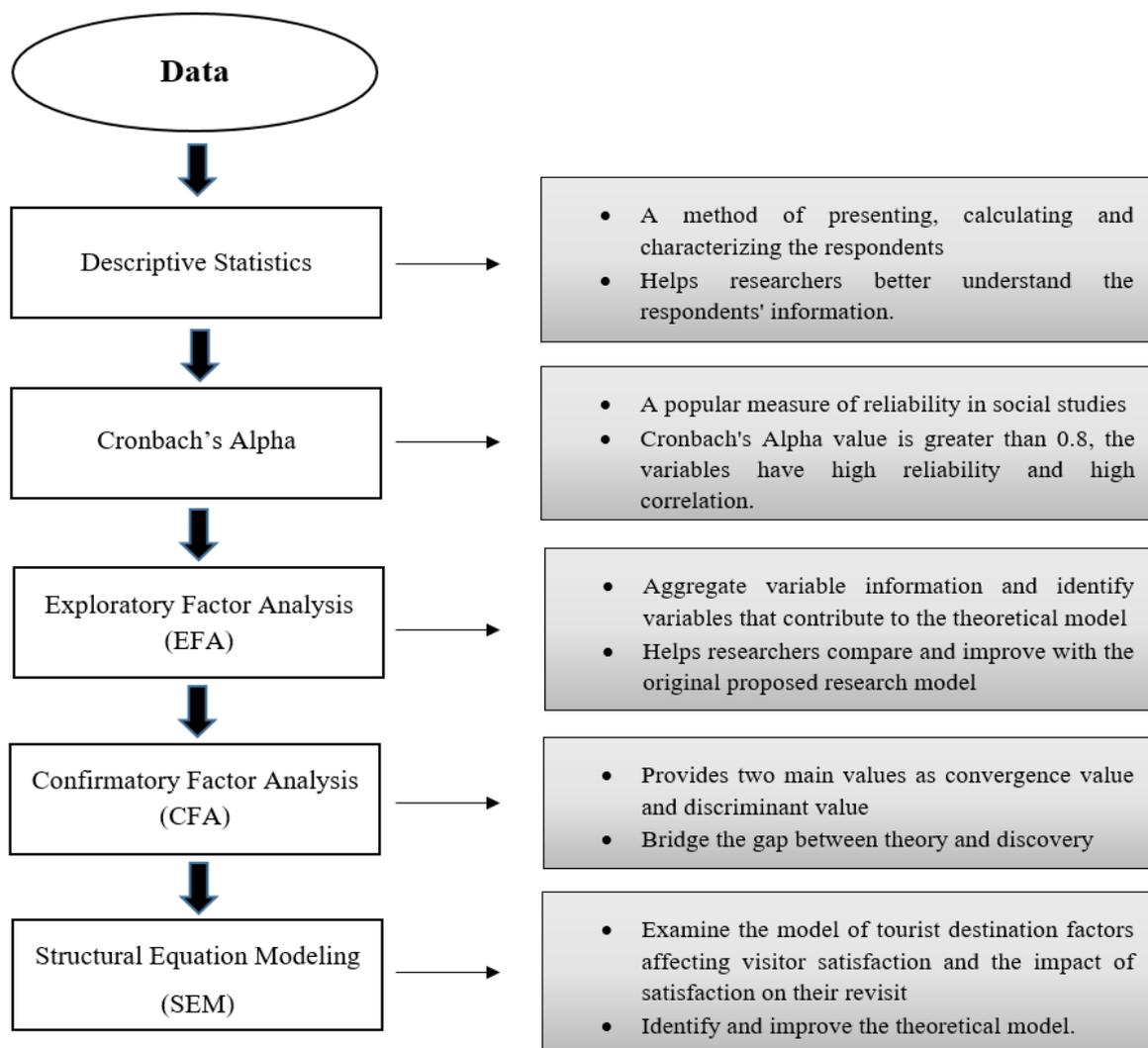
- Finally, analyze the data using SPSS software and Amos with analytical techniques such as descriptive statistics, Cronbach's Alpha, EFA, CFA, SEM and ANOVA. Based on that, researchers understand the research results and the relationship between the variables.



**Figure 4.** Data collection procedures

### **3.4. Data analysis**

The analysis of the results through the data collected from the survey will help the researchers implement quantitative analysis more easily (Kidder & Fine, 1987). The researchers used Statistical Package for the Social Sciences (SPSS) statistics version 20.0 and Amos with analytical techniques such as descriptive statistics, Cronbach’s Alpha, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM) and ANOVA to check reliability, as well as build the correlation relationship between the independent and dependent variables. The steps are summarized in sequence as shown in Figure 5.



**Figure 5.** Data analysis steps

Firstly, researchers use descriptive statistics to measure the level of satisfaction of tourists towards their return intention. Secondly, the use of analysis techniques Cronbach's Alpha, EFA, CFA, SEM helps researchers find out what influences tourists' feelings of satisfaction that drive the desire to return. Finally, researchers synthesize the research results to provide recommendations to create strategies for tourism regulators and hospitality businesses in making promote tourists' satisfaction driving revisit. In addition, research results also contribute hospitality-related material resources for the following research. In particular:

- Step 1: Testing the reliability of the scale: Cronbach's Alpha will test the reliability of the factors in research.

- Step 2: Using the Exploratory Factor Analysis tests the convergence of variables

in the model: EFA will reduce the model by removing inappropriate variables and grouping observed variables by type.

- Step 3: Running Confirmatory Factor Analysis with Amos: CFA is used to evaluate convergence and discriminant in variable structure.

- Step 4: Amos will perform Structural Equation Modeling: SEM is a method to evaluate the linear model between observed variables and other variables.

**Descriptive Statistics:** Basic demographic information such as gender, age, academic level, occupation, area, and behavior background of tourists as number of times traveling, travel companion/s, purpose of travel, length of stay, transportations will be run descriptive statistics by SPSS software. This is a method of presenting, calculating and characterizing the respondents. The min, max, mean values were used in the study. This helps researchers better understand and more objectively evaluate the respondents' information.

**Cronbach's Alpha:** A popular measure of reliability in social studies is Cronbach's Alpha reliability. According to Hair et al. (1998), the scale is highly correlated when Cronbach's Alpha is high. The coefficient of Cronbach's alpha with a cutoff of 0.6 and Corrected Item - Total Correlation  $> 0.3$  indicates good reliability for further analysis (Nunnally & Bernstein, 1994; George & Mallery, 2019). Variables with Cronbach's Alpha index less than 0.6 and a total correlation coefficient lower than 0.3 should also be eliminated. Many experts with extensive experience in the field of social science research also said that the Cronbach's Alpha value is greater than 0.8, the variables have high reliability and high correlation.

**Exploratory Factor Analysis (EFA):** According to Goldberg and Velicer (2006), EFA can also aggregate variable information and identify variables that contribute to the theoretical model. This helps researchers compare and improve with the original proposed research model. Values to consider when using EFA to evaluate fit are KMO coefficient (Kaiser-Meyer-Olkin), Sig Bartlett's Test coefficient, Total Variance Explained and Factor Loading. According to Kaiser (1974), KMO coefficient greater than or equal to 0.5, the factors are suitable for analysis. This helps researchers determine whether the factor is relevant to the study. Kaiser and Rice

(1974) stated that the sig coefficient Bartlett's Test can demonstrate the correlation between the independent variables in the model. If sig Bartlett's Test coefficient is less than 0.05, then the variables are correlated. Total Variance Explained is calculated as a percentage. If Total Variance Explained is greater than or equal to 50%, it is eligible for analysis (Anderson & Gerbing, 1988). According to Hair et al. (1998), items with a Factor Loading  $< 0.40$  should be eliminated because they do not converge properly with the construct designed for measurement.

**Confirmatory Factor Analysis (CFA):** CFA provides two main values as convergence value (indicating strong-weak relationship) and discriminant value (indicating no strong relationship) in the research model (Luan et al., 2023). According to Mueller and Hancock (2015), CFA can bridge the gap between theory and discovery.

**Structural Equation Modeling (SEM):** the researchers used SEM mediation analysis to examine the model of tourist destination factors affecting visitor satisfaction and the impact of satisfaction on their revisit. From there, the SEM model will identify and improve the theoretical model.

- Chi-Square ratio/degrees of freedom ( $\chi^2/df$ ): This index is used to check the depth of fit of the model. According to Hair et al. (2009), scholars stated that  $1 < \chi^2/df < 3$  will give the best results. Besides, Kettinger and Lee (1995) suggest that  $\chi^2/df$  less than 5 (with sample size larger than 200) or less than 3 (with sample size 200) are two excellent scenarios.

- Goodness Fit Index (GFI), Comparative Fit Index (CFI) should be larger or equal 0.90, and Root Mean Square of Error Approximate (RMSEA) should be less or equal 0.08 (Anderson & Gerbing, 1988; Hair et al., 2010). In addition, the Sig value of the variables must be less than 0.05 (the significant level at 95%).

- According to Alwin and Hauser (1975), in SEM, there are also mediation effects and these effects were specified as indirect effects. This effect is understood as independent variables through the mediator affecting dependent variable. In this research, if Sig of Standardized Indirect Effect - Two Tailed Significance less than 0.05, variable has an indirect effect on the variable.

**ANOVA:** One-way ANOVA is a technique used to test the difference between the tested variables in terms of their mean. In this study, one-way ANOVA was used to examine the statistically significant difference between the mean values of three or more groups. Firstly, the researchers considered the Sig of Levene Statistic in Test of Homogeneity of Variances and there were two cases. In the first case, a sig value greater than 0.05 means that the variance is uniform. Researchers will apply the results of the Bonferroni test with a small number of pairs to compare. In the second case, a sig value less than or equal to 0.05 means a different variance. The results of Tamhane's T2 test were used with the t-test for each pair of different variance cases. Secondly, the sig value of ANOVA is considered, if the sig value is less than 0.05, there is a statistically significant difference in mean values between groups. The opposite was true for no difference. Thirdly, researchers reviewed the sig value of Multiple Comparisons. If the sig value is less than 0.05, it is possible to identify two groups that are different from each other. Finally, Mean Difference (I-J) helps to determine which group is larger and which group is smaller.

### **3.5. Summary**

The research methodology was built specifically and clearly for data analysis with a sample size of 300 observations. In addition, the researchers used SPSS software and Amos with analytical techniques such as descriptive statistics, Cronbach's Alpha, Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modeling and one-way ANOVA to finding the correlation between factors and improve the reliability of research results. The research results also provide recommendations for tourism regulators, hospitality businesses, and contribute hospitality-related material resources for the following research.

## CHAPTER 4: FINDINGS AND DISCUSSION

*This chapter will investigate the proposed model structure and evaluate the effect of factors such as cultural contact (CC), perceived value (PV), service quality (SQ), green practices (GP) and novelty seeking (NS) on tourist satisfaction (TS) driving future revisit intention (FRI). Moreover, the chapter will also discover differences in the influence of demographics on variables, leading to new findings and recommendations to administrators, departments, tourism companies, and hotels to develop plans and strategies to attract tourists.*

### 4.1. Sample descriptive statistics

After a period of 3 weeks of data collection and then the removal of unsatisfactory observations, a sample of 300 tourists who have visited Can Tho city is presented in Tables 4.1 and Table 4.2 below.

<b>Table 4.1 Profile of responders</b>			
<b>Variables</b>		<b>Frequency</b>	<b>%</b>
Gender	Male	140	46.7
	Female	160	53.3
Age	Under 20 years old	60	20.0
	20-29 years old	145	48.3
	30-39 years old	40	13.3
	40-49 years old	31	10.3
	Above 50 years old	24	8.0
Education Level	Below high school	38	12.7
	High school	69	23.0
	College/University	166	55.3
	Postgraduates	27	9.0
Occupation	Student	152	50.7
	Lecturer	7	2.3
	Business	70	23.3
	Worker/Officer	53	17.7
	Retired	18	6.0
Area	Northern Vietnam	22	7.3
	Central Vietnam	9	3.0
	Southern Vietnam	245	81.7
	Foreign	24	8.0

Table 4.1 illustrates the profile of the survey respondents clearly. There are 140 males out of 300 tourists in the sample accounting for 46.7% and 160 females representing 53.3%. In addition, the ages of 20 to 29, which is the largest age group in the survey, accounted for 48.3%. Next, 20% of respondents were under 20 years old, and 13.3% of respondents were from 30 to 39 years old. Moreover, the figure for respondents aged 40-49 accounted for 10.3% and over 50 years old accounted for 8%. The academic levels accounted for 55.3% of college and university, 12.7% of lower high school, 23% of high school and 9% of postgraduates. The number of 152 students (50.7%) joined in this survey, the lecturer (2.3%), businessmen (23.3%), workers and officers (17.7%) and retired people (6.0%). There were 245 tourists from Southern Vietnam (81.7%), Northern Vietnam (7.3%), Central Vietnam (3%) and foreign (8%). Through the demographic analysis, the number of respondents is diverse age groups but mainly focuses on adolescents from 20 to 29 years old in Southern Vietnam, with high academic levels.

<b>Table 4.2 Behavior background of tourists</b>			
<b>Variables</b>		<b>Frequency</b>	<b>Percent</b>
Number of times traveling	Under 2 times/years	160	53.3
	2-4 times/years	103	34.3
	Above 4 times/years	37	12.3
Travel companion/s	Alone	24	8.0
	Lover	46	15.3
	Friends/colleagues	94	31.3
	Family	136	45.3
Purpose of travel	Leisure	276	92.0
	Business	7	2.3
	Visiting relatives/friends	17	5.7
Length of stay	Under 2 nights	85	28.3
	2-4 nights	172	57.3
	5-7 nights	30	10.0
	Above 1 week	13	4.3
Transportations	Motorbike	82	27.3
	Car	68	22.7
	Coach	79	26.3
	Plane	68	22.7
	Ship	3	1.0

Table 4.2 displays the behavior background of 300 tourists traveled to Can Tho city. Most tourists spend less than 2 times per year (53.3%), 2-4 times per year (34.3%) and above 4 times per year (12.3%). They usually travel with their family (45.3%), with friends and colleagues (31.3%), with their lover (15.3%) and alone (8%). They visit Can Tho city in order to relax or for mainly leisure purposes (92%), for business (2.3%) and for visiting their friends or relatives (5.7%). Their length of stay is under 2 nights accounting for 28.3%, 2-4 nights accounting for 57.3%, 5-7 nights (10%) and above one week (4.3%). Their main means of travel to Can Tho are by motorbike (27.3%), by coach (26.3%), by car (22.7%), by plane (22.7%) and by ship (1%). The bulk of tourists to Can Tho in the sample collected spend less than 2 times a year traveling often with family and friends to relax. They travel for a short time (less than 4 nights) and travel mainly by motorbike or coach.

#### 4.2. Reliability of scales

Cronbach's Alpha examined the reliability of factors affecting tourist satisfaction and future revisit intention. In other words, this technique is used to ascertain whether the observed variable has the same concept as a factor. Table 4.3 illustrates the correlation of the items of independent variables to the total variables such as cultural contact (CC), perceived value (PV), service quality (SQ), green practices (GP) and novelty seeking (NS). Next, tourist satisfaction (TS) is the mediator variable and future revisit intention (FRI) is the dependent variable, which are shown in Table 4.4.

<b>Table 4.3 Test reliability of independent variables</b>				
<b>Items</b>	<b>Corrected Item-Total correlation</b>	<b>Cronbach's Alpha if the item deleted</b>	<b>Mean</b>	<b>Standard deviation (SD)</b>
<b>Cultural Contact (CC): <math>\alpha=0.877</math></b>				
CC1	0.670	0.859	4.23	0.700
CC2	0.743	0.842	4.17	0.782
CC3	0.684	0.856	4.43	0.730
CC4	0.719	0.848	4.22	0.738
CC5	0.721	0.847	4.33	0.741

<b>Perceived Value (PV): <math>\alpha=0.816</math></b>				
PV1	0.562	0.795	4.08	0.838
PV2	0.646	0.770	4.08	0.741
PV3	0.624	0.775	4.06	0.812
PV4	0.634	0.772	4.26	0.767
PV5	0.573	0.790	4.20	0.779
<b>Service Quality (SQ): <math>\alpha=0.842</math></b>				
SQ1	0.645	0.811	4.21	0.802
SQ2	0.672	0.804	4.13	0.771
SQ3	0.627	0.816	4.20	0.794
SQ4	0.655	0.810	4.26	0.706
SQ5	0.644	0.812	4.14	0.796
<b>Green Practices (GP): <math>\alpha=0.833</math></b>				
GP1	0.626	0.801	4.17	0.814
GP2	0.645	0.796	4.04	0.735
GP3	0.666	0.789	4.23	0.801
GP4	0.548	0.822	4.05	0.770
GP5	0.678	0.786	4.19	0.798
<b>Novelty Seeking (NS): <math>\alpha=0.817</math></b>				
NS1	0.596	0.784	4.23	0.737
NS2	0.635	0.773	4.28	0.791
NS3	0.626	0.775	4.21	0.801
NS4	0.638	0.773	4.26	0.739
NS5	0.544	0.800	4.17	0.785

The results of the reliability test of five independent variables in Table 4.3 are presented clearly as follows:

**Cultural contact:** The scale of factor cultural contact has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.877 and Corrected Item-Total Correlation of the observed variables 0.670 - 0.743. Therefore, the cultural contact factor scale meets the reliability.

**Perceived value:** The factor scale perceived value has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.816 and Corrected Item-Total Correlation at the range from 0.562 to 0.646.

Therefore, the factor scale perceived value meets reliability.

**Service quality:** The scale of factor service quality has five observed variables. Testing the scale's reliability has Cronbach's Alpha coefficient of 0.842 and Corrected Item-Total Correlation between 0.627 - 0.672. Therefore, the factor scale service quality meets the reliability.

**Green practices:** The factor scale of green practices has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.833 and Corrected Item-Total Correlation of the observed variables 0.548 - 0.678. Therefore, the factor scale of green practices meets reliability.

**Novelty seeking:** The scale of factor novelty seeking has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.817 and Corrected Item-Total Correlation of the observed variables 0.544 - 0.638. Therefore, the scale of factor novelty seeking meets the reliability.

Table 4.4 indicates the results of the reliability test of the mediator and the dependent variables specifically as follows:

**Tourist satisfaction:** The scale of factor tourist satisfaction has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.852 and Corrected Item-Total Correlation of the observed variables 0.624 - 0.687. Therefore, the scale of tourist satisfaction meets the reliability.

**Future revisit intention:** The scale of factor future revisit intention has five observed variables. The results of testing the scale's reliability have Cronbach's Alpha coefficient of 0.853 and Corrected Item-Total Correlation of the observed variables 0.647 - 0.690. Therefore, the scale of future revisit intention meets the reliability.

<b>Table 4.4 Test reliability of mediator and dependent variables</b>				
<b>Items</b>	<b>Corrected Item-Total correlation</b>	<b>Cronbach's Alpha if the item deleted</b>	<b>Mean</b>	<b>SD</b>
<b>Tourist Satisfaction (TS): <math>\alpha=0.852</math></b>				
TS1	0.660	0.822	4.30	0.729
TS2	0.624	0.832	4.22	0.713
TS3	0.674	0.819	4.30	0.729
TS4	0.687	0.815	4.32	0.716
TS5	0.673	0.819	4.25	0.699
<b>Future Revisit Intention (FRI): <math>\alpha=0.853</math></b>				
FRI1	0.647	0.828	4.29	0.767
FRI2	0.660	0.825	4.25	0.786
FRI3	0.690	0.817	4.26	0.746
FRI4	0.681	0.820	4.27	0.691
FRI5	0.655	0.826	4.21	0.759

According to Nunnally and Bernstein (1994) and George and Mallery (2019), Cronbach's Alpha index and Corrected Item - Total Correlation must be greater than 0.6 and 0.3 respectively, to meet the method's requirements. Table 4 shows that the components of each scale satisfy the above two conditions. It is concluded that the scales are reliable. The findings in Table 5 demonstrate the above two scales including visitor satisfaction and future desire to return are also statistically significant and can continue to implement the following evaluation methods.

### **4.3. Exploratory Factor Analysis (EFA)**

After the scales have achieved reliability with 25 observed variables for five independent variables such as cultural contact, perceived value, service quality, green practices and novelty seeking. The researchers performed factor analysis to consider the correlation of items across all factors. The researchers can discover that the observed variables load up many factors or incorrect classification of factors from the beginning and reinforce the model.

Firstly, EFA analysis for 5 independent variables is performed in Table 4.5.

- KMO coefficient =  $0.935 > 0.5$ , which is suitable for analysis.
- Bartlett's Test: Sig. =  $0.000 < 0.05$ , indicating a correlation of items in each factor.

- There are five components extracted from EFA:

+ Eigenvalue of all factors is  $1.069 > 1$ : Qualified.

+ Total Variance Explained (TVE) is  $66.334\% > 50\%$ , showing that 21 observed variables could explain 66,334% of the data variation from the 5 extracted factors.

+ The factor loading coefficients in this analysis have practical significance with values larger than 0.5. The observed variables of the scale meet the requirements and ensure convergence and discriminant.

<b>Table 4.5 EFA for independent variables</b>						
<b>Factors</b>	<b>Items</b>	<b>Component</b>				
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Cultural Contact</b>	CC1	.802				
	CC4	.792				
	CC5	.760				
	CC2	.760				
	CC3	.617				
<b>Service Quality</b>	SQ2		.926			
	SQ4		.816			
	SQ5		.682			
	SQ1		.677			
	SQ3		.557			
<b>Novelty Seeking</b>	NS4			.841		
	NS2			.790		
	NS1			.746		
	NS3			.731		
<b>Green Practices</b>	GP2				.853	
	GP5				.798	
	GP3				.728	
	GP1				.689	
<b>Perceived Value</b>	PV3					.868
	PV2					.809
	PV4					.711
<b>Eigenvalues: 1.069</b>						
<b>TVE (Total Variance Explained): 66.334%</b>						
<b>KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy): 0.935</b>						
<b>Bartlett's Test: Sig. = 0.000</b>						
<i>Note: Extraction Method: Principal Component Analysis.</i>						
<i>Rotation Method: Promax with Kaiser Normalization</i>						

Secondly, EFA analysis for the mediator and dependent variables is performed in Table 4.6.

- KMO coefficient of mediator variable:  $0.855 > 0.5$  and  $0.855$  for dependent variable.

- Bartlett's Test of mediator variable:  $\text{Sig.} = 0.000 < 0.05$  and of dependent variable with  $\text{sig.} = 0.000 < 0.05$ .

- The factor loading coefficients in this analysis have practical significance with values larger than  $0.5$ .

+ The mediator variable: the range of  $0.761 - 0.811$

+ The dependent variable: the range of  $0.777 - 0.814$

<b>Table 4.6 EFA for the mediator and dependent variables</b>		
<b>Factors</b>	<b>Items</b>	<b>Factor loading</b>
<b>Tourist Satisfaction</b>	TS4	.811
	TS3	.802
	TS5	.800
	TS1	.789
	TS2	.761
<b>KMO: 0.855</b>		
<b>Bartlett's Test: Sig. = 0.000</b>		
<b>Future Revisit Intention</b>	FRI3	.814
	FRI4	.807
	FRI2	.789
	FRI5	.787
	FRI1	.777
<b>KMO: 0.855</b>		
<b>Bartlett's Test: Sig. = 0.000</b>		

Out of a total of 25 observed variables, 21 items met the requirements and 4 items were excluded after EFA analysis. The results show that 21 observed variables are divided into 5 groups with factor loading higher than  $0.5$ . Other prerequisites were met for all variables. It is concluded that the research model consisting of 5 independent variables namely cultural contact, perceived value, service quality, green practices and novelty seeking is accepted to measure for the mediator variable (tourist satisfaction) and dependent variable (future revisit intention).

#### 4.4. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used to determine the measurement model fit by using AMOS (Hu & Bentler, 2009). Based on these results in Tables 4.7, the model reached a good fit before conducting SEM. According to Hair et al. (2010) and Hu and Bentler (2009), the required criteria satisfy with the Chi-square indexes =  $1.775 < 3$ ,  $GFI = 0.907 > 0.9$ ,  $CFI = 0.953 > 0.9$  and  $RMSEA = 0.051 < 0.08$ .

	<b>Value</b>	<b>Required threshold</b>	<b>Research Model</b>
<b>Chi-square/df</b>	1.775	<3	Fit
<b>GFI</b>	0.907	>0.9	Fit
<b>CFI</b>	0.953	>0.9	Fit
<b>RMSEA</b>	0.051	<0.08	Fit

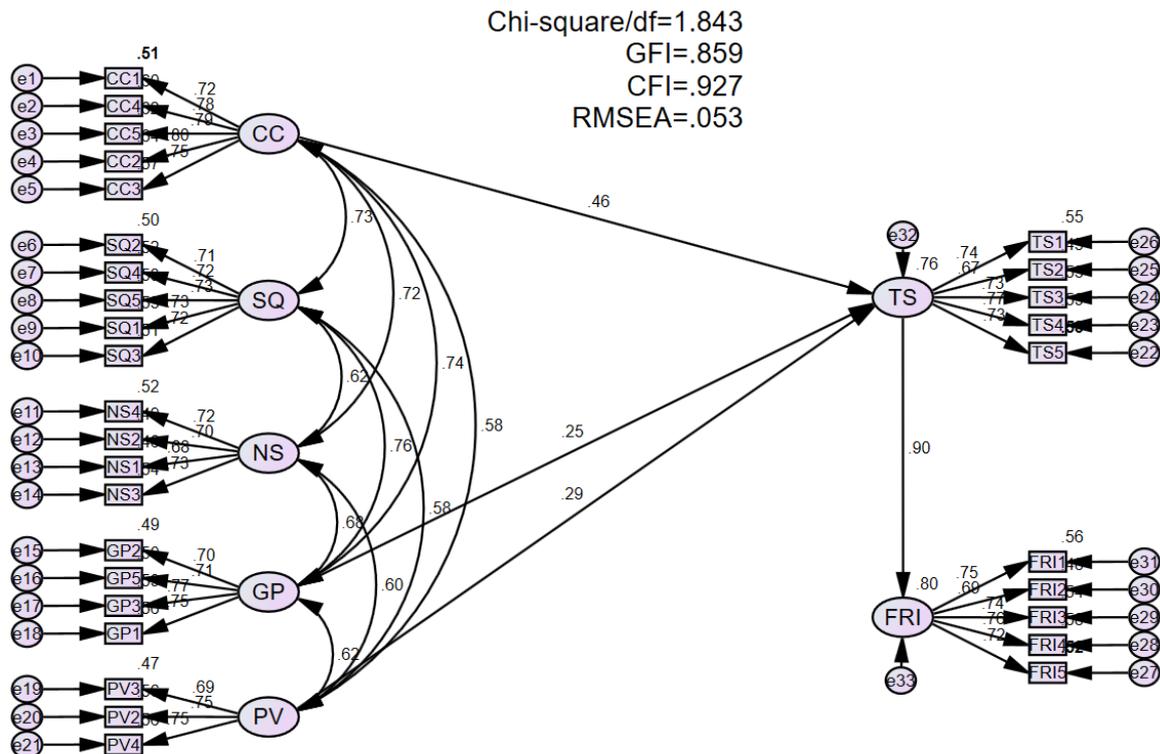
In Table 4.8, the scales are guaranteed reliability when Composite Reliability (CR)  $\geq 0.7$ . All values of Average Variance Extracted (AVE) are greater than 0.5, proving that the factors are converging.

<b>Construct</b>	<b>Items</b>	<b>CR</b>	<b>AVE</b>
CC	5	0.877	0.589
SQ	5	0.843	0.518
GP	4	0.822	0.536
NS	4	0.801	0.501
PV	3	0.774	0.533

#### 4.5. Structural Equation Modeling (SEM)

The SEM displays the model with a wide range of relationships regarding the independent, mediator and dependent variables. Figure 6 illustrate whether there is an impact or not between the variables in the model and their level of influence. The Chi-square ( $\chi^2/df$ ) value is  $1,843 < 3$ , the value of the Goodness of Fit Index (GFI) is

0.859 > 0.8 (Baumgartner & Homburg, 1996; Doll et al., 1994), the Comparative Fit Index (CFI) value is 0.927, greater than 0.9 and the Root Mean Square Error of Approximation (RMSEA) values 0.077, less than 0.08. The results show the appropriate model when evaluating the relationships between the variables in the initial model by hypothesis testing.



**Figure 6.** The effect of Tourist Satisfaction determinants and Future Revisit Intention

Based on the results in Table 4.9, there are 3 out of 5 independent variables including CC, PV and GP all progressively affect the satisfaction of travelers when sig values are respectively \*\*\*, \*\*\* and  $0.010 < 0.05$  (the significant level at 95%). In particular, the sharpest influencing factor is CC with a standardized regression weight of 0.455. The satisfaction of tourists was not drastically affected by service quality or novelty seeking ( $p > 0.05$ ), so the arrows that indicate a direct link between them and satisfaction were removed from the model. The findings demonstrate a positive and dramatic connection between visitor satisfaction and promoting travelers back to tourist attractions in the future ( $p = ***$ , standardized estimate = 0.896). Compared with the initial model, after analyzing, the researchers accept 4 out of 6 hypotheses including H1, H2, H4 and H6, and reject H3 and H5. Moreover, the

Squared Multiple Correlations of TS is 0.759, which means TS variation is affected by 75.9% by 3 variables (CC, PV and GP). Next, TS has a predominant impact (80.2%) on the change of the dependent variable (FRI) with the R-squared value of 0.802.

<b>Table 4.9 Results of the hypothesis analysis</b>				
<b>Hypothesis</b>	<b>Explanatory variables</b>	<b>Standardized estimate</b>	<b>P Value (Sig)</b>	<b>Results</b>
H1	Cultural Contact => Tourist Satisfaction	0.455	***	Accept
H2	Perceived Value => Tourist Satisfaction	0.286	***	Accept
H3	Service Quality => Tourist Satisfaction		0.854	Reject
H4	Green Practices => Tourist Satisfaction	0.249	0.010	Accept
H5	Novelty Seeking => Tourist Satisfaction		0.427	Reject
H6	Tourist Satisfaction => Future Revisit Intention	0.896	***	Accept

Note: \*\*\* Sig <0.001, Significant level at 95% (0.05)

In addition, the researchers further examined the indirect effects of the independent variables including cultural contact, perceived value, service quality, green practices and novelty seeking on the dependent variable (future revisit intention) through the mediator variable (tourist satisfaction). Based on the results in Table 4.10, the two-tailed significance of CC, PV and GP are 0.003, 0.001, and 0.027 respectively, all less than 0.05. As a result, cultural contact, perceived value and green practices have indirect impacts on tourists' intention to return to travel in the future through their satisfaction. For the two-tailed significance values of the other two variables, service quality has a Sig of 0.980 > 0.05 and novelty seeking has a Sig of 0.573 > 0.05, which means that service quality and novelty seeking have no indirect impact on intention to visit the tourist attraction again in the future through tourist satisfaction. After identifying three variables such as cultural contact, perceived value and green practices that have indirect effects, the researchers continue to determine their level of influence through values of Standardized indirect effects. CC has an indirect effect on FRI through TS with a standardized regression coefficient of 0.388 as well as the factor with the strongest indirect effect on FRI. Next, PV has an indirect effect on FRI through TS with a standardized regression coefficient of 0.245.

Furthermore, GP has an indirect effect on FRI through TS with a standardized regression coefficient of 0.218.

<b>Explanatory variables</b>	<b>Standardized indirect effects-Two tailed significance</b>	<b>Standardized indirect effects</b>	<b>Results</b>
Cultural Contact => Future Revisit Intention	0.003	0.388	Accept
Perceived Value => Future Revisit Intention	0.001	0.245	Accept
Service Quality => Future Revisit Intention	0.980		Reject
Green Practices => Future Revisit Intention	0.027	0.218	Accept
Novelty Seeking => Future Revisit Intention	0.573		Reject

Note: Significant level at 95% (0.05)

#### **4.6. The influence of differences in Occupations and Areas on Guests' satisfaction and Future revisit intention (One-way ANOVA)**

##### ***4.6.1. Differences in Occupations and Areas affect Guests' satisfaction***

The researchers examined the difference in levels of guests' satisfaction across distinct occupations and areas in Table 4.11.

Firstly, there is no difference in variance between occupations because the Sig of Levene test is larger than 0.05. As a result, the Bonferroni test was then applied. Next, the sig value of ANOVA between groups is  $0.004 < 0.05$ , indicating a difference in satisfaction level between distinct occupational groups. In addition, the Sig values of multiple comparisons are 0.006 less than 0.05, showing that student and business guests have a difference in satisfaction. Particularly, business guests were more satisfied with traveling to Can Tho city than students when the mean difference between business and students was 0.284.

Secondly, there is a difference in variance between areas because of the Sig of the Levene test ( $0.005 < 0.05$ ). After that, the result of Tamhane's T2 test was used. The sig value of ANOVA between groups is  $0.003 < 0.05$ , illustrating a difference in satisfaction level between distinct areas. In addition, the Sig values of multiple comparisons are  $0.000 < 0.05$ , showing that guests in Southern Vietnam and foreign

guests have a difference in satisfaction. Furthermore, foreign guests were more satisfied with visiting Can Tho city than guests from Southern Vietnam when the mean difference between foreign and Southern Vietnam was 0.423.

<b>Table 4.11 Differences in guests' satisfaction across different occupations and areas</b>					
<b>Variable</b>		<b>Sig. of Levene statistic (Test of Homogeneity of Variances)</b>	<b>Sig. (ANOVA)</b>	<b>Sig. (Multiple Comparisons)</b>	<b>Mean Difference</b>
Occupations		0.063	0.004		
Bonferroni	Student			0.006	-0.284
	Lecturer				
	Business			0.006	0.284
	Worker/Officer				
	Retired				
Areas		0.005	0.003		
Tamhane's T2	Northern Vietnam				
	Central Vietnam				
	Southern Vietnam			0.000	-0.423
	Foreign			0.000	0.423

#### ***4.6.2. Differences in Occupations and Areas affect Future revisit intention***

The researchers examined the difference in levels of future revisit intention across distinct occupations and areas in Table 4.12.

Firstly, there is no difference in variance between occupations because the Sig of Levene test is larger than 0.05. As a result, the Bonferroni test was then applied. Next, the sig value of ANOVA between groups is  $0.039 < 0.05$ , indicating a difference in future revisit intention between distinct occupational groups. In addition, the Sig values of multiple comparisons are 0.023 less than 0.05, showing that student and business guests have a difference in future revisit intention. Particularly, business guests have intentions to come back to Can Tho city more than students when the mean difference between business and students was 0.261.

Secondly, there is a difference in variance between areas because of the Sig of the Levene test ( $0.035 < 0.05$ ). After that, the result of Tamhane's T2 test was used. The sig value of ANOVA between groups is  $0.011 < 0.05$ , illustrating a difference in future revisit intention between distinct areas. In addition, the Sig values of multiple comparisons are  $0.000 < 0.05$ , showing that guests in Southern Vietnam and foreign guests have a difference in future revisit intention. Furthermore, foreign guests have intentions to visit Can Tho city again more than guests from Southern Vietnam when the mean difference between foreign and Southern Vietnam was 0.388.

Variable		Sig. of Levene statistic (Test of Homogeneity of Variances)	Sig. (ANOVA)	Sig. (Multiple Comparisons)	Mean Difference
Occupations		0.101	0.039		
Bonferroni	Student			0.023	-0.261
	Lecturer				
	Business			0.023	0.261
	Worker/Officer				
	Retired				
Areas		0.035	0.011		
Tamhane's T2	Northern Vietnam				
	Central Vietnam				
	Southern Vietnam			0.000	-0.388
	Foreign			0.000	0.388

#### **4.7. Discussion**

Through the research results, suggestions on the target segment for service businesses when expanding the market in Can Tho city. Specifically, marketers should focus on target customers from 20 to 29 years old, mainly from neighboring areas and students. This is a group of guests including both men and women who have a high interest and satisfaction in tourism in Can Tho city and this age group shows its superiority when being evaluated as a potential customer group with

intentions to return to the destination through research results. However, there are differences in the level of satisfaction across occupations. Specifically, business guests are more satisfied than students and the intention to return to business is also higher than that of students. Previous studies have noted differences in customer satisfaction across industries (Andreasen & Best, 1977; Pfaff, 1977; Wikström, 1983). At the same time, there are differences in satisfaction levels across regions. Specifically, foreign tourists have more satisfaction than Southern guests and the intention to return foreign tourists is also higher than that of Southern guests, which can explain that Can Tho city creates for foreign tourists a new different experience and unique culture. Travelers' satisfaction may be affected by differences in previous expectations comparing smaller and bigger counties (Morfoulaki et al., 2010; Fornell, 1992). Compared to those living in small and medium-sized counties, metropolitan dwellers tend to be more ambitious and well-traveled so expectations of urban inhabitants could be greater (Gordon, 2015; Quaglia & Perry, 1995). Based on the above segments, businesses can identify target customer groups to provide appropriate services and have highly effective marketing strategies, helping businesses easily approach a variety of tourist segments.

The findings indicate that the strongest factor influencing tourists' intentions to return to the place is cultural contact. According to research findings, many visitors choose to visit Can Tho because it has a unique and different culture, so they are interested in learning more about the culture. Tourists interested in culture seek to experience the diversity and ambiance of cultural products as well as their uniqueness, quality, reliability, and originality, they also want to learn something new and expand their knowledge (Reisinger, 1994). When a traveler wants to learn more about a new culture, they are more interested in engaging with it. The tourist will get a better look at the local culture during this procedure, increasing their likelihood of appreciating it. The findings of this study may inform tourism and hotel managers about their clientele by encouraging travelers to engage in creative activities, and cultural contact, and promote travel-related ideas. According to Prayag and Ryan (2012), investing resources in a cultural exchange will lead to better sightseeing and other cultural experiences, which will most likely boost attachment to place identity

and dependency on a location. This result is entirely consistent with the earlier research by Nguyen Viet et al. (2020) and Li and Liu (2019). Tourism and hotel organizations and managers must understand the culture from the perspective of tourists in order to enhance the visitor experience and increase connections to the destination (Huang & Liu, 2018). This emphasizes how crucial cultural contact is in producing memorable travel experiences, which raises satisfaction and motivates travelers to make additional trips.

Perceived value is an indispensable factor in the factors affecting tourist satisfaction, in agreement with what was found in this study. Accordingly, the results of the empirical study of Lee et al. (2007) provide admissible evidence that knowledge of consumer perceptions of value, in general, can be extended to price perceived value of tourists when visiting a particular tourist destination. The study's conclusions show that visitor perceptions of value have a significant influence on how satisfied they are and how likely they are to visit their destination again. The findings of Chen and Chen (2010) investigated how visitors perceived value when visiting a heritage site in Taiwan and how value affected pleasure and behavioral intentions. Target marketers should take perceived values into account while creating products and services, as the values perceived by tourists influence their satisfaction and referrals to others. According to the study's findings, an important predictor and influencer of visitor contentment and inclination to return is perceived value.

The current study proved that guests' interest in green practices acts a crucial function in creating positive attitudes and satisfaction. Research shows that guests' interest in green practices acts a crucial function in creating positive attitudes and satisfaction. According to Rahman and Reynolds (2019), tourism facilities rate their use of green practices more favorably when they are more concerned about the environment. The findings were similar to the researchers' previous findings, which indicated that visitors are more inclined to support and exhibit steadfast allegiance to hotels that use green practices (Xu & Gursoy, 2015; Berezan et al., 2013). The results revealed that the green practices of hotels had a major impact on visitor loyalty. This requires the strategic integration of sustainability aspects in the hospitality industry. In the industry's high level of competition, hoteliers need to pursue sustainable

development more holistically and deeply.

Service quality and novelty seeking did not significantly impact the satisfaction of tourists coming to Can Tho, as shown by the research data. According to Raza et al. (2012), there is a significant and favorable correlation between customer visit intention and service quality. Shariff et al. (2015) showed that the quality of service strongly impacts customers' intentions to return. Berezina et al. (2012) proposed that service quality not only increases customer satisfaction but also promotes their return. This study demonstrates the relationship between customer pleasure and customer intention to return is not affected by service quality, same to the previous study by Polas et al. (2022). The bulk of tourists coming to Can Tho are young people who come for a short time. They choose inexpensive tourist destinations to save costs, especially hotels with mid-range prices, mainly to sleep overnight. They do not care too much about the quality of service at the destinations and the hotels they stay at. As a result, the quality of service provided has no bearing on their satisfaction. To give travelers new places to visit, the degree of contrast between current perceptions and previous travel experiences is known as novelty seeking (Assaker et al., 2011). However, this study shows that novelty seeking does not affect tourists' satisfaction and return intentions. The findings of this investigation concur with Assaker et al. (2011) research suggests that the impact of novelty search on satisfaction to get back intention is minimal. Although Can Tho city has many novel attractions for many tourist segments, it does not affect them in determining their intention to return in the short or long term. However, it contradicts the finding of Toyama and Yamada (2012) that travelers' experiences that meet or exceed expectations of novelty may positively impact tourists' travel satisfaction. These results indicate that the hypothesis tourist satisfaction is positively impacted by novelty seeking is not supported.

This study's outcomes substantially impact how visitors' pleasure relates to cultural contact, perceived value and green practices. Significantly, studies have discovered a high correlation between visitor satisfaction and intention to return. Thipsingh et al. (2022) presented research results that share some standard features and have factors: novelty seeking, sustainable practices, perceived value and destination image. Through cultural contact, value perception, and green practices,

the hospitality industry of Can Tho, innovative and novelty destinations will be capable to bring in additional tourists, and these travelers will be more joyful with their travels and will come back to the place.

## CHAPTER 5: CONCLUSION AND RECOMMENDATION

*Quantitative research with a deductive approach was implemented to use primary data from 300 tourists. The objective of this study is to explore the influence of tourist satisfaction visiting Can Tho city on the intentions to come back in the future through factors of cultural contact, perceived value, novelty seeking, service quality, and green practices. The study tested the scales and hypotheses through the methods such as descriptive statistics, Cronbach's Alpha, EFA, CFA, SEM, and One-way ANOVA. These analyze the above correlations in the research paper. The results show that the study has some positive correlation between the composition of tourist satisfaction and future revisit intention.*

### **5.1. Conclusion**

In addition to measuring visitor satisfaction with a site and their desire to return through cultural contact, perceived value, novelty seeking, service quality, and green practices, the study provides an overall knowledge of visitors and the tourism business in Can Tho city. The results show that three factors such as cultural contact, perceived values, and green practices, significantly influence the level of customer satisfaction, leading to their desire to return. Additionally, the researcher may demonstrate the causal connection between independent, mediating, and dependent variables when used in conjunction with quantitative methodologies. At the same time, this helps researchers better understand visitors' intentions to return. Hence, this study can make theoretical and practical contributions to academic knowledge through a comprehensive travel model to test the intentions to return over time. To enhance further research, the results of this study can be recommendations for future researchers doing related topics. In addition, the tourism industry in Can Tho and other novelty destinations will be able to attract more tourists who will be more satisfied with their travel experience and will return or return. The research results will be a reference and orientation for all levels of management, departments, agencies, tourism companies, and hotels to develop plans and strategies to attract tourists from all over the country and foreign tourists to Can Tho tourism. Moreover, the study's findings can also be used by destination marketers and managers to

implement strategies and plans that will not only help them draw in more tourists but also boost those visitors' satisfaction with their stay in Can Tho city and persuade them to visit again.

## **5.2. Implications**

### ***5.2.1. Theoretical contributions***

About the research, there are a number of elements that influence tourists' propensity to return to the destination they previously visited. Beyond this, it offers a comprehensive evaluation of the prior research because it draws on the findings of many studies that came before it. The findings of this study may be used as a foundation by other researchers, who will then develop new hypotheses based on their discoveries. It has been determined that each of these factors has either a positive or negative impact on the number of tourists who return to their location.

Specifically, one of the most important aspects of the hospitality sector is ensuring guests are provided with exceptional satisfaction. Because this not only plays a role in their selection and intention to come back, but it also plays a significant role in the formation of favorable travel evaluations. This study concluded that the tourists' most memorable experiences had a significant and positive influence on both their level of contentment and their willingness to return to a certain location. The results of this research indicate that cultural contact is a significant factor in determining whether visitors will return to their location. In addition, both perceived value, and green practices play a significant role in deciding to come back of tourists.

The remaining two characteristics, namely service quality and novelty seeking, do not have a significant impact on the tourists' propensity to return to the area. The findings and inferences that can be drawn from this inquiry have significant implications for both theory and practice.

### ***5.2.2. Managerial contributions***

By putting forward and testing the factors that affect visitor satisfaction that drives return intention under diverse scenarios, this study offered a comprehensive view of the hospitality industry. The hospitality management and government in Can

The city will be able to plan strategies to get a competitive advantage in this lucrative industry by comprehending and expanding the findings generated by this study.

By offering a better-perceived value that encourages visitors to raise their intention to return, tourist locations can strengthen their competitive advantage by developing plans for enhancing visitor satisfaction. The satisfaction of a visitor, for instance, can be increased by offering better value to reassure both domestic and foreign visitors that they had made the right choice. In addition to raising the caliber of each good and service, reasonable price changes can help Can Tho become more competitive in its hospitality sector. According to this study, the perceived worth of tourists returning to Can Tho city is high given the perceived cost of their initial visit. In order to encourage future return intentions, it is advised that other hospitality providers provide loyal customers with a promotional discount. Guests would feel more at ease if local authorities in Can Tho continued to eliminate bad social transgressions (robbers, beggars, thieves, street vendors, tricksters), as well as improve the security level and safety status.

Since the bulk of visitors enjoy discovering new cultures, local governments and tourism management organizations ought to have exploitation and protection strategies. In addition to improving access to natural scenery but also destinations of archaeological significance, historical relics, and cultural experiences. On the other hand, Global warming and climate change are becoming major challenges, and they are particularly significant in the post-Covid-19 period. Hence, visitors are more willing to choose eco-friendly destinations. So, to increase tourists' happiness and desire to return, local government and tourism management organizations should routinely arrange and improve cultural activities as well as enable interactions between domestic and foreign visitors and the local culture. Can Tho city is home to numerous historical and cultural attractions (such as the Cai Rang Floating Market, the Ong Pagoda, the Binh Thuy Ancient House, and the Truc Lam Phuong Nam Zen Monastery), numerous well-established traditional craft villages (such as the flower villages, the Hu Tieu craft villages, and the rice paper craft villages). In addition, to promote Can Tho's history and culture, the government should invest in creating additional programs, festivals, shows, and events (such as the New Year festival,

traditional performance events, food festivals, folk cake festivals, fruit festivals, etc.). As well as, the cuisine of Can Tho is highly varied, ranging from traditional meals to creative contemporary delicacies. While Can Tho and the Mekong Delta may not possess the same level of tourist appeal as other locations, they provide unique attractions such as the orchards, dunes, and islets (Con Khuong, Con Son, My Khanh) are richly filled with alluvium that provides visitors with an immersive experience in close proximity to nature. The current inclination towards engaging in nature-centric vacation experiences is widely embraced. The finding in this study may also help Can Tho managers in the hospitality industry create strategies for their operations to create visitor satisfaction that drives future revisit intention. As tourist travel uses their services, accommodation providers may include the design and introduce guests to the typical locations. Focus especially on indigenous cultural elements with environmentally friendly destinations (Con Son, My Khanh,...). Organizations in charge of tourism organizations can create itineraries that allow travelers to experience green locations that are close to nature, rely on solar energy, and refuse plastic bags. The local government should invest in and promote a lot of forms such as agricultural tourism and rural tourism. Additionally, farm stays should be promoted so that tourists can unwind while also combining various experience-based activities, such as visiting craft villages and traditional markets, visiting farms, visiting farms up close, manually harvesting vegetables from the garden, etc. This study provides much-needed insights for marketers to target visitors to return to Can Tho city as this place market becomes more significant in the Vietnam economy. For travel marketers, it is also important to take note of the fact that the study's findings also seem to indicate that tourist perception of service quality does not affect tourist revisit intention unless there are satisfied. Guests will start cultivating the intention to return once they are satisfied. In order to increase visitor satisfaction and encourage them to return, Can Tho city's local government and tourism management agencies need to pay more attention to certain factors. The demands and expectations of tourists should be met; thus, tourism management should apply discounts for local food, lower the cost of admission to attractions, and promote special experiences like the Cai Rang floating market, Hoa Dang festival, and amateur music.

Beyond that, based on profile demographics, hospitality operators have the information to segment visitor groups and design travel experiences appropriate to their cultures and interests. Following that, fully satisfy their demands to encourage satisfaction and future return intentions. In contrast to domestic travelers who prefer to take pictures, most of foreign visitors choose to travel in order to experience and learn in-depth about the local culture. The focus of tours for foreigners should therefore be on interactions and experiences rather than a huge number of places. Moreover, the bulk of visitors to Can Tho city who are in the Southern region, share a culture, hobbies, lifestyle, and habits with Can Tho; as a result, most visitors only stay a short time (not staying or just staying 1 to 2 nights), according to a survey on the length of their stays. Recreational pursuits play a significant role in the tourism industry, increasing the area's appeal and the length of visitors' stays. Therefore, Can Tho city should invest in the development of entertainment locations, including modern and folk entertainment merged in the inner-city region, parks, and tourism attractions, as well as outdoor activities (picnics, river sports), as well as an upscale entertainment (golf, casino).

### **5.3. Limitations and future research directions**

Research has shown that perceived values, green practices, and cultural contact have an influence on visitor satisfaction, leading to future return intentions. However, the study also has several shortcomings.

Firstly, a lack of diversity in the sample was a result of the brief time span (three weeks) to gather data, so there is a possibility that the sample does not adequately represent the population. The relatively small size of the sample (300 observations) and the fact that the sample was comprised of adolescents from southern Vietnam. For future studies, it will be important to enhance the size and variety of the sample such as incorporating a greater variety of ages as well as a more widespread distribution over the Northern and Central areas to account for the possibility of undiscovered factors influencing the level of satisfaction that keeps people returning regularly.

Secondly, the convenience sampling method, which is a non-probability

sampling methodology, was employed for this survey, the survey groups' subjective judgments may be slightly skewed. Because of this, it is advised that the element of probability sampling be added to the study in order to further enhance its accuracy.

Finally, the bulk of visitors stay for a short time, which means they do not have enough time to experience many of the local attractions. To improve the experience and perception of elements, research should increase the survey of long-term tourists.

## REFERENCE LIST

- Abdou, A. H., Shehata, H. S., Mahmoud, H. M. E., Albakhit, A. I., & Almahayitah, M. Y. (2022). The Effect of Environmentally Sustainable Practices on Customer Citizenship Behavior in Eco-Friendly Hotels: Does the Green Perceived Value Matter? *Sustainability*, *14*(12), 7167.
- Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, *31*, 220-227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Agrawal, S. (2017). Factors affecting Tourist's satisfaction level at religious visit: A study of Brij-Kshetra. *International Journal of Applied Research*, *3*(1), 848-852.
- Agyeiwaah, E. (2019). Exploring the relevance of sustainability to micro tourism and hospitality accommodation enterprises (MTHAEs): Evidence from home-stay owners. *Journal of Cleaner Production*, *226*, 159-171. <https://doi.org/10.1016/j.jclepro.2019.04.089>
- Albayrak, T., & Caber, M. (2013). The symmetric and asymmetric influences of destination attributes on overall visitor satisfaction. *Current Issues in Tourism*, *16*(2), 149-166.
- Albayrak, T., Caber, M., & Öz, E. K. (2017). Assessing recreational activities' service quality in hotels: An examination of animation and spa & wellness services. *Journal of Quality Assurance in Hospitality & Tourism*, *18*(2), 218-234.
- Alegre, J., & Garau, J. (2010). TOURIST SATISFACTION AND DISSATISFACTION. *Annals of Tourism Research*, *37*(1), 52-73. <https://doi.org/10.1016/j.annals.2009.07.001>
- Alwin, D. F., & Hauser, R. M. (1975). The decomposition of effects in path analysis. *American sociological review*, *37*-47. <https://doi.org/10.2307/2094445>
- An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for Airbnb guests. *International Journal of Tourism Sciences*, *19*(3), 145-165. <https://doi.org/10.1080/15980634.2019.1663980>
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, *103*(3), 411.
- Andreasen, A. R., & Best, A. (1977). Consumers complain-does business respond. *Harvard business review*, *55*(4), 93-101.
- Androniceanu, A. (2017). Hospital management based on the relationship between doctors and patients. *Revista» Administratie si Management Public «(RAMP)*, (29), 41-53.
- Androniceanu, A., & Popescu, C. R. (2017). An inclusive model for an effective development of the renewable energies public sector. *Administratie si Management Public*, (28), 81-96.
- Appiah-Adu, K., Fyall, A., & Singh, S. (2000). Marketing culture and customer retention in the tourism industry. *Service Industries Journal*, *20*(2), 95-113. <http://dx.doi.org/10.1080/02642060000000022>
- Assaker, G. (2020). The effects of hotel green business practices on consumers' loyalty intentions: An expanded multidimensional service model in the upscale segment. *International Journal of Contemporary Hospitality Management*, *32*(12), 3787-3807. <https://doi.org/10.1108/IJCHM-05-2020-0461>
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism management*, *32*(4), 890-901.
- Aubert-Gamet, V. (1997). Twisting servicescapes: diversion of the physical environment in a re-appropriation process. *International Journal of Service Industry Management*, *8*(1), 26-41. <https://doi.org/10.1108/09564239710161060>

- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Bakti, I. G. M. Y., Rakhmawati, T., Sumaedi, S., Widiyanti, T., Yarmen, M., & Astrini, N. J. (2020). Public transport users' WOM: An integration model of the theory of planned behavior, customer satisfaction theory, and personal norm theory. *Transportation Research Procedia*, 48, 3365-3379.
- Baumgartner, H., & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International journal of Research in Marketing*, 13(2), 139-161.
- Beard, J. G., & Ragheb, M. G. (1980). Measuring leisure satisfaction. *Journal of Leisure Research*, 12(1), 20-33. <https://doi.org/10.1080/00222216.1980.11969416>
- Berezan, O., Millar, M., & Raab, C. (2014). Sustainable hotel practices and guest satisfaction levels. *International Journal of Hospitality & Tourism Administration*, 15(1), 1-18.
- Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34, 227-233.
- Berezina, K., Cobanoglu, C., Miller, B. L., & Kwansa, F. A. (2012). The impact of information security breach on hotel guest perception of service quality, satisfaction, revisit intentions and word-of-mouth. *International journal of contemporary hospitality management*, 24(7), 991-1010.
- Berlyne, D. E. (1966). Curiosity and Exploration: Animals spend much of their time seeking stimuli whose significance raises problems for psychology. *Science*, 153(3731), 25-33.4
- Bernini, C., & Cagnone, S. (2014). Analysing tourist satisfaction at a mature and multi-product destination. *Current Issues in Tourism*, 17(1), 1-20.
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, 22(6), 607-616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)
- Bonn, M.A., Joseph-Mathews, S.M., Dai, M., Hayes, S. and Cave, J. (2007). Heritage/cultural attraction atmospherics: Creating the right environment for the heritage/cultural visitor. *Journal of Travel Research*, 45(3), 345-354. <https://doi.org/10.1177/0047287506295947>
- Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International journal of contemporary hospitality management*.
- Breiby, M. A., & Slåtten, T. (2018). The role of aesthetic experiential qualities for tourist satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-07-2017-0082>
- Butler, J. (2008). The compelling “hard case” for “green” hotel development. *Cornell hospitality quarterly*, 49(3), 234-244.
- Chand, M. O. H. I. N. D. E. R., & Ashish, D. A. H. I. Y. A. (2014). The impact of service quality on tourist satisfaction and loyalty in Indian tour operation industry. *International Journal of Sales & Marketing Management Research and Development (IJSMMRD)*, 4(5), 1-14.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism management*, 28(4), 1115-1122. <https://doi.org/10.1016/j.tourman.2006.07.007>

- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism management perspectives*, 26, 153-163. <https://doi.org/10.1016/j.tmp.2017.10.006>
- Chen, S. C., & Lin, C. P. (2015). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological forecasting and social change*, 96, 40-50.
- Chen, S. C., & Quester, P. G. (2006). Modeling store loyalty: perceived value in market orientation practice. *Journal of Services marketing*, 20(3), 188-198.
- 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.
- Chien, M. C. (2016). An empirical study on the effect of attractiveness of ecotourism destination on experiential value and revisit intention. *Applied Ecology and Environmental Research*, 15(2), 43-53.
- Chon, K. S. (1989). Understanding recreational traveler's motivation, attitude and satisfaction. *The tourist review*, 44(1), 3-7.
- Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6 (1), 18e35.
- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79-90.
- Colosi, L. (2006). Designing an effective questionnaire.
- Contucci, P., & Ghirlanda, S. (2007). Modeling society with statistical mechanics: An application to cultural contact and immigration. *Quality & Quantity*, 41(4), 569–578. <https://doi.org/10.1007/s11135-007-9071-9>
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of Marketing*, 56(3), 55-68.
- Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing*, 76(2), 193-218.
- Csizér, K., & Kormos, J. (2009). Modelling the role of inter-cultural contact in the motivation of learning English as a foreign language. *Applied Linguistics*, 30 (2), 166–185. <https://doi.org/10.1093/applin/amn025>
- Ćulić, M., Vujičić, M. D., Kalinić, Č., Dunjić, M., Stankov, U., Kovačić, S., ... & Anđelković, Ž. (2021). Rookie Tourism Destinations-The Effects of Attractiveness Factors on Destination Image and Revisit Intention with the Satisfaction Mediation Effect. *Sustainability*, 13(11), 5780. <https://doi.org/10.3390/su13115780>
- Dabestani, R., Shahin, A., Saljoughian, M., & Shirouyehzad, H. (2016). Importance-performance analysis of service quality dimensions for the customer groups segmented by DEA: The case of four-star hotels. *International Journal of Quality & Reliability Management*. <https://doi.org/10.1108/IJQRM-02-2014-0022>
- Dabholkar, P. A., Shepherd, D. C., & Thorpe, D. I. (2000). A comprehensive framework for service quality: An investigation of critical conceptual and measurement issues through a longitudinal study. *Journal of Retailing*, 72, 139-173. [https://doi.org/10.1016/S0022-4359\(00\)00029-4](https://doi.org/10.1016/S0022-4359(00)00029-4)
- Dang, V. T., & Wang, J. (2022). Building competitive advantage for hospitality companies: The roles of green innovation strategic orientation and green intellectual capital. *International Journal of Hospitality Management*, 102, 103161. <https://doi.org/10.1016/j.ijhm.2022.103161>
- Dayour, F., & Adongo, C. A. (2015). Why They Go There: International Tourists' Motivations and Revisit Intention to Northern Ghana. *Tourism Management* 2015, 4(1), 7–17.

- Decrop, A., & Kozak, M. (2009). Decision strategies in tourism evaluation. In *Handbook of Tourist Behavior* (pp. 85-100). Routledge.
- Dedeoğlu, B. B., & Demirer, H. (2015). Differences in service quality perceptions of stakeholders in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(1), 130-146.
- Dmitrović, T., Knežević Cvelbar, L., Kolar, T., Makovec Brenčič, M., Ograjensek, I., & Žabkar, V. (2009). Conceptualizing tourist satisfaction at the destination level. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 116-126.
- Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A confirmatory factor analysis of the end-user computing satisfaction instrument. *MIS Quarterly*, 18(4), 357–369. <https://doi.org/10.2307/249524>
- Dolnicar, S., Coltman, T., & Sharma, R. (2015). Do satisfied tourists really intend to come back? Three concerns with empirical studies of the link between satisfaction and behavioral intention. *Journal of Travel Research*, 54(2), 152-178.
- du Cros, H., & McKercher, B. (2016). Cultural Tourism.
- El-Adly, M. I., & Eid, R. (2016). An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. *Journal of Retailing and Consumer Services*, 31, 217-227.
- Ernst and Young (2008). “Global hospitality insights – hospitality going green”. Available at <http://rss.hsyndicate.com/file/152003657.pdf> (accessed June 2023).
- Feng, R., & Jang, S. (2004). Temporal destination loyalty: A structural initiation. *Advances in Hospitality and Tourism Research*, 9(2), 207-221.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of service quality on customer loyalty and customer satisfaction in Islamic banks in the Sultanate of Oman. *Sage Open*, 10(2), 2158244020919517. <https://doi.org/10.1177/2158244020919517>
- Flagestad, A., & Hope, C. A. (2001). Strategic success in winter sports destinations: a sustainable value creation perspective. *Tourism management*, 22(5), 445-461.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of marketing*, 56(1), 6-21.
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American customer satisfaction index: nature, purpose, and findings. *Journal of marketing*, 60(4), 7-18.
- Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students’ travel behaviour. *Tourism management*, 27(3), 437-452.
- Gay, L. R., & Diehl, P. L. (1992). *Research methods for business and management*. Macmillan Coll Division.
- George, D., & Mallery, P. (2019). *IBM SPSS statistics 26 step by step: A simple guide and reference*. Routledge
- Gerdt, S. O., Wagner, E., & Schewe, G. (2019). The relationship between sustainability and customer satisfaction in hospitality: An explorative investigation using eWOM as a data source. *Tourism Management*, 74, 155-172. <https://doi.org/10.1016/j.tourman.2019.02.010>
- Geyskens, I., Steenkamp, J. B. E., & Kumar, N. (1999). A meta-analysis of satisfaction in marketing channel relationships. *Journal of marketing Research*, 36(2), 223-238.
- Gitelson, R. J., & Crompton, J. L. (1984). Insights into the repeat vacation phenomenon. *Annals of tourism Research*, 11(2), 199-217.
- Gnoth, J., & Zins, A. H. (2013). Developing a tourism cultural contact scale. *Journal of Business Research*, 66(6), 738-744.

- Goldberg, L. R., & Velicer, W. F. (2006). Principles of exploratory factor analysis. *Differentiating normal and abnormal personality*, 2, 209-337.
- Gordon, I. R. (2015). Ambition, human capital acquisition and the metropolitan escalator. *Regional Studies*, 49(6), 1042-1055.
- Gosden, C. (2004). *Archaeology and colonialism: cultural contact from 5000 BC to the present* (Vol. 2). Cambridge University Press.
- Gössling, S., Peeters, P., & Scott, D. (2008). Consequences of climate policy for international tourist arrivals in developing countries. *Third World Quarterly*, 29(5), 873–901.
- Graci, S., & Dodds, R. (2008). Why go green? The business case for environmental commitment in the Canadian hotel industry. *Anatolia*, 19(2), 251-270.
- Hair Jr, J. F. (1998). Et all. *Multivariate Data Analysis. 5th edition. New Jersey: prentice-Hall, Inc.*
- Hair Jr, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2010). SEM: An introduction. *Multivariate data analysis: A global perspective*, 5(6), 629-686.
- Hallak, R., Assaker, G., & El-Haddad, R. (2018). Re-examining the relationships among perceived quality, value, satisfaction, and destination loyalty: A higher-order structural model. *Journal of Vacation Marketing*, 24(2), 118-135. <https://doi.org/10.1177/1356766717690572>
- Han, H. (2020). Theory of green purchase behavior (TGPB): A new theory for sustainable consumption of green hotel and green restaurant products. *Business Strategy and the Environment*, 29(6), 2815–2828. <https://doi.org/10.1002/bse.2545>
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management*, 29(4), 659-668. <https://doi.org/10.1016/j.ijhm.2010.01.001>
- Han, H., Hsu, L. T. J., & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International journal of hospitality management*, 28(4), 519-528. <https://doi.org/10.1016/j.ijhm.2009.02.004>
- Han, H., Kiatkawsin, K., Jung, H., & Kim, W. (2018). The role of wellness spa tourism performance in building destination loyalty: The case of Thailand. *Journal of Travel & Tourism Marketing*, 35(5), 595-610.
- Hanai, T., Oguchi, T., Ando, K., & Yamaguchi, K. (2008). Important attributes of lodgings to gain repeat business: A comparison between individual travels and group travels. *International Journal of Hospitality Management*, 27(2), 268-275.
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-11-2018-0151>
- Hebb, D. O., & Thompson, W. R. (1954). *Handbook of social psychology*. Reading, Mass: Addison-Wesley.
- Hill, N., Roche, G., & Allen, R. (2007). *Customer satisfaction: the customer experience through the customer's eyes*. The Leadership Factor.
- Hirschman, E. C. (1984). Experience seeking: a subjectivist perspective of consumption. *Journal of Business research*, 12(1), 115-136.
- Holbrook, M. B. (Ed.). (1999). *Consumer value: a framework for analysis and research*. Psychology Press.
- Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. *New York*, 63, 145.
- Howat, G., & Assaker, G. (2013). The hierarchical effects of perceived quality on perceived value, satisfaction, and loyalty: Empirical results from public, outdoor aquatic centres in Australia. *Sport management review*, 16(3), 268-284.

- Hsu, C. H. (2003). Mature motorcoach travelers' satisfaction: a preliminary step toward measurement development. *Journal of hospitality & tourism research*, 27(3), 291-309.
- Hu, F., Teichert, T., Deng, S., Liu, Y. & Zhou, G. (2021). Dealing with pandemics: an investigation of the effects of COVID-19 on customers' evaluations of hospitality services. *Tourism Management*, 85, 104320. <https://doi.org/10.1016/j.tourman.2021.104320>.
- Hu, H. H., Kandampully, J., & Juwaheer, T. D. (2009). Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study. *The service industries journal*, 29(2), 111-125.
- Hu, L. T., & Bentler, P. M. (2009). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Huang, C. E., & Liu, C. H. (2018). The creative experience and its impact on brand image and travel benefits: The moderating role of culture learning. *Tourism Management Perspectives*, 28, 144-155.
- Huang, P. F., & Lu, C. H. (2007). A study on the association between hot spring service quality and customer satisfaction. *Journal of Quality*, 14(2), 207-218.
- Huang, P. Y., Wang, C. C., Tseng, Y. Y., & Wang, R. J. (2011). The impact of brand equity on customer's purchase intention—Taking perceived value as a moderating variable. *Journal of Information and Optimization Sciences*, 32(3), 657-672.
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, 48(1), 29-44.
- Hutchinson, J., Lai, F., & Wang, Y. (2009). Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers. *Tourism Management*, 30(2), 298–308.
- Jang, S. S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism management*, 28(2), 580-590.
- Jenkins, J. A. (1969). An experimental investigation of the effects of structured science experiences on curiosity among fourth grade children. *Journal of Research in Science Teaching*, 6(2), 128-135.
- Jensen, H. R. (1996). The interrelationship between customer and consumer value. *ACR Asia-Pacific Advances*.
- Johns, N., Avcı, T., & Karatepe, O. M. (2007). Measuring service quality of travel agents: evidence from Northern Cyprus. *The Service Industries Journal*, 24(3), 82–100. <https://doi.org/10.1080/0264206042000247777>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4): 396–403. <https://doi.org/10.9734/bjast/2015/14975>
- Kaiser, H. F., & Rice, J. (1974). Little jiffy, mark IV. *Educational and psychological measurement*, 34(1), 111-117.
- Kasim, A. (2004). Socio-environmentally responsible hotel business: Do tourists to Penang Island, Malaysia care? *Journal of hospitality & leisure marketing*, 11(4), 5-28. [https://doi.org/10.1300/J150v11n04\\_02](https://doi.org/10.1300/J150v11n04_02)
- Kettinger, W. J., & Lee, C. C. (1995). Exploring a “gap” model of information services quality. *Information Resources Management Journal (IRMJ)*, 8(3), 5-17.
- Khan, A. H., Haque, A., & Rahman, M. S. (2013). What makes tourists satisfied? An empirical study on Malaysian Islamic tourist destination. *Middle-East Journal of Scientific Research*, 14(12), 1631-1637.

- Khuong, M. N., & Ha, H. T. T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh City, Vietnam--a mediation analysis of destination satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490.
- Kidder, L. H., & Fine, M. (1987). Qualitative and quantitative methods: When stories converge. *New Directions for Program Evaluation*, 1987(35), 1459. <https://doi.org/10.1002/ev.1459>
- Kim, E., Sung, Y., & Kang, H. (2014). Brand followers' retweeting behavior on Twitter: How brand relationships influence brand electronic word-of-mouth. *Computers in Human Behavior*, 37, 18-25.
- Kim, S. H., Lee, K., & Fairhurst, A. (2017). The review of "green" research in hospitality, 2000-2014: Current trends and future research directions. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-11-2014-0562>
- Kim, Y. H., Duncan, J., & Chung, B. W. (2015). Involvement, satisfaction, perceived value, and revisit intention: A case study of a food festival. *Journal of culinary science & technology*, 13(2), 133-158. <https://doi.org/10.1080/15428052.2014.952482>
- Komppula, R. (2005). Pursuing customer value in tourism—a rural tourism case-study. *Journal of Hospitality & Tourism*, 3(2), 83-104.
- Kortge, G. D., & Okonkwo, P. A. (1993). Perceived value approach to pricing. *Industrial Marketing Management*, 22(2), 133-140.
- Kour, P., Jasrotia, A., & Gupta, S. (2021). COVID-19: a pandemic to tourism guest-host relationship in India. *International journal of tourism cities*, 7(3), 725-740.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 38(3), 260-269.
- Lai, S., Zhang, S., Zhang, L., Tseng, H. W., & Shiau, Y. C. (2021). Study on the Influence of Cultural Contact and Tourism Memory on the Intention to Revisit: A Case Study of Cultural and Creative Districts. *Sustainability 2021, Vol. 13, Page 2416*, 13(4), 2416.
- Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism management*, 27(4), 589-599.
- Lee, C. K., Yoon, Y. S., & Lee, S. K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism management*, 28(1), 204-214.
- Lee, H., Lee, Y., & Yoo, D. (2000). The determinants of perceived service quality and its relationship with satisfaction, *Journal of Services Marketing*, 14, 217-231.
- Lee, T. H. (2009). A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists. *Leisure sciences*, 31(3), 215-236.
- Lee, T. H., & Crompton, J. (1992). Measuring novelty seeking in tourism. *Annals of tourism research*, 19(4), 732-751.
- Lee, T. R., Chang, H. Y., & Chen, S. Y. (2007). An investigation of perception gap of reverse logistics service quality: the case of mobile phone industry. *International journal of global environmental issues*, 7(1), 25-52.
- Lehto, X. Y., O'leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of tourism research*, 31(4), 801-818.
- Leong, L. Y., Hew, T. S., Lee, V. H., & Ooi, K. B. (2015). An SEM-artificial-neural-network analysis of the relationships between SERVPERF, customer satisfaction and loyalty among low-cost and full-service airline. *Expert Systems with Applications*, 42(19), 6620-6634.
- Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of tourism research*, 30(3), 606-624. [https://doi.org/10.1016/S0160-7383\(03\)00024-0](https://doi.org/10.1016/S0160-7383(03)00024-0)
- Li, Y. Q., & Liu, C. H. (2019). Impact of cultural contact on satisfaction and attachment: mediating

- roles of creative experiences and cultural memories. *Journal of Hospitality Marketing & Management*, 29(2), 221-245. <https://doi.org/10.1080/19368623.2019.1611516>
- Liu, Y., Huang, D., Wang, M., & Wang, Y. (2020). How do service quality, value, pleasure, and satisfaction create loyalty to smart dockless bike-sharing systems? *Revista Brasileira de Gestão de Negócios*, 22, 705-728.
- Lovelock, C. H., & Wright, L. (2016). *Principles of service marketing and management*. Prentice Hall.
- Mai, K. N., Nguyen, P. N. D., & Nguyen, P. T. M. (2019). International tourists' loyalty to Ho Chi Minh City destination—a mediation analysis of perceived service quality and perceived value. *Sustainability*, 11 (19), 5447. <https://doi.org/10.3390/su11195447>
- Manhas, P. S. & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, 45, 77–87. <https://doi.org/10.1016/j.ijhm.2014.11.010>
- Mao, I. Y. & Zhang, H. Q. (2014). Structural relationships among destination preference, satisfaction and loyalty in Chinese tourists to Australia. *International Journal of Tourism Research*, 16(2), 201-208.
- Martin, B., Hanington, B., & Hanington, B. M. (2012). *Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions*. Rockport Pub.
- Mayer, K. J., Johnson, L., Hu, C., & Chen, S. (1998). Gaming customer satisfaction: An exploratory study. *Journal of Travel Research*, 37(2), 178-183.
- McIntosh, R. W., Goeldner, C. R., & Ritchie, J. B. (1995). *Tourism: principles, practices, philosophies* (No. Ed. 7). John Wiley and Sons.
- Mensah, I. (1994). Environmental management practices in US hotels.
- Merli, R., Preziosi, M., Acampora, A., & Ali, F. (2019). Why should hotels go green? Insights from guests experience in green hotels. *International Journal of Hospitality Management*, 81, 169–179. <https://doi.org/10.1016/j.ijhm.2019.04.022>
- Millar, M., & Baloglu, S. (2011). Hotel guests' preferences for green guest room attributes. *Cornell Hospitality Quarterly*, 52(3), 302-311. <https://doi.org/10.1177/1938965511409031>
- Minarti, S. N., & Segoro, W. (2014). The influence of customer satisfaction, switching cost and trusts in a brand on customer loyalty—The survey on student as IM3 users in Depok, Indonesia. *Procedia-Social and Behavioral Sciences*, 143, 1015-1019.
- Mohamed, G. A.-A. (2006). *Service Quality of Travel Agents: The Viewpoint of Tourists in Egypt*.
- Moise, M. S., Gil-Saura, I., & Ruiz-Molina, M.-E. (2021). “Green” practices as antecedents of functional value, guest satisfaction and loyalty. *Journal of Hospitality and Tourism Insights*, 4(5), 722–738. 11.
- Moital, M., Dias, N. R., & Machado, D. F. (2013). A cross national study of golf tourists' satisfaction. *Journal of Destination Marketing & Management*, 2(1), 39-45.
- Monferrer, D., Moliner, M. A., & Estrada, M. (2019). Increasing customer loyalty through customer engagement in the retail banking industry. *Spanish Journal of Marketing-ESIC*, 23(3), 461-484.
- Morfoulaki, M., Tyrinopoulos, Y., & Aifadopoulou, G. (2010, October). Estimation of satisfied customers in public transport systems: a new methodological approach. In *Journal of the Transportation Research Forum* (Vol. 46, No. 1).
- Mueller, R. O., & Hancock, G. R. (2015). Factor analysis and latent structure analysis: confirmatory factor analysis.
- Nation, J. R. (1997). *Research methods*: Prentice Hall.

- Nazarian, A., Velayati, R., Foroudi, P., Edirisinghe, D., & Atkinson, P. (2021). Organizational justice in the hotel industry: revisiting GLOBE from a national culture perspective. *International Journal of Contemporary Hospitality Management*, 33(12), 4418-4438.
- Neuman, W. L. (2014). *Basics of social research: Qualitative & quantitative approaches* (3rd ed.). London, UK: Pearson.
- Neuman, W. L., & Robson, K. (2014). *Basics of social research*. Toronto: Pearson Canada.
- Ngoc, K. M., & Trinh, N. T. (2015). Factors affecting tourists' return intention towards Vung Tau City, Vietnam-A mediation analysis of destination satisfaction. *Journal of Advanced Management Science Vol*, 3(4).
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), 1796249.
- Nguyen, T. L., Nguyen, H. T., Nguyen, N. H., Nguyen, T. T. D., & Le, D. L. (2023). Factors affecting students' career choice in economics majors in the COVID-19 post-pandemic period: A case study of a private university in Vietnam. *Journal of Innovation & Knowledge*, 8(2), 100338. <https://doi.org/10.1016/j.jik.2023.100338>
- Nugroho, I., Hanafie, R., Rahayu, Y. I., Yuniar, H. R., Azizah, R., & Hasanah, R. (2021, June). Sustainable hospitality and revisit intention in tourism services. In *Journal of Physics: Conference Series* (Vol. 1908, No. 1, p. 012004). IOP Publishing.
- Nunnally, B., & Bernstein, I. (1994). *Psychometric Theory*. New York: Oxford Univer.
- O'Sullivan-Lago, R., & De Abreu, G. (2010). Maintaining continuity in a cultural contact zone: Identification strategies in the dialogical self. *Culture & Psychology*, 16(1), 73–92.
- Obonyo, G. O., Ayieko, M. A., & Kambona, O. O. (2012). An importance-performance analysis of food service attributes in gastro-tourism development in Western Tourist Circuit, Kenya. *Tourism and Hospitality Research*, 12(4), 188–200.
- Ogbeide, G. C. (2012). Perception of green hotels in the 21st century. *Journal of Tourism Insights*, 3(1), 1. <https://doi.org/10.9707/2328-0824.1032>
- Oliver, R. L. (1997). *Satisfaction: A behavior perspective on The Consumer*. USA. McGraww-Hill Companies.
- Olsen, M. D., & Connolly, D. J. (2000). Experience-based travel: How technology is changing the hospitality industry. *Cornell Hotel and Restaurant Administration Quarterly*, 41(1), 30-40.
- Oroian, M., Ratiu, F. R., & Gheres, M. (2015). TOURISTS'PERCEPTION OF THE LIKELY IMPACT OF IMPLEMENTING CSR PRACTICES IN ROMANIAN HOTELS. *Academica Science Journal, Geographica Series*, (6), 3.
- Osman, Z., & Sentosa, I. (2013). Mediating effect of customer satisfaction on service quality and customer loyalty relationship in Malaysian rural tourism. *International Journal of Economics Business and Management Studies*, 2(1), 25-37.
- Ostrom, A., & Lacobucci, D. (1995). Consumer trade-offs and the evaluation of services. *Journal of marketing*, 59(1), 17-28.
- Overton, J. D. (1981). A theory of exploration. *Journal of Historical Geography*, 7(1), 53-70.
- Pandža Bajsi, I. (2015). Tourist perceived value, relationship to satisfaction, and behavioral intentions: The example of the Croatian tourist destination Dubrovnik. *Journal of Travel Research*, 54(1), 122-134
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994). Reassessment of expectations as a comparison standard in measuring service quality: implications for further research. *Journal of marketing*, 58(1), 111-124. <https://doi.org/10.1177/002224299405800109>
- Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 12–40.

- Paulose, D., & Shakeel, A. (2022). Perceived experience, perceived value and customer satisfaction as antecedents to loyalty among hotel guests. *Journal of Quality Assurance in Hospitality & Tourism*, 23(2), 447-481.
- Pearson, P. H. (1970). Relationships between global and specified measures of novelty seeking. *Journal of Consulting and Clinical Psychology*, 34(2), 199.
- Pechlaner, H., Smeral, E., & Matzier, K. (2002). Customer value management as a determinant of the competitive position of tourism destinations. *Tourism review*, 57(4), 15-22.
- Petrick, J. F. (2002). An examination of golf vacationers' novelty. *Annals of Tourism Research*, 29(2), 384-400. [https://doi.org/10.1016/S0160-7383\(01\)00040-8](https://doi.org/10.1016/S0160-7383(01)00040-8)
- Pfaff, M. (1977). The index of consumer satisfaction: Measurement problems and opportunities.
- Pham, N. T., Chiappette Jabbour, C. J., Vo-Thanh, T., Huynh, T. D. L., & Santos, C. (2020). Greening hotels: Does motivating green employees promote in-role green performance? The role of culture. *Journal of Sustainable Tourism*, 1-20.
- Pham, T. H., & Huang, Y. Y. (2015). The impact of experiential marketing on customer's experiential value and satisfaction: An empirical study in Vietnam hotel sector. *Journal of Business Management & Social Sciences Research (JBM&SSR)*, 4(1), 1-19.
- Phillips, W. J., Wolfe, K., Hodur, N., & Leistriz, F. L. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA. *International journal of tourism research*, 15(1), 93-104.
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimentions of tourist satisfaction with a destination area. *Annals of tourism Research*, 5(3), 314-322. [https://doi.org/10.1016/0160-7383\(78\)90115-9](https://doi.org/10.1016/0160-7383(78)90115-9)
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimentions of tourist satisfaction with a destination area. *Annals of tourism Research*, 5(3), 314-322.
- Pjerotic, L. (2017). Stakeholder cooperation in implementation of the sustainable development concept: Montenegrin tourist destinations. *Journal of International Studies*, 10(2), 148-157.
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2022). Customer's revisit intention: Empirical evidence on Gen-Z from Bangladesh towards halal restaurants. *Journal of Public Affairs*, 22(3), e2572.
- Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19.
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of travel research*, 51(3), 342-356.
- Prud'homme, B., & Raymond, L. (2013). Sustainable development practices in the hospitality industry: An empirical study of their impact on customer satisfaction and intentions. *International journal of hospitality management*, 34, 116-126.
- Qu, K. (2017). The impact of experience on satisfaction and revisit intention in theme parks: An application of the experience economy.
- Quaglia, R. J., & Perry, C. M. (1995). Astudy of underlying variables affecting aspirations of rural adolescents. *Adolescence*, 30.
- Quintal, V. A., & Polczynski, A. (2010). Factors influencing tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 554-578.
- Ragavan, N. A., Subramonian, H., & Sharif, S. P. (2014). Tourists' perceptions of destination travel attributes: An application to International tourists to Kuala Lumpur. *Procedia-Social and Behavioral Sciences*, 144, 403-411.

- Rahman, I., & Reynolds, D. (2019). The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality & Tourism Administration*, 20(1), 47-74.
- Rahman, I., Reynolds, D., & Svaren, S. (2012). How “green” are North American hotels? An exploration of low-cost adoption practices. *International journal of hospitality management*, 31(3), 720-727. <https://doi.org/10.1016/j.ijhm.2011.09.008>
- Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. PASOS. *Revista de Turismo y Patrimonio Cultural*, 11(3), 67-78.
- Ramseook-Munhurrin, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: case of Mauritius. *Procedia-Social and Behavioral Sciences*, 175, 252-259.
- Ramukumba, T. (2018). Tourists revisit intentions based on purpose of visit and preference of the destination. A case study of Tsitsikamma National Park. *African Journal of Hospitality, Tourism and Leisure*, 7(1), 1-10.
- Ranjanthran, M., & Mohammed, B. (2010). Domestic Tourism: Perception of domestic tourist on tourism products in Penang Island. *Asian Journal of Management Research*, 1(2), 795-816.
- Raza, M. A., Siddiquei, A. N., Awan, H. M., & Bukhari, K. (2012). Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry. *Interdisciplinary journal of contemporary research in business*, 4(8), 788-805.
- Reisinger, Y. (1994). Tourist-host contact as a part of cultural tourism. *World Leisure & Recreation*, 36(2), 24-28.
- Reisinger, Y., & Turner, L. W. (2003). *Cross-Cultural Behaviour in Tourism: Concepts and Analysis*, First published.
- Rittichainuwat, B. N., Qu, H., & Leong, J. K. (2003). The collective impacts of a bundle of travel determinants on repeat visitation. *Journal of hospitality & tourism research*, 27(2), 217-236.
- Robinot, E., & Giannelloni, J. L. (2010). Do hotels' “green” attributes contribute to customer satisfaction? *Journal of Services Marketing*. <https://doi.org/10.1108/08876041011031127>
- Romão, J., Neuts, B., Nijkamp, P., & Van Leeuwen, E. (2015). Culture, product differentiation and market segmentation: A structural analysis of the motivation and satisfaction of tourists in Amsterdam. *Tourism Economics*, 21(3), 455-474.
- Rust, R. T., & Oliver, R. L. (1994). Service quality: Insights and managerial implications from the frontier, In R. T. Rust & R. L. Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 1-19). Thousand Oaks, CA: Sage.
- Ryan, C. (2002). Equity, management, power sharing and sustainability-issues of the ‘new tourism’. *Tourism management*, 23(1), 17-26.
- Ryan, C., and Huimin, G. (2007). Perceptions of Chinese hotels. *Cornell Hotel and Restaurant Administration Quarterly*, 48(4), 380-391. <https://doi.org/10.1177/0010880407305550>
- San-Martín, S., Prodanova, J., & Jiménez, N. (2015). The impact of age in the generation of satisfaction and WOM in mobile shopping. *Journal of Retailing and Consumer Services*, 23, 1-8. <https://doi.org/10.1016/j.jretconser.2014.11.001>
- Saufi, A., O'Brien, D., & Wilkins, H. (2014). Inhibitors to host community participation in sustainable tourism development in developing countries. *Journal of Sustainable Tourism*, 22(5), 801–820. <https://doi.org/10.1080/09669582.2013.861468>
- Schortman, E. M., & Urban, P. A. (2015). Culture contact structure and process. In *Studies in Culture Contact: Interaction, Culture Change, and Archaeology*.
- Seetanah, B., Teeroovengadum, V., & Nunkoo, R. (2020). Destination Satisfaction and Revisit

- Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, 44(1), 134–148. <https://doi.org/10.1177/1096348018798446>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shariff, S. N. F. B. A., Omar, M. B., Sulong, S. N. B., Abd Majid, H. A. B. M., Ibrahim, H. B. M., Jaafar, Z. B., & Ideris, M. S. K. B. (2015). The influence of service quality and food quality towards customer fulfillment and revisit intention. *Canadian Social Science*, 11(8), 138-144.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of business research*, 22(2), 159-170.
- Shi, Y., Prentice, C., & He, W. (2014). Linking service quality, customer satisfaction and loyalty in casinos, does membership matter? *International Journal of Hospitality Management*, 40, 81-91. <https://doi.org/10.1016/j.ijhm.2014.03.013>
- Silvestri, C., Aquilani, B., & Ruggieri, A. (2017). Service quality and customer satisfaction in thermal tourism. *The TQM Journal*, 29(1), 55-81.
- Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. *International Journal of Quality and Service Sciences*, 12(3), 297-318.
- Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. *Spanish Journal of Marketing-ESIC*, 24(2), 155-175. <https://doi.org/10.1108/SJME-06-2019-0036>
- Soleimani, A. G., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1), 1560651. <https://doi.org/10.1080/23311886.2018.1560651>
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. *International Journal of Human and Social Sciences*, 6(1), 38–45. <https://doi.org/10.5281/zenodo.1076526>
- Sparks, R., & Westgate, M. (2002). Broad-based and targeted sponsorship strategies in Canadian women's ice-hockey. *International Journal of Sports Marketing and Sponsorship*, 4(1), 59-84. <http://dx.doi.org/10.1108/ijmsms-04-01-2002-b006>
- Steiner, C. J., & Reisinger, Y. (2004). Enriching the tourist and host intercultural experience by reconceptualizing communication. *Journal of Tourism and Cultural Change*, 2(2), 118-137.
- Suhartanto, D., & Triyuni, N. (2016). Tourist loyalty toward shopping destination: the role of shopping satisfaction and destination image. *European Journal of Tourism Research*, 13, 84-102.
- Sukwadi, R., Yang, C. C., & Fan, L. (2012). Capturing customer value creation based on service experience—a case study on News Café. *Journal of the Chinese Institute of Industrial Engineers*, 29(6), 383-399. <https://doi.org/10.1080/10170669.2012.713033>
- Sumaedi, S., Bakti, I. G. M. Y., Rakhmawati, T., Astrini, N. J., Yarmen, M., & Widiyanti, T. (2015). Patient loyalty model: An extended theory of planned behavior perspective (a case study in Bogor, Indonesia). *Leadership in Health Services*, 28(3), 245-258.
- Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in a research. *How to test the validation of a questionnaire/survey in research (August 10, 2016)*. <https://doi.org/10.2139/ssrn.3205040>
- Tanford, S., & Jung, S. (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, 61, 209-220.
- Tarn, J. L. (1999). The effects of service quality, perceived value and customer satisfaction on behavioral intentions. *Journal of Hospitality & Leisure Marketing*, 6(4), 31-43.

- Teng, Y. M., Wu, K. S., & Liu, H. H. (2015). Integrating altruism and the theory of planned behavior to predict patronage intention of a green hotel. *Journal of Hospitality & Tourism Research*, 39(3), 299-315. <https://doi.org/10.1177/1096348012471383>
- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1), 2068269. <https://doi.org/10.1080/23311886.2022.2068269>
- Tian-Cole, S., & Crompton, J. L. (2003). A conceptualization of the relationships between service quality and visitor satisfaction, and their links to destination selection. *Leisure Studies*, 22, 65-80. <http://dx.doi.org/10.1080/02614360306572>
- Tierney, P., Hunt, M., & Latkova, P. (2011). Do travelers support green practices and sustainable development. *Journal of Tourism Insights*, 2(2), 5. <https://doi.org/10.9707/2328-0824.1014>
- Ting, D. (2004). Service quality and satisfaction perceptions: curvilinear and interaction effect, *International Journal of Bank Marketing*, 22(6), 407-420.
- Tjiptono, F., & Chandra, G. (2012). *Service Management Meningkatkan Layanan Prima*. Jakarta: Andi. <https://doi.org/10.1108/02652320410559330>
- Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing & Management*, 4(4), 222-234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- Touni, R., Kim, W. G., Haldorai, K., & Rady, A. (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customer-perceived value and brand reputation. *International Journal of Hospitality Management*, 104, 103246.
- Toyama, M., & Yamada, Y. (2012). The relationships among tourist novelty, familiarity, satisfaction, and destination loyalty: Beyond the novelty-familiarity continuum. *International Journal of Marketing Studies*, 4(6), 10. <https://doi.org/10.5539/ijms.v4n6p10>
- Tribe, J. (2006). The truth about tourism. *Annals of tourism research*, 33(2), 360-381. <https://doi.org/10.1016/j.annals.2005.11.001>
- TripAdvisor (2013). *TripAdvisor GreenLeaders™ Program highlights eco-friendly hotels to help travelers plan greener trips*?. Available at: [www.tripadvisor.com/PressCenter-i5903-c1-Press\\_Releases.html](http://www.tripadvisor.com/PressCenter-i5903-c1-Press_Releases.html) (accessed June 2023).
- Trong, H., & Ngoc, C. N. M. (2005). Analyzing data with SPSS research.
- Truong, T. H., & Foster, D. (2006). Using HOLSAT to evaluate tourist satisfaction at destinations: The case of Australian holidaymakers in Vietnam. *Tourism management*, 27(5), 842-855. <https://doi.org/10.1016/j.tourman.2005.05.008>
- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 25(2), 204-212.
- Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of tourism research*, 38(4), 1367-1386.
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of tourism research*, 33(4), 1141-1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- United Nations Environment Programme (2016). "Tourism's three main impact areas". Available at: <http://drustage.unep.org/resourceefficiency/tourisms-three-main-impact-areas> (accessed June, 2023).
- Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of hospitality and tourism*, 21(1), 798-810.
- Vu, N. T., Dung, H. T., Van Dat, N., Duc, P. M., Hung, N. T., & Phuong, N. T. T. (2020). Cultural contact and service quality components impact on tourist satisfaction. *Journal of Southwest Jiaotong University*, 55(1).

- Waheed, N and Hassan, Z (2016). Influence of Customer Perceived Value on Tourist Satisfaction and Revisit Intention: A study on Guesthouses in Maldives. *International Journal of Accounting, Business and Management*, 4(1), 101-123.
- Wang, D. (2004). Tourist behavior and repeat visitation to Hong Kong. *Tourism Geographies*, 6(1), 99-118.
- Wang, Y., & Lo, H. P. (2002). Service quality, customer satisfaction and behavior intentions: Evidence from China's telecommunication industry. *info*, 4(6), 50-60.
- Wantara, P. (2015). The Relationships among Service Quality, Customer Satisfaction, and Customer Loyalty in Library Services. *International Journal of Economic and Financial Issues*, 5(Special Issue), 264-269.
- Wikström, S. (1983). Another look at consumer dissatisfaction as a measure of market performance. *Journal of Consumer Policy*, 6(1), 19-35.
- Woodruff, R. B. (1997). Customer value: the next source for competitive advantage. *Journal of the academy of marketing science*, 25, 139-153.
- Woodside, A. G., Frey, L. L., & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavior. *Marketing Health Services*, 9(4), 5.
- Worsfold, K., Fisher, R., McPhail, R., Francis, M., & Thomas, A. (2016). Satisfaction, value and intention to return in hotels. *International Journal of Contemporary Hospitality Management*, 28(11), 2570-2588.
- Wu, A., and Weber, K. (2005). Convention center facilities, attributes and services: The delegates' perspective. *Asia Pacific Journal of Tourism Research*, 10(4), 399-410. <https://doi.org/10.1080/10941660500363736>
- Wu, H. C., Ai, C. H., Yang, L. J., & Li, T. (2015). A study of revisit intentions, customer satisfaction, corporate image, emotions and service quality in the hot spring industry. *Journal of China Tourism Research*, 11(4), 371-401. <https://doi.org/10.1080/19388160.2015.1110545>
- Wu, H.C. and Ko, Y.J. (2013). Assessment of service quality in the hotel industry. *Journal of Quality Assurance in Hospitality and Tourism*, 14(3), pp.218-244. <https://doi.org/10.1080/10941660500363736>
- Xu, X., & Gursoy, D. (2015). Influence of sustainable hospitality supply chain management on customers' attitudes and behaviors. *International journal of hospitality management*, 49, 105-116.
- Yap, B. W., Ramayah, T., & Wan Shahidan, W. N. (2012). Satisfaction and trust on customer loyalty: A PLS approach. *Business Strategy Series*, 13 (4), 154-167.
- Yi, X., Fu, X., Yu, L., & Jiang, L. (2018). Authenticity and loyalty at heritage sites: The moderation effect of postmodern authenticity. *Tourism Management*, 67, 411-424. <https://doi.org/10.1016/j.tourman.2018.01.013>
- Yoon, Y. S., Lee, J. S., & Lee, C. K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International journal of hospitality management*, 29(2), 335-342.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22.
- Zeithaml, V. A., & Bitner, M. J. (2003). *Service marketing: Integrating customer focus across the firm* (3rd ed.). Boston, MA: McGraw-Hill/Irwin.
- Zeng, B. (2017). Cultural centre, destination cultural offer and visitor satisfaction. *Sustainability*, 9(11), 1984.
- Zeng, L., Li, R. Y. M., & Huang, X. (2021). Sustainable mountain-based health and wellness tourist destinations: The interrelationships between tourists' satisfaction, behavioral intentions, and competitiveness. *Sustainability (Switzerland)*, 13(23), 13314.

- Zibarzani, M., Abumalloh, R. A., Nilashi, M., Samad, S., Alghamdi, O. A., Nayer, F. K., ... & Akib, N. A. M. (2022). Customer satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology. *Technology in Society*, 70, 101977.
- Zou, Y. G., Meng, F., Li, N., & Pu, E. (2021). Ethnic minority cultural festival experience: Visitor–environment fit, cultural contact, and behavioral intention. *Tourism Economics*, 27(6), 1237-1255.

## APPENDICES

**Appendix I. Full paper was accepted to present in International Conference on Economics and Social Science (ICESS-2023) on 18<sup>th</sup> – 19<sup>th</sup> September, 2023 at Kuala Lumpur, Malaysia.**

The selected paper will be forwarded for publication in any one of the following International Journals after the conference.



International Conference on Economics and Social Science  
(ICESS-2023)  
Kuala Lumpur, Malaysia  
18th - 19th September, 2023

### EVENT ACCEPTANCE LETTER

Dear **Han Nguyen Ngoc**,

We are happy to inform you that your paper has been selected for ICESS on 18th - 19th September, 2023 at Kuala Lumpur, Malaysia after peer review process which will be organized by IRES and in association with PET for presentation (oral presentation/ poster presentation) at the Conference. Registered papers will get Conference Proceeding having ISBN (International Standard Book Number) and certificates of paper presentation.

**Paper Title:** SATISFACTIONDRIVING TO RETURN INTENTION OF FOREIGN TOURISTS: AN EMPIRICAL STUDY FROM CAN THO, VIETNAM

**Author's Name:** Han Nguyen Ngoc

**Co-Author's Name:** Dao Nguyen Thi Thu, Tri Nguyen Huu, Loi Nguyen Dai, Luan Nguyen Trong

**Paper ID:** IRES-ESSKMP-180923-31563

Kindly confirm your Registration and Event Participation by following links.

Official Page of event: <http://theires.org/Conference2023/Malaysia/9/ICESS/>

For Registration guidelines: [http://theires.org/Conference2023/Malaysia/9/ICESS/paper\\_registration.php](http://theires.org/Conference2023/Malaysia/9/ICESS/paper_registration.php)

<p>Register now Online by clicking below (By Using Credit Card/Debit Card/Net Banking)</p> <p><a href="http://theires.org/PAYMENT/all_payment.php">http://theires.org/PAYMENT/all_payment.php</a></p>
<p>Or</p> <p>Bank Details (For Offline payment)</p>
<p>ACCOUNT NAME : Institute For Technology and Research  ACCOUNT TYPE : Current Account  BANK NAME : State Bank of India  ACCOUNT NO : 32764752761  IFSC CODE : SBIN0010927  SWIFT CODE : SBININBB270 (For foreign MONEY transfer)  ADDRESS : Khandagiri, Bhubaneswar, Odisha-751030</p>

\* After the payment via credit card or debit card Kindly mail us the transaction details along with the scan copy of the Identity proof of the card holder.

\*\* For any query related to payment you can mail us to- [info@theires.org](mailto:info@theires.org)

\*\*\*The registration fee received TheIRES is not refundable but transferrable. Registration fee includes charges for conference participation only (Day 01). Arrangements and costs of visa, travelling and accommodation are not the responsibility of our organization; they will be borne by the author himself/herself.

<b>Last date of Registration</b>	<b>18<sup>th</sup> Aug 2023</b>
	(Kindly confirm your registration process before this date)

**Note:** *Kindly send us the details regarding payment and Registration form to the official mail Id of the Event before last date of registration. Due to Covid-19, If we will be unable to organize the Physical conference then Virtual Conferences will be scheduled. So kindly proceed for the registration accordingly. All Selected and registered papers will also be forwarded for publication in any one of the following International Journals after the conference.*

Journal Name	Indexing and Impact factor
International Journal of Business and Management Science	Impact Factor: 0.200 Indexing :Yes/ Scopus/Google Scholar
Gadjah Mada International Journal of Business	Impact Factor: 0.149 Indexing :Yes/ Scopus/Google Scholar
International Journal of Advances in Soft Computing and its Applications	Impact Factor: 0.547 Indexing :Yes/ Scopus/Google Scholar
International Journal of Clinical Pharmacology Research	Impact Factor: 0.672 Indexing :Yes/ Scopus/Google Scholar
Journal of Huazhong University of Science and Technology	Impact Factor: 0.344 Indexing :Yes/ Scopus/Google Scholar
ActaPolytechnicaScandinavica, Applied Physics Series	Impact Factor: 0.399 Indexing :Yes/ Scopus/Google Scholar
Aquaculture, Economics and Management	Impact Factor: 0.45 Indexing :Yes/ Scopus/Google Scholar
International Journal of Environmental Research	Impact Factor: 0.415 Indexing :Yes/ Scopus/Google Scholar

## **Appendix II. Questionnaire**

Dear all of you!

We are K15 students majoring in Hotel Management. Our team is carrying research for a graduation project. The topic is “The effect of tourist satisfaction driving to future revisit intention in Can Tho city, Vietnam.”

We hope that you can take a few minutes to complete the survey below.

Our team commits that the information you provide is completely confidential and only used for research purposes.

Thank you!

### ***Part 1: General information***

#### **Q1. Gender**

1. Male
2. Female

#### **Q2. Age**

1. Under 20 years old
2. From 20 to 29 years old
3. From 30 to 39 years old
4. From 40 to 49 years old
5. Over 50 years old

#### **Q3. Academic level**

1. Below high school
2. High school
3. College, University
4. Postgraduates

#### **Q4. Occupations**

1. Student
2. Lecturer
3. Business
4. Worker/Officer
5. Retired

**Q5. Where are you from?**

1. Southern Vietnam
2. Northern Vietnam
3. Central Vietnam
4. Foreign

**Q6. Number of times visiting**

1. Less than 2 times/year
2. From 2 to 4 times/year
3. More than 4 times/year

**Q7. Travel companion/s**

1. Alone
2. Lover
3. Friends, colleagues
4. Family

**Q8. Purpose of visit**

1. Leisure
2. Business
3. Visiting relatives/friends

**Q9. Length of stay**

1. Less than 2 nights
2. From 2 to 4 nights
3. From 5 to 7 nights
4. Over 1 week

**Q10. Transportations**

1. Motorbike
2. Car
3. Coach
4. Plane
5. Ship

**Part 2: Independent variables**

Marked in the box shows the extent agreed by you from 1 to 5, in which:

1 = Strongly Disagree

2 = Disagree

3 = Not sure agree or disagree / neutral

4 = Agree

5 = Strongly Agree

Code	Explanatory	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Novelty Seeking (NS)</b>						
NS1	I find new and different experiences when visiting in Can Tho.	1	2	3	4	5
NS2	Visiting Can Tho, I have the opportunity to enjoy the unique and diverse local cuisine.	1	2	3	4	5
NS3	I have the opportunity to learn new things from the locals.	1	2	3	4	5
NS4	Visiting and experiencing activities at ecotourism sites in Can Tho gives me an interesting and new feeling.	1	2	3	4	5
NS5	Can Tho city is a place with many things for tourists to discover, experience and learn.	1	2	3	4	5
<b>Perceived Value (PV)</b>						
PV1	The prices of products and services in Can Tho are commensurate with what I have received.	1	2	3	4	5
PV2	Can Tho city is a suitable place for visiting.	1	2	3	4	5
PV3	The climate in Can Tho is appropriate for relaxing and doing some recreational activities.	1	2	3	4	5
PV4	The travel experience in Can Tho is worth my time and effort to come here.	1	2	3	4	5
PV5	I think Can Tho is a suitable destination for many tourist segments.	1	2	3	4	5

<b>Service Quality (SQ)</b>						
SQ1	Staff at the accommodation facilities and tourist attractions in Can Tho are friendly and always willing to serve customers.	1	2	3	4	5
SQ2	Staff knowledgeable about the products and services offered.	1	2	3	4	5
SQ3	Staff in accommodations understand and accommodate my specific needs.	1	2	3	4	5
SQ4	Services at tourist sites and hotels are provided quickly.	1	2	3	4	5
SQ5	Accommodation facilities have modern equipment and new technology.	1	2	3	4	5
<b>Green Practices (GP)</b>						
GP1	Hotels in Can Tho use a key card system to turn on and off the electricity.	1	2	3	4	5
GP2	Hotels in Can Tho use filtration systems to use water efficiently.	1	2	3	4	5
GP3	Hotels in Can Tho inform guests about changing sheets, pillowcases, towels at the request of guests.	1	2	3	4	5
GP4	Most destinations in Can Tho offer eco-friendly products.	1	2	3	4	5
GP5	In general, hotels and locations in Can Tho are environmentally friendly.	1	2	3	4	5
<b>Cultural Contact (CC)</b>						
CC1	I like to learn more about the culture in Can Tho.	1	2	3	4	5
CC2	I enjoy learning about the different customs, rituals and lifestyles in Can Tho.	1	2	3	4	5
CC3	I want to have experiences and participate in cultural activities when coming to Can Tho such as Floating Market, Hoa Dang Festival, Folk Cake Festival, and traditional craft villages, etc.	1	2	3	4	5
CC4	I really want to understand the local culture of Can Tho and I am willing to take the time to understand and experience the culture here.	1	2	3	4	5
CC5	Contact to different cultures is a very important part of my travel experience.	1	2	3	4	5

### Part 3: Mediating variable and Dependent variable

Marked in the box shows the extent agreed by you from 1 to 5, in which:

1 = Strongly Disagree

2 = Disagree

3 = Not sure agree or disagree / neutral

4 = Agree

5 = Strongly Agree

Code	Explanatory	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Tourist Satisfaction (TS)</b>						
TS1	I am satisfied with the tourist sites in Can Tho.	1	2	3	4	5
TS2	Visiting Can Tho places fulfilled my need.	1	2	3	4	5
TS3	I am satisfied with my decision to travel in Can Tho.	1	2	3	4	5
TS4	I am satisfied with the money and time I spent in tourist attractions in Can Tho.	1	2	3	4	5
TS5	I am completely satisfied with the tour of Can Tho.	1	2	3	4	5
<b>Future Revisit Intention (FRI)</b>						
FRI1	I will come back to Can Tho many more times when I have free time such as holidays, Tet, etc.	1	2	3	4	5
FRI2	I will most likely come back to Can Tho next year.	1	2	3	4	5
FRI3	I will tell my friends that I like this place and will stay longer than I planned next time.	1	2	3	4	5
FRI4	I look forward to visiting Can Tho city soon.	1	2	3	4	5
FRI5	I intend to go to Can Tho city on my next vacation.	1	2	3	4	5

Thank you for completing the questionnaire. We appreciate for your contributions your time and opinions!

## Appendix III. Results of descriptive statistics

### 1. Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	140	46.7	46.7	46.7
	Female	160	53.3	53.3	100.0
	Total	300	100.0	100.0	

### 2. Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 years old	60	20.0	20.0	20.0
	20-29 years old	145	48.3	48.3	68.3
	30-39 years old	40	13.3	13.3	81.7
	40-49 years old	31	10.3	10.3	92.0
	>50 years old	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

### 3. Academic level

Academic level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below high school	38	12.7	12.7	12.7
	High school	69	23.0	23.0	35.7
	College, University	166	55.3	55.3	91.0
	Postgraduates	27	9.0	9.0	100.0
	Total	300	100.0	100.0	

### 4. Occupations

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	152	50.7	50.7	50.7
	Lecturer	7	2.3	2.3	53.0
	Business	70	23.3	23.3	76.3
	Worker/Officer	53	17.7	17.7	94.0
	Retired	18	6.0	6.0	100.0
	Total	300	100.0	100.0	

### 5. Areas

Area					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern Vietnam	22	7.3	7.3	7.3
	Central Vietnam	9	3.0	3.0	10.3
	Southern Vietnam	245	81.7	81.7	92.0
	Foreign	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

## 6. Number of times visiting

Number of times visiting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2 times/year	160	53.3	53.3	53.3
	2-4 times/ year	103	34.3	34.3	87.7
	>4 times/year	37	12.3	12.3	100.0
	Total	300	100.0	100.0	

## 7. Travel companions

Travel companion/s					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	24	8.0	8.0	8.0
	Lover	46	15.3	15.3	23.3
	Friends/colleagues	94	31.3	31.3	54.7
	Family	136	45.3	45.3	100.0
	Total	300	100.0	100.0	

## 8. Purpose of visit

Purpose of visit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	276	92.0	92.0	92.0
	Business	7	2.3	2.3	94.3
	Visiting relatives/friends	17	5.7	5.7	100.0
	Total	300	100.0	100.0	

## 9. Length of stay

Length of stay					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2 nights	85	28.3	28.3	28.3
	2-4 nights	172	57.3	57.3	85.7
	5-7 nights	30	10.0	10.0	95.7
	Over 1 week	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

## 10. Transportations

Transportations					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Motorbike	82	27.3	27.3	27.3
	Car	68	22.7	22.7	50.0
	Coach	79	26.3	26.3	76.3
	Plane	68	22.7	22.7	99.0
	Ship	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

## Appendix IV. Results of reliability test

### 1. Novelty seeking

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.817	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NS1	16.92	5.900	.596	.784
NS2	16.86	5.583	.635	.773
NS3	16.94	5.571	.626	.775
NS4	16.89	5.770	.638	.773
NS5	16.98	5.889	.544	.800

### 2. Perceived value

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.816	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PV1	16.60	5.947	.562	.795
PV2	16.60	6.047	.646	.770
PV3	16.62	5.843	.624	.775
PV4	16.42	5.983	.634	.772
PV5	16.48	6.130	.573	.790

### 3. Service quality

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.842	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SQ1	16.73	6.025	.645	.811
SQ2	16.81	6.061	.672	.804
SQ3	16.74	6.114	.627	.816
SQ4	16.68	6.371	.655	.810
SQ5	16.80	6.051	.644	.812

### 4. Green practices

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.833	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GP1	16.52	6.037	.626	.801
GP2	16.65	6.289	.645	.796
GP3	16.45	5.961	.666	.789
GP4	16.63	6.467	.548	.822
GP5	16.50	5.936	.678	.786

## 5. Cultural contact

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.877	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CC1	17.15	6.299	.670	.859
CC2	17.20	5.746	.743	.842
CC3	16.95	6.138	.684	.856
CC4	17.16	5.999	.719	.848
CC5	17.04	5.981	.721	.847

## 6. Tourist satisfaction

Case Processing Summary			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TS1	17.09	5.503	.660	.822
TS2	17.17	5.667	.624	.832
TS3	17.09	5.463	.674	.819
TS4	17.07	5.306	.687	.815
TS5	17.14	5.581	.673	.819

## 7. Future revisit intention

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.853	5

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FRI1	17.00	5.876	.647	.828
FRI2	17.03	5.758	.660	.825
FRI3	17.02	5.829	.690	.817
FRI4	17.02	6.073	.681	.820
FRI5	17.07	5.881	.655	.826

## Appendix V. Results of EFA, CFA and SEM

### 1. EFA of independent variables

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	3103.930
	df	210
	Sig.	.000

<b>Total Variance Explained</b>							
Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.869	42.232	42.232	8.869	42.232	42.232	6.499
2	1.503	7.155	49.387	1.503	7.155	49.387	6.158
3	1.334	6.352	55.739	1.334	6.352	55.739	5.799
4	1.156	5.504	61.244	1.156	5.504	61.244	6.141
5	1.069	5.090	66.334	1.069	5.090	66.334	4.339
6	.732	3.484	69.818				
7	.627	2.987	72.805				
8	.611	2.908	75.713				
9	.540	2.569	78.283				
10	.506	2.407	80.690				
11	.469	2.233	82.924				
12	.459	2.185	85.108				
13	.449	2.140	87.248				
14	.416	1.980	89.228				
15	.399	1.899	91.127				
16	.359	1.708	92.835				
17	.338	1.609	94.444				
18	.311	1.483	95.927				
19	.301	1.434	97.361				
20	.289	1.375	98.736				
21	.266	1.264	100.000				
Extraction Method: Principal Component Analysis.							
a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.							

Pattern Matrix <sup>a</sup>					
	Component				
	1	2	3	4	5
CC1	.802				
CC4	.792				
CC5	.760				
CC2	.760				
CC3	.617				
SQ2		.926			
SQ4		.816			
SQ5		.682			
SQ1		.677			
SQ3		.557			
NS4			.841		
NS2			.790		
NS1			.746		
NS3			.731		
GP2				.853	
GP5				.798	
GP3				.728	
GP1				.689	
PV3					.868
PV2					.809
PV4					.711
Extraction Method: Principal Component Analysis. Rotation Method: Promax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

## 2. EFA for the mediator variable

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	584.301
	df	10
	Sig.	.000

<b>Total Variance Explained</b>						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.142	62.845	62.845	3.142	62.845	62.845
2	.547	10.942	73.787			
3	.519	10.377	84.164			
4	.418	8.362	92.526			
5	.374	7.474	100.000			
Extraction Method: Principal Component Analysis.						

<b>Component Matrix<sup>a</sup></b>	
	Component
	1
TS4	.811
TS3	.802
TS5	.800
TS1	.789
TS2	.761
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

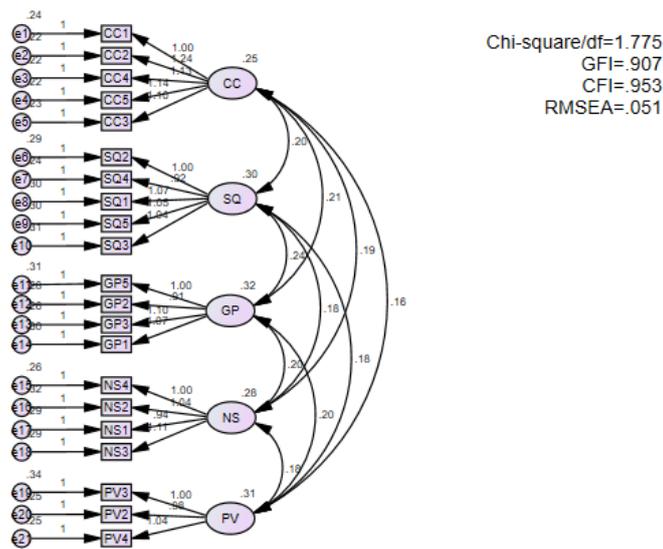
### 3. EFA for the dependent variable

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	594.333
	df	10
	Sig.	.000

<b>Total Variance Explained</b>						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.158	63.160	63.160	3.158	63.160	63.160
2	.572	11.438	74.598			
3	.480	9.597	84.196			
4	.421	8.416	92.611			
5	.369	7.389	100.000			
Extraction Method: Principal Component Analysis.						

Component Matrix <sup>a</sup>	
	Component
	1
FRI3	.814
FRI4	.807
FRI2	.789
FRI5	.787
FRI1	.777
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

#### 4. Results of CFA



#### 5. Results of SEM

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TS	<---	CC	.440	.092	4.777	***	
TS	<---	GP	.242	.094	2.566	.010	
TS	<---	PV	.250	.063	3.938	***	
TS	<---	SQ	-.015	.079	-.184	.854	
TS	<---	NS	.059	.074	.794	.427	
FRI	<---	TS	.961	.086	11.197	***	
CC1	<---	CC	1.000				
CC4	<---	CC	1.142	.089	12.801	***	
CC5	<---	CC	1.159	.090	12.935	***	
CC2	<---	CC	1.244	.095	13.153	***	
CC3	<---	CC	1.095	.088	12.417	***	
SQ2	<---	SQ	1.000				
SQ4	<---	SQ	.925	.081	11.351	***	
SQ5	<---	SQ	1.057	.092	11.500	***	
SQ1	<---	SQ	1.064	.093	11.489	***	
SQ3	<---	SQ	1.038	.092	11.337	***	

			Estimate	S.E.	C.R.	P	Label
NS4	<---	NS	1.000				
NS2	<---	NS	1.040	.097	10.716	***	
NS1	<---	NS	.947	.090	10.491	***	
NS3	<---	NS	1.108	.099	11.196	***	
GP2	<---	GP	1.000				
GP5	<---	GP	1.104	.100	11.042	***	
GP3	<---	GP	1.201	.101	11.856	***	
GP1	<---	GP	1.186	.103	11.549	***	
PV3	<---	PV	1.000				
PV2	<---	PV	.993	.094	10.522	***	
PV4	<---	PV	1.028	.098	10.522	***	
TS5	<---	TS	1.000				
TS4	<---	TS	1.142	.088	12.969	***	
TS3	<---	TS	1.036	.085	12.255	***	
TS2	<---	TS	.938	.083	11.311	***	
TS1	<---	TS	1.060	.084	12.549	***	
FRI5	<---	FRI	1.000				
FRI4	<---	FRI	.959	.077	12.499	***	
FRI3	<---	FRI	.999	.083	12.063	***	
FRI2	<---	FRI	.992	.087	11.372	***	
FRI1	<---	FRI	1.051	.085	12.336	***	

**Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
TS	<---	CC	.455
TS	<---	GP	.249
TS	<---	PV	.286
FRI	<---	TS	.896
CC1	<---	CC	.717
CC4	<---	CC	.777
CC5	<---	CC	.786
CC2	<---	CC	.799
CC3	<---	CC	.754
SQ2	<---	SQ	.710
SQ4	<---	SQ	.718
SQ5	<---	SQ	.728
SQ1	<---	SQ	.726
SQ3	<---	SQ	.716
NS4	<---	NS	.718
NS2	<---	NS	.699
NS1	<---	NS	.680
NS3	<---	NS	.734
GP2	<---	GP	.698
GP5	<---	GP	.710
GP3	<---	GP	.770
GP1	<---	GP	.748
PV3	<---	PV	.689
PV2	<---	PV	.750

			Estimate
PV4	<---	PV	.749
TS5	<---	TS	.731
TS4	<---	TS	.766
TS3	<---	TS	.726
TS2	<---	TS	.672
TS1	<---	TS	.742
FRI5	<---	FRI	.723
FRI4	<---	FRI	.762
FRI3	<---	FRI	.735
FRI2	<---	FRI	.692
FRI1	<---	FRI	.751

**Squared Multiple Correlations: (Group number 1 - Default model)**

	Estimate
TS	.759
FRI	.802
FRI1	.565
FRI2	.479
FRI3	.540
FRI4	.581
FRI5	.523
TS1	.550
TS2	.451
TS3	.527
TS4	.587
TS5	.534
PV4	.562
PV2	.563
PV3	.474
GP1	.560
GP3	.593
GP5	.505
GP2	.487
NS3	.539
NS1	.462
NS2	.488
NS4	.515
SQ3	.513
SQ1	.528
SQ5	.530
SQ4	.515
SQ2	.505
CC3	.568
CC2	.638
CC5	.617
CC4	.603
CC1	.514

**Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)**

	PV	GP	NS	SQ	CC	TS	FRI
TS	...	...	...	...	...	...	...
FRI	.001	.027	.573	.980	.003	...	...
FRI1	.001	.027	.570	.972	.002	.003	...
FRI2	.001	.024	.587	.976	.002	.002	...
FRI3	.001	.025	.590	.976	.003	.002	...
FRI4	.001	.025	.556	.968	.003	.002	...
FRI5	.001	.027	.566	.968	.003	.003	...
TS1	.001	.026	.570	.972	.002	...	...
TS2	.001	.025	.553	.968	.002	...	...
TS3	.001	.023	.570	.976	.003	...	...
TS4	.001	.024	.559	.976	.003	...	...
TS5	.001	.026	.594	.980	.002	...	...
PV4	...	...	...	...	...	...	...
PV2	...	...	...	...	...	...	...
PV3	...	...	...	...	...	...	...
GP1	...	...	...	...	...	...	...
GP3	...	...	...	...	...	...	...
GP5	...	...	...	...	...	...	...
GP2	...	...	...	...	...	...	...
NS3	...	...	...	...	...	...	...
NS1	...	...	...	...	...	...	...
NS2	...	...	...	...	...	...	...
NS4	...	...	...	...	...	...	...
SQ3	...	...	...	...	...	...	...
SQ1	...	...	...	...	...	...	...
SQ5	...	...	...	...	...	...	...
SQ4	...	...	...	...	...	...	...
SQ2	...	...	...	...	...	...	...
CC3	...	...	...	...	...	...	...
CC2	...	...	...	...	...	...	...
CC5	...	...	...	...	...	...	...
CC4	...	...	...	...	...	...	...
CC1	...	...	...	...	...	...	...

**Standardized Indirect Effects (Group number 1 - Default model)**

	PV	GP	NS	SQ	CC	TS	FRI
TS	.000	.000	.000	.000	.000	.000	.000
FRI	.245	.218	.055	-.014	.388	.000	.000
FRI1	.184	.164	.041	-.010	.291	.673	.000
FRI2	.170	.151	.038	-.010	.269	.620	.000
FRI3	.180	.160	.040	-.010	.285	.658	.000
FRI4	.187	.166	.042	-.011	.295	.682	.000
FRI5	.177	.157	.040	-.010	.280	.647	.000

	PV	GP	NS	SQ	CC	TS	FRI
TS1	.203	.181	.045	-.012	.322	.000	.000
TS2	.184	.163	.041	-.010	.291	.000	.000
TS3	.199	.176	.044	-.011	.314	.000	.000
TS4	.210	.186	.047	-.012	.332	.000	.000
TS5	.200	.178	.045	-.011	.316	.000	.000
PV4	.000	.000	.000	.000	.000	.000	.000
PV2	.000	.000	.000	.000	.000	.000	.000
PV3	.000	.000	.000	.000	.000	.000	.000
GP1	.000	.000	.000	.000	.000	.000	.000
GP3	.000	.000	.000	.000	.000	.000	.000
GP5	.000	.000	.000	.000	.000	.000	.000
GP2	.000	.000	.000	.000	.000	.000	.000
NS3	.000	.000	.000	.000	.000	.000	.000
NS1	.000	.000	.000	.000	.000	.000	.000
NS2	.000	.000	.000	.000	.000	.000	.000
NS4	.000	.000	.000	.000	.000	.000	.000
SQ3	.000	.000	.000	.000	.000	.000	.000
SQ1	.000	.000	.000	.000	.000	.000	.000
SQ5	.000	.000	.000	.000	.000	.000	.000
SQ4	.000	.000	.000	.000	.000	.000	.000
SQ2	.000	.000	.000	.000	.000	.000	.000
CC3	.000	.000	.000	.000	.000	.000	.000
CC2	.000	.000	.000	.000	.000	.000	.000
CC5	.000	.000	.000	.000	.000	.000	.000
CC4	.000	.000	.000	.000	.000	.000	.000
CC1	.000	.000	.000	.000	.000	.000	.000

## Appendix VI. Results of One-way ANOVA

### 1. Differences in tourist satisfaction toward occupations

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
TS	Based on Mean	2.262	4	295	.063
	Based on Median	1.591	4	295	.177
	Based on Median and with adjusted df	1.591	4	229.085	.177
	Based on trimmed mean	2.262	4	295	.063

ANOVA					
TS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.976	4	1.244	3.895	.004
Within Groups	94.208	295	.319		
Total	99.183	299			

Multiple Comparisons						
Dependent Variable: TS						
Bonferroni						
(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Lecturer	.23609	.21845	1.000	-.3818	.8539
	Business	-.28391*	.08163	.006	-.5148	-.0530
	Worker/Officer	-.16445	.09015	.691	-.4194	.0905
	Retired	-.16550	.14086	1.000	-.5639	.2329
Lecturer	Student	-.23609	.21845	1.000	-.8539	.3818
	Business	-.52000	.22402	.210	-1.1536	.1136
	Worker/Officer	-.40054	.22726	.790	-1.0433	.2422
	Retired	-.40159	.25172	1.000	-1.1135	.3104
Business	Student	.28391*	.08163	.006	.0530	.5148
	Lecturer	.52000	.22402	.210	-.1136	1.1536
	Worker/Officer	.11946	.10290	1.000	-.1716	.4105
	Retired	.11841	.14934	1.000	-.3040	.5408
Worker/Officer	Student	.16445	.09015	.691	-.0905	.4194
	Lecturer	.40054	.22726	.790	-.2422	1.0433
	Business	-.11946	.10290	1.000	-.4105	.1716
	Retired	-.00105	.15417	1.000	-.4371	.4350
Retired	Student	.16550	.14086	1.000	-.2329	.5639
	Lecturer	.40159	.25172	1.000	-.3104	1.1135
	Business	-.11841	.14934	1.000	-.5408	.3040
	Worker/Officer	.00105	.15417	1.000	-.4350	.4371

\*. The mean difference is significant at the 0.05 level.

## 2. Differences in tourist satisfaction toward areas

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
TS	Based on Mean	4.430	3	296	.005
	Based on Median	4.374	3	296	.005
	Based on Median and with adjusted df	4.374	3	275.560	.005
	Based on trimmed mean	4.723	3	296	.003

ANOVA					
TS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.489	3	1.496	4.677	.003
Within Groups	94.695	296	.320		
Total	99.183	299			

Multiple Comparisons						
Dependent Variable: TS						
Tamhane						
(I) Where are you from?	(J) Where are you from?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Northern Vietnam	Central Vietnam	.27576	.21521	.787	-.4172	.9687
	Southern Vietnam	.17399	.08814	.298	-.0733	.4213
	Foreign	-.24924	.10077	.101	-.5279	.0294
Central Vietnam	Northern Vietnam	-.27576	.21521	.787	-.9687	.4172
	Southern Vietnam	-.10177	.20360	.997	-.7926	.5891
	Foreign	-.52500	.20937	.177	-1.2155	.1655
Southern Vietnam	Northern Vietnam	-.17399	.08814	.298	-.4213	.0733
	Central Vietnam	.10177	.20360	.997	-.5891	.7926
	Foreign	-.42323*	.07273	.000	-.6238	-.2227
Foreign	Northern Vietnam	.24924	.10077	.101	-.0294	.5279
	Central Vietnam	.52500	.20937	.177	-.1655	1.2155
	Southern Vietnam	.42323*	.07273	.000	.2227	.6238

\*. The mean difference is significant at the 0.05 level.

### 3. Differences in future revisit intention toward occupations

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
FRI	Based on Mean	1.956	4	295	.101
	Based on Median	1.826	4	295	.124
	Based on Median and with adjusted df	1.826	4	256.449	.124
	Based on trimmed mean	1.845	4	295	.120

ANOVA					
FRI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.555	4	.889	2.558	.039
Within Groups	102.499	295	.347		
Total	106.054	299			

Multiple Comparisons						
Dependent Variable: FRI						
Bonferroni						
(I) Occupation	(J) Occupation	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Lecturer	.05282	.22786	1.000	-.5917	.6973
	Business	-.26147*	.08514	.023	-.5023	-.0207
	Worker/Officer	-.11969	.09403	1.000	-.3856	.1463
	Retired	-.15512	.14693	1.000	-.5707	.2605
Lecturer	Student	-.05282	.22786	1.000	-.6973	.5917
	Business	-.31429	.23367	1.000	-.9752	.3466
	Worker/Officer	-.17251	.23705	1.000	-.8430	.4979
	Retired	-.20794	.26256	1.000	-.9505	.5347
Business	Student	.26147*	.08514	.023	.0207	.5023
	Lecturer	.31429	.23367	1.000	-.3466	.9752
	Worker/Officer	.14178	.10733	1.000	-.1618	.4453
	Retired	.10635	.15578	1.000	-.3342	.5469
Worker/Officer	Student	.11969	.09403	1.000	-.1463	.3856
	Lecturer	.17251	.23705	1.000	-.4979	.8430
	Business	-.14178	.10733	1.000	-.4453	.1618
	Retired	-.03543	.16081	1.000	-.4902	.4194
Retired	Student	.15512	.14693	1.000	-.2605	.5707
	Lecturer	.20794	.26256	1.000	-.5347	.9505
	Business	-.10635	.15578	1.000	-.5469	.3342
	Worker/Officer	.03543	.16081	1.000	-.4194	.4902

\*. The mean difference is significant at the 0.05 level.

#### 4. Differences in future revisit intention toward areas

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
FRI	Based on Mean	2.901	3	296	.035
	Based on Median	2.848	3	296	.038
	Based on Median and with adjusted df	2.848	3	277.066	.038
	Based on trimmed mean	3.009	3	296	.031

ANOVA					
FRI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.942	3	1.314	3.809	.011
Within Groups	102.112	296	.345		
Total	106.054	299			

Multiple Comparisons						
Dependent Variable: FRI						
Tamhane						
(I) Where are you from?	(J) Where are you from?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Northern Vietnam	Central Vietnam	.24040	.22701	.893	-.4791	.9599
	Southern Vietnam	.20594	.10176	.276	-.0814	.4933
	Foreign	-.18182	.11846	.574	-.5095	.1459
Central Vietnam	Northern Vietnam	-.24040	.22701	.893	-.9599	.4791
	Southern Vietnam	-.03447	.21037	1.000	-.7484	.6795
	Foreign	-.42222	.21894	.404	-1.1365	.2921
Southern Vietnam	Northern Vietnam	-.20594	.10176	.276	-.4933	.0814
	Central Vietnam	.03447	.21037	1.000	-.6795	.7484
	Foreign	-.38776*	.08221	.000	-.6158	-.1597
Foreign	Northern Vietnam	.18182	.11846	.574	-.1459	.5095
	Central Vietnam	.42222	.21894	.404	-.2921	1.1365
	Southern Vietnam	.38776*	.08221	.000	.1597	.6158

\*. The mean difference is significant at the 0.05 level.

## Appendix VII. Picture of survey at Ninh Kieu Quay

To increase reality and objectivity, the researchers conducted in-depth interviews with 50 tourists at Ninh Kieu Quay - a hotspot in Can Tho city. The visitors came from different regions such as Northern, Central, and Southern Vietnam and some other countries.

