I. Overview of the Ancient Town

II. Satisfactions of Tourists to the Ancient Town, Vietnam

Output: This page contains text in English related to the overview of an ancient town and the satisfactions of tourists to this town in Vietnam.
2.1. Proposed Research Model

2.2. Assumptions

2.3. Theoretical Basis and Research Model

that ensure customer satisfaction is associated with the overall quality of
not to mention that at least five factors, the study of the effect of service
quality in some of their services that they are relatively

Satisfaction

ASSURANCE (AS)

REPUTABILITY (RS)

EMPATHY (EM)

RESPONSIVENESS (RS)

TRANSPARENCY (TAN)
Figure 2: CFA results of the four ANOVA factor labels (standardized).

Results of Convergent Validity Measure of Notice Quality in Hotel An

Table 2

used in the EFA (Kotlyar 2015). The results indicate that an average of the scale scores for the hotel's quality are shown in Table 2.

Table 3: Scale measurement and measurement model

<table>
<thead>
<tr>
<th>Component</th>
<th>Items</th>
<th>Items 2</th>
<th>Items 3</th>
<th>Items 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
<tr>
<td>Other</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
<tr>
<td>Value</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
<tr>
<td>Quality</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
<tr>
<td>Location</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
<tr>
<td>Service</td>
<td>990</td>
<td>990</td>
<td>990</td>
<td>990</td>
</tr>
</tbody>
</table>

The survey was conducted in May 2017. 300 questionnaires were distributed in Hotel

3.2 Survey

designed to collect hotel data from the hotel's customers. The survey was conducted via an online survey platform. The data collected is an important part of the analysis.

3.1 Qualitative Research

Research Result

Satisfaction of Tourists to Hoan An Ancient Town, VIETNAM

127
Figure 4. The study model after eliminating relationships that are not statistically significant. **Table 5.** Results of the SEM for the research model. **Table 6.** Testing the relationship between concepts in the research model. **Figure 5.** The model includes the number data of the research model. **Figure 6.** The model includes the number data of the research model.
Conclusions

The mean of the groups of factors is as follows:

- 3.9905
- 3.9734
- 3.9041
- 3.8207
- 3.7933

4.2 Managerial Implications and Considerations

A Managerial Implications and Considerations

Discussions

Satisfaction of tourists to Ho An Ancient Town, Vietnam

Some tourists concluded that the service satisfaction of Ho An Ancient Town was not high enough. This conclusion was drawn from the fact that the tourists did not fully enjoy their time during their stay. The service provided was not up to the standard expected.

However, some tourists also mentioned that the service provided was satisfactory and met their expectations. They were satisfied with the overall experience and would recommend the destination to others.

Tourist satisfaction is crucial for the growth and development of the destination. It is essential for the management of Ho An Ancient Town to understand the tourists' satisfaction levels and work towards improving the service provided.

In conclusion, the satisfaction of tourists to Ho An Ancient Town, Vietnam, was influenced by various factors, including the quality of services provided, the attractiveness of the destination, and the overall experience. To enhance tourist satisfaction, the management of the destination needs to focus on improving the service standards and ensuring that tourists have a memorable experience.

References

4.2. Condition

The satisfaction of visitors is influenced by various factors. The most significant of these factors include the quality of the tourist facilities, the cleanliness of the surroundings, and the overall experience of visiting the town. The satisfaction levels of visitors are directly related to these factors, with higher satisfaction levels associated with better facilities and cleaner surroundings. Therefore, it is essential to focus on improving these aspects to enhance the overall satisfaction of visitors.

4.3. Conclusion

In conclusion, the satisfaction of visitors is a critical aspect of the tourism industry. To improve the satisfaction levels of visitors, it is necessary to focus on enhancing the quality of tourist facilities and maintaining a clean and pleasant environment. By doing so, it is possible to attract more visitors and ensure their loyalty to the town.

References


Table 1: Average values of observed variables in the hypothetical model

<table>
<thead>
<tr>
<th>Variable</th>
<th>Observed Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitation Rate</td>
<td>0.8</td>
</tr>
<tr>
<td>Tourist Facilities</td>
<td>0.7</td>
</tr>
<tr>
<td>Visitor Satisfaction</td>
<td>0.6</td>
</tr>
</tbody>
</table>

Reliability

Reliability refers to the consistency of the observed variables. In this study, the variables show high reliability, indicating that the results are stable and reliable.