

ASSESSMENT OF THE SATISFACTION LEVEL OF TOURISTS WITH THE CONDITIONS FOR ORGANIZING THE FESTIVAL IN THE NORTHERN MOUNTAINOUS AREA OF VIETNAM

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Abstract

This study was designed to assess tourists' satisfaction level with the conditions of organizing festivals in the northern mountainous region of Vietnam. The studied festivals include: Moc Chau Plum Picking Festival in Son La Province; The Buckwheat Flower Festival in Ha Giang Province, and the Rice Terraces Festival in Yen Bai Province - These are the most well-known festivals in Vietnam's Northern mountain areas. The study's data comes from a poll of 105 visitors who attended these festivals. The research findings serve as the foundation for making recommendations to increase the degree of satisfaction further to attract more visitors to the celebrations of Vietnam's northern mountainous areas.

Keywords: Festival; Satisfaction level; Tourists; mountainous area in the North of Vietnam.

1. Introduction

In the current setting of deeper and greater international integration, countries throughout the world, including Vietnam, have developed policies to encourage economic growth, with a concentration on the smokeless industry. Vietnam's tourism industry not only focuses on attracting domestic visitors but also on drawing foreign tourists to the key investment destinations.

To lure visitors to other nations in general, and Vietnam in particular, Vietnam has made significant investments in tourist satisfaction. In reality, visitor satisfaction plays an enormously essential part in any country's tourism growth, luring travelers to that location. Tourist satisfaction is vital to the effectiveness of destination marketing for visitors because it influences tourists' destination-choosing behavior, consumption of products and services, and the decision to return to each tourist location (Kozak, 2001). Meanwhile, the study of Pizam, Neumann, Reichel (1978), and Oliver (1980) discovered that customer happiness is the result of the interaction between perceived value and tourist expectations about the destination of the place.

Vietnam is a country with a relatively big festival tourism advantage and a rich culture; this is one of Vietnam tourism's assets. According to Duong Van Sau's (2004) point of view: "Festival tourism is the organization of tours to localities across the country during a specific period of the year that coincides with the local festival time". Through local festival activities, this activity assists tourists in learning and feeling the diverse values." As a result, the growth of festival tourism is an efficient route for attracting tourists to places in particular and Vietnam in general.

This study was carried out to assess the level of satisfaction of tourists with the conditions of organizing festivals in Vietnam's northern mountainous region, to provide the most accurate analysis and assessment of festival conditions and tourists' satisfaction with these conditions in Vietnam.

2. Research Methods

The data utilized in the study came from a survey of 105 festival travelers in the northern mountainous region of Vietnam.

Festivals that are focused on research include Moc Chau Plum Picking Festival in Son La Province; The Buckwheat Flower Festival in Ha Giang Province, and the Rice Terraces Festival in Yen Bai Province. These are the most famous festivals of the Northern mountainous region of Vietnam.

Data analysis method: Descriptive statistics and interpretation of research results.

3. Research findings

According to the study findings of 105 interview samples of visitors attending festivals in the North of Vietnam, the gender characteristics of tourists are as follows:

Table 1: Characteristics of tourists

Gender	Group of tourists		Total Samples	Rate (%)
	In the province	Outside the province		
Male	35	23	58	55.23
Female	31	16	47	44.77

Source: Analytical data from the author's data

The survey results reveal that visitors attending festivals in Vietnam's north have similarities in terms of men and women, even though the difference is not significant in the author's survey group. Male visitors made up 55.23% of those polled, while female tourists made up 44.77%.

Natural resources and material conditions; environment; catering, sightseeing, entertainment, and shopping services; heritage and culture; money transfer and accommodation are among the festival organization conditions that affect tourists' satisfaction when attending festivals in Vietnam's Northern region.

According to the author's survey data, the level of tourists' satisfaction with the festival organizing circumstances when participating in the Northern Vietnam Festival:

Table 2: Assessment of tourists' satisfaction with festival organization conditions when participating in festivals in the Northern region of Vietnam

Encode	Scale	Number of observations	The Smallest value	The Greatest value	The average value	Standard deviation
HL1	Satisfied with the festival conditions when attending the Northern Region Festival of Vietnam	105	3.0	5.0	4.095	.7142
HL2	Will be back to attend the Northern Region Festival of Vietnam	105	3.0	5.0	4.181	.7440
Valid N (listwise)		105				

Source: Analytical data from the author's data

In general, study findings reveal that tourists are reasonably happy with festival organizing circumstances when visiting festivals in Vietnam's Northern area.

Table 3: Assessment of satisfaction with natural resources and facilities

Encode	Scale	Number of observations	The Smallest value	The Greatest value	The average value	Standard deviation
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TN1	Cool and clean tourist attractions	105	2.0	4.0	3.257	.6206
TN2	Services (banking, healthcare, telecommunications, ..) are available	105	2.0	5.0	3.467	1.0384
TN3	It is convenient and easy to rent transportation when attending the Festival of the Northern Region of Vietnam	105	2.0	4.0	3.038	.5357
TN4	Toilets are easy to find	105	3.0	5.0	4.114	.7248
TN5	Convenient transportation	105	3.0	5.0	4.200	.7519
Valid N (listwise)		105				

Source: Analytical data from the author's data

The survey results show that,

The assessment score of visitors' satisfaction with festival organizing circumstances when participating in a festival in Vietnam's northern mountainous area in terms of natural resources and facilities is 3.6152 points on a 5-point scale. This score is computed by taking the average of the measurement scales for this set of criteria. The findings of the tourist satisfaction evaluation for each criterion are as follows:

With the scale TN1- Cool and Clean attractions, the calculation results from the author's survey data show that the rating on this scale is quite average, the average rating is 3.257 points on a 5-point scale.

TN2- Services (banking, healthcare, telecommunications...) are available, this is the factor that receives the average rating of tourists, the highest score is 5.0 and the lowest score is 2.0 when tourists rate local services. Assessment results at 3.467 points on a 5-point scale.

TN3- Renting vehicles when participating in festivals in the Northern region of Vietnam, is convenient and easy, the rating for this criterion is 3.038 points on a 5-point scale with the highest rating of 4.0 and the lowest score of 2.0.

TN4: Toilets are easy to find, this is a relatively good evaluation criterion, with an average rating of 4.114 points.

TN5: Convenient transportation (near the airport, port ...), and festival area in the North of Vietnam are relatively convenient in terms of traffic when the main roads are convenient for the movement of tourists. This scale has a value of 4.2 points.

Table 4: Assessment of tourists' satisfaction with the environment

Encode	Scale	Number of observations	The Smallest value	The Greatest value	The average value	Standard deviation
MT1	Pleasant weather	105	3.0	5.0	4.143	.8137
MT2	Stay safe while attending the festival	105	2.0	5.0	4.010	.9354
MT3	Communicating with locals is easy	105	2.0	5.0	3.933	.7998
MT4	The locals are friendly and hospitable	105	3.0	5.0	4.105	.9097
MT5	Hygiene at the festival area is clean	105	2.0	4.0	3.257	.6206
MT6	There are many hawkers in the festival area	105	2.0	5.0	3.800	.8367

Source: Analytical data from the author's data

The evaluation score of tourists' satisfaction when participating in the festival in the Northern mountainous region for that environment is 3.875 points on a 5-point scale.

The scale MT1- Pleasant weather is rated relatively well by tourists with an evaluation score of 4.143 points, of which the smallest value is 3.0 and the largest value is 5.0.

MT2 scale- Safety while attending the event: This is a pretty decent scale; the weather in the Northern area of Vietnam is nice during the festival, so guests will feel at ease. This scale is evaluated with an average score of 4.010 points, of which the smallest value is 2.0 and the largest value is 5.0.

MT3 scale- Communicating with locals is easy, communicating with locals is convenient.

MT4 scale- The locals are friendly and hospitable; people in general, and people in XAYABOURI province in particular, are rated as honest and hospitable; this is quite acceptable given that the tourist rating for this scale is 4.105 on a 5-point scale.

MT5 scale- Hygiene at the festival area is clean, the cleaning at the festival area receives the reflection of relatively many tourists.

Table 5: Assessment of tourists' satisfaction with food, sightseeing, entertainment and shopping services

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
DV1	105	2.0	5.0	3.962	.9295
DV2	105	2.0	5.0	3.695	.8335
DV3	105	3.0	5.0	3.790	.7298
DV4	105	3.0	5.0	3.590	.6459
Valid N (listwise)	105				

Source: Analytical data from the author's data

Research results show that,

The festival's assessment score for cuisine, sightseeing, entertainment, and retail services is 3.759 points on a 5-point scale. This score is computed by taking the mean of the measurement scales for this criteria group.

Scale DV1- many food, entertainment, and retail outlets, the survey results for this criteria are reasonably high, with an assessment score of 3.962 points on a 5-point scale, demonstrating tourist satisfaction with auxiliary development services for visitors when attending the festival.

Scale DV2- Restaurants serving sanitary food and beverages: According to visitor assessment findings, the rating score for this criteria is average, with a rating of 3.695 on a 5-point scale.

DV3 scale- Can sample local delicacies. Tourists attending the Northern Region of Vietnam Festival can taste local specialties, which contribute to cultural attractiveness; the result of tourists' appraisal for this criterion is around 3.79 points on a 5-point scale.

DV4 scale- Tickets to inexpensive tourist locations. At the Northern Vietnam Festival, the festival organizers offer tickets for tourists to visit various places, and the money generated from ticket fees helps local assistance in maintaining and promoting local festivities. Customer displeasure has also been induced via ticket sales. This scale has a customer rating of 3.59.

Table 6. Assessment of visitor satisfaction with heritage and culture**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
DS1	105	2.0	4.0	3.362	.5024
DS2	105	2.0	5.0	3.657	.8301
DS3	105	2.0	4.0	3.152	.4109
DS4	105	3.0	5.0	4.181	.7568
Valid N (listwise)	105				

Source: Analytical data from the author's data

The evaluation score of tourists' satisfaction when participating in the festival for heritage and culture is 3.588 points on a 5-point scale.

Table 7: Survey results on tourists' evaluation of money transfer**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CT1	105	3.0	5.0	4.105	.8077
CT2	105	2.0	5.0	3.905	.7835
CT3	105	2.0	5.0	3.971	.7267
Valid N (listwise)	105				

Source: Analytical data from the author's data

The satisfaction score of visitors participating in the festival for money transfer is 3.99 on a 5-point scale.

Table 8: Descriptive statistical results with accommodation criteria (stay area)**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
CO1	105	2.0	5.0	3.686	.7248
CO2	105	3.0	5.0	4.162	.7484
CO3	105	3.0	5.0	4.095	.7909
CO4	105	2.0	5.0	4.067	.7877
CO5	105	2.0	5.0	3.981	.7335
CO6	105	2.0	5.0	3.657	.7315
Valid N (listwise)	105				

Source: Analytical data from the author's data

When visiting any tourist site, one of the aspects that travelers are constantly concerned about is accommodation. The rating for lodging is 3.94 points on a 5-point scale based on the evaluation score of visitors' satisfaction when participating in festivals in the Northern hilly regions. This score is determined as the sum of the CO1 through CO6 scales studied.

4. Conclusion

To increase visitor satisfaction with the circumstances of festival organization in the mountainous areas of Northern Vietnam, the following alternatives are proposed:

First, provide infrastructure for festival organizing in Vietnam's northern mountainous area.

Second, improve the locality's tourism potential in order to attract tourists to festivals in Vietnam's northern highland area.

Third, efforts to promote tourism and festivals in the northern mountainous areas of Vietnam are required.

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