

## Research on tourist satisfaction at glamping areas in Da Nang city

Nghiên cứu sự hài lòng của khách du lịch tại các khu glamping ở thành phố Đà Nẵng

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### Abstract

This research was carried out in order to evaluate customer satisfaction with the service quality of glamping tourism in Da Nang. Data in the research was collected by surveying 156 customers and analysed using the linear regression model. As a result, five factors affecting customer satisfaction were figured out including Tangibles facilities, Responsiveness, Reliability, Attractiveness, and Security-safety. Based on the results of this research, solutions were proposed to attract customers, thereby improving the efficiency of glamping tourism in Da Nang in the coming time.

**Keywords:** Guest; satisfaction; service quality; glamping tourism.

### Tóm tắt

Nghiên cứu này được thực hiện nhằm đánh giá sự hài lòng của khách hàng về chất lượng dịch vụ đối với loại hình du lịch glamping tại thành phố Đà Nẵng. Số liệu trong nghiên cứu được thu thập thông qua khảo sát 156 khách hàng và sử dụng mô hình hồi quy tuyến tính. Kết quả cho thấy có 5 yếu tố gồm: Phương tiện hữu hình, Sự đáp ứng, Sự tin cậy, Sự hấp dẫn, An ninh-an toàn ảnh hưởng đến sự hài lòng của khách hàng. Từ kết quả nghiên cứu này, bài báo đã đề xuất giải pháp nhằm thu hút khách để nâng cao hiệu quả kinh doanh loại hình du lịch glamping ở thành phố Đà Nẵng trong thời gian tới.

**Từ khóa:** Khách hàng; sự hài lòng; chất lượng dịch vụ; loại hình du lịch glamping.

### 1. Introduction

Tourism is a crucial economic sector that has a great contribution to the economy of Vietnam. According to the General Department of Tourism, more than 5.5 million international tourists visited Vietnam during the first 6 months of 2023. The mentioned number is more

than 13 times compared to the same period in 2022, reaching 69% of the 2023 plan. Along with that, there were more than 64 million domestic visitors recorded during this 6-month period, meaning 5.3% more than the same period in 2022, reaching 63% of the 2023 plan. Total revenue from tourists reached 343.1 trillion VND in the first half of 2023, which is 29.4%

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higher than the same period in 2022, reaching 52.7% of the 2023 plan. The above mentioned numbers demonstrate a fine recovery momentum of Vietnamese tourism.

However, new trends in tourism have been formed due to the change in customers' needs after the COVID-19 pandemic. Customers tend to choose forms of tourism that are nature-connected as their first choice for family and friends gathering occasions and self-experiences instead of high-end resorts. Among these forms, glamping appears to be the most popular. Research on glamping in Western Australia conducted by Tourism Western Australia shows that this form of tourism was estimated to bring back 25.9 million Australian dollars in 2020 and is expected to increase to 77.2 million Australian dollars in 2028. In Vietnam, glamping has been developed widely in recent years due to the advantages in landscapes and terrain, starting from Da Lat and then expanding to many other provinces such as Ninh Thuan, Vung Tau, Dong Nai, and Da Nang. However, glamping in Da Nang is still quite new and has fewer customers than other provinces. Therefore, it is necessary to carry out research on customer satisfaction with glamping services to attract tourists. Aiming to contribute to the development of glamping in Da Nang, this research focuses on analyzing and evaluating customer satisfaction with the quality of glamping services in Da Nang.

## 2. Literature review

### 2.1. Satisfaction

According to Philip Kotler (2001), customer satisfaction is defined to be the level of a person's sensory state that is derived from comparing the results obtained from the consumption of a product with the expectations of that person [10]. Satisfaction is the customer's overall attitude towards a service provider or an emotional reaction to the difference between what customers anticipate and what they

receive, regarding the fulfillment of some needs, goals or desires [7]. From the perspective of tourism, customer satisfaction is defined as self-experience gained after a trip (Baker & Crompton, 2000); such as the customer's feeling of delight when the quality of the service is beyond self-expectation [2]. According to Truong and Foster (2006), satisfaction is the result of a comparison between expectations and actual experiences. When the actual experience is equal to or higher than expectations, customers will be delighted, meaning that they are satisfied with the service [12]. Good memories will still be kept after the trip and customers are willing to introduce the service to others [14]. Customer satisfaction is critical to the success of a destination because it influences destination choice, consumption of products and services while on vacation, and guests' decision to return [9].

### 2.2. Service quality

According to Parasuraman et al. (1988), service quality is the appropriate level of a product or service that satisfies the buyer's set of predetermined requirements; and the supplier must periodically review the quality requirements [13]. In the field of tourism, service quality is a necessary and important strategy in the new millennium. Service quality is defined as the appropriate service provided by a tourism service provider to meet the needs of tourists or the difference between guest perceptions and expectations of specific tourism services provided by tourism service providers [1]. Quality of service is the result of a process that implies the satisfaction of all legitimate product and service needs, requirements, and expectations of consumers at an acceptable price, in accordance with mutually acceptable contractual conditions and basic quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity, and harmony of

tourism activities related to the human and its natural environment [1]

### 2.3. Glamping

The term glamping is a term derived from two compound words "Glamorous" and "Camping" which is a form of high-end outdoor experience that combines luxury, wilderness and camping, to meet the needs of closeness to natural scenery as well as the growing need for guest comfort [4]. It is not like traditional camping, where people depend on wild nature. Instead, people bring modern technology and live in harmony with nature, but do not depend on it. Glamping is a symbiosis between the outdoor hospitality and hotel industries. This is an innovative and novel form of camping with a strategic change towards excellent service quality and high competitiveness [6].

## 3. Methodology

### 3.1. Research hypotheses and models

To evaluate guest satisfaction with the quality of glamping-type services in Da Nang on the basis of inheriting elements of the SERVPERF model developed from previous related research models and practical activities of this type glamping, we propose 5 factors including: Reliability, Responsiveness; Tangible Facilities; Safety Security; Attractiveness.

*Hypothesis H1: Tangible facilities (PTHH) has a positive impact on guest satisfaction with service quality of glamping tourism in Da Nang.*

Tangibles: Physical manifestations and signs include facilities, equipment, and materials used to communicate with guests and even employee attire. Many studies have confirmed that physical evidence is important and that failure to maintain impeccable facilities and poor employee appearance can lead to a poor image of service satisfaction and being considered below par in the mind of the guests.

*Hypothesis H2: Reliability (STC) has a positive impact on guest satisfaction with service quality of glamping tourism in Da Nang.*

Reliability refers to the ability to perform promised services consistently and reliably, including commitments and the ability of suppliers to fulfill their commitments. Many authors believe that reliability is more appropriate for intangible services, including tourism.

*Hypothesis H3: Responsiveness (SDU) has a positive impact on guest satisfaction with service quality of glamping tourism in Da Nang.*

Responsiveness is the act of providing timely service and being ready when guests need support. Many studies show that a lack of understanding when dealing with guest queries causes dissatisfaction, so suppliers need to ensure employees are fully equipped with the necessary knowledge to answer guest inquiries effectively.

*Hypothesis H4: Security and Safety (ANAT) has a positive impact on guest satisfaction with service quality of glamping tourism in Da Nang.*

Security refers to the service provider's equipment to ensure reliability when interacting with guests and performing services. Travel activities are conducted professionally when guests feel safe and secure. Service providers cannot provide 100 percent professional satisfaction to their guests unless they are able to instill Reliability in their minds.

*Hypothesis H5: Attractiveness (SHD) has a positive impact on guest satisfaction with service quality of glamping tourism in Da Nang.*

Attractiveness is a factor that describes the attributes and characteristics of a destination or tourism product that attract guests or lead them to choose to use a tourism product.

Based on an analysis to determine the factors affecting guest satisfaction with the quality of

glamping-type services in Da Nang, this study proposes a research model showing the relationship between the variables (Figure 1) as follows:

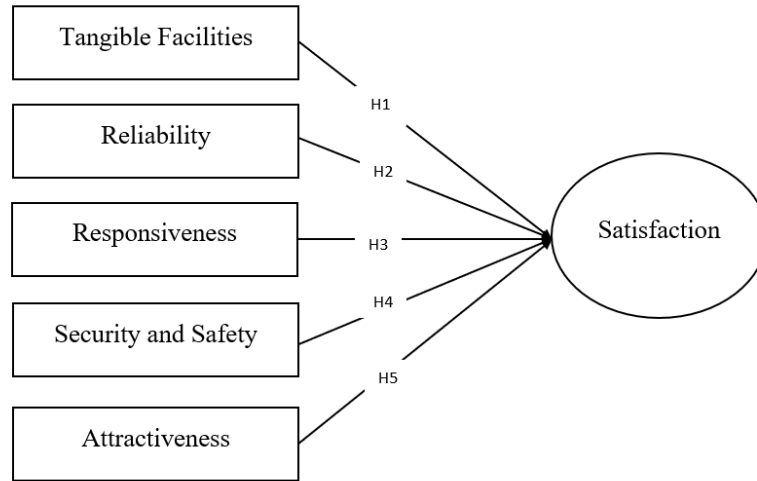


Figure 1. Proposed research model

Table 1. Factors affect tourist satisfaction

No.	Measurement Variable	Sub-variables		References
1	Tangible Facilities	PTHH1	Roads to the glamping area are convenient.	Nguyen, D.S., & Le, V.T. (2021);
		PTHH2	Full and good quality equipment (sound, lighting, wifi, tents, camps, etc.).	
		PTHH3	Public restrooms are complete and clean.	
		PTHH4	Restaurant staff uniforms are neat and polite.	
2	Reliability	STC1	Reasonable price.	Nguyen, T.H., Nguyen, K.H., & Truong, P.M (2022)
		STC2	Glamping provides products and services as advertised.	
		STC3	Handling situations quickly and professionally.	
3	Responsiveness	SDU1	Employees have specialized knowledge and professional skills.	Nguyen, T.H., Nguyen, K.H., & Truong, P.M (2022)
		SDU2	Staff are ready to serve and meet visitors' requests.	
		SDU3	Staff have attentive and enthusiastic service attitudes.	Nguyen, D.S., & Le, V.T. (2021);
		SDU4	There are many food, activities, and entertainment services.	
4	Security and Safety	ANAT1	Fully equipped with safety equipment such as: life buoys, signage, fire extinguisher, etc.	Nguyen, T.H., Nguyen, K.H., &

No.	Measurement Variable	Sub-variables		References
		ANAT2	Provide complete information and safety instructions for guests.	Truong, P.M (2022) Nguyen, D.S., & Le, V.T. (2021);
		ANAT3	Food and drinks ensure food safety and hygiene.	
		ANAT4	Security and order are guaranteed, recommendations are given to avoid errors.	
5	Attractiveness	SHD1	Glamping has a beautifully decorated campus, beautiful, airy scenery, close to pristine nature.	Nguyen, D.S., & Le, V.T. (2021);
		SHD2	Rich, preserved cultural and ecological values.	
		SHD3	Attractive, fun, and entertainment activities with unique characteristics.	
6	Satisfaction	SHL1	Customers feel satisfied when using services at glamping.	Nguyen, T.H., Nguyen, K.H., & Truong, P.M (2022)
		SHL2	Customers will continue to use glamping products and services if given the opportunity.	
		SHL3	Customers will introduce glamping tourism to friends and relatives.	

### 3.2. Methods of collecting and processing data

Based on the synthesis of observed variables measuring factors affecting guest satisfaction with tourism activities that are inherited, we adjusted and proposed observed variables of the scales to suit these needs. The questionnaire has a total of 21 questions including 21 observed variables of 5 research scales to evaluate guest satisfaction with glamping tourism in Da Nang, specifically: "Tangible facilities" includes 4 observed variables; "Reliability" includes 3 observed variables; "Responsiveness" includes 4 observed variables; "Security and safety" includes 4 observed variables; "Attractiveness" includes 3 observed variables and "Satisfaction" includes 3 observed variables. In this study, the research team used a Likert scale ranging from 1 to 5, corresponding to rating levels of completely disagree, disagree, neutral, agree, and completely agree. According to Hoang Trong and Chu Nguyen Mong Ngoc (2008), the minimum sample size in accordance with the

ratio is five observed variables for one explanatory variable. In this study, there were a total of 21 observed variables; therefore, the minimum sample size was 105 samples ( $=21 \times 5$ ). A total of 160 questionnaires were issued, of which 156 were suitable for analysis. After collection, primary data were analyzed using SPSS 20.0, under following methods: scale reliability testing using Cronbach's alpha coefficient and exploratory factor analysis EFA.

## 4. Data analysis

### 4.1. General information about survey objects

The final sample result in this study was 156 valid answer sheets. Of the 156 valid answer sheets, 91 respondents were male (58.33%), 65 respondents were female (41.67%); 24 respondents were under 18 years old (15.38%), 96 respondents were in the age group from 18 - 35 years old (61.54%), 35 respondents were over 35 years old (23.08%); 104 respondents were single (66.67%), 52 respondents were married

(33.33%); 35 respondents had a salary of less than 5 million VND (22.44%), 79 respondents had a salary of 5 - 8 million VND (50.64%), 42 respondents had a salary of over 8 million VND (26.92%). Descriptive statistical results of the study sample are presented in Table 2.

Table 2. Statistical results describe the study sample

Characteristics of the sample		Frequency	Percent (%)
Sex	Male	91	58.33%
	Female	65	41.67%
Age	Under 18 years old	24	15.38%
	From 18 - 35 years old	96	61.54%
	Over 35 years old	36	23.08%
Marital status	Single	104	66.67%
	Married	52	33.33%
Wage	Less than 5 million VND	35	22.44%
	5 - 8 million VND	79	50.64%
	Over 8 million VND	42	26.92%

#### 4.2. Test the reliability of the scale

The results of Cronbach's Alpha analysis of 5 service quality scales of glamping tourism type are shown in Table 3. The scales all achieve reliability with total variable correlation coefficients greater than 0.6, Cronbach's Alpha after eliminating variables greater than 0.4. Therefore, all 5 scales measuring the 5 independent variables ensure reliability and there is no need to eliminate any observed variables.

Similar to the independent variable, the scale for the dependent variable is guest satisfaction, including 3 observed variables that are also tested for reliability using Cronbach's Alpha coefficient. The Satisfaction component has a Cronbach's Alpha coefficient of  $0.778 > 0.6$ , showing that the measurement scale is very well used and meets reliability requirements. These variables are retained to conduct further analysis (EFA factor analysis and regression analysis) to clarify the research content.

Table 3. The reliability of the scale is based on Cronbach's Alpha coefficient

No.	Observed variables		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>Cronbach's Alpha of Tangible Facilities (PTHH): <math>\alpha = 0.666</math></b>				
1	PTHH1	Roads to the glamping area are convenient.	0.501	0.563
2	PTHH2	Facilities (sound, lighting, wifi, tents, camps, etc.) are complete and of good quality.	0.395	0.635
3	PTHH3	The restrooms are complete and clean.	0.474	0.579
4	PTHH4	Staff uniforms are neat and polite.	0.419	0.617
<b>Cronbach's Alpha of Reliability (STC): <math>\alpha = 0.715</math></b>				
5	STC1	Reasonable price.	0.572	0.584
6	STC2	glamping provides products and services exactly as advertised.	0.577	0.572
7	STC3	Handling situations quickly and professionally.	0.461	0.718
<b>Cronbach's Alpha of Responsiveness (SDU): <math>\alpha = 0.774</math></b>				

No.	Observed variables		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
8	SDU1	Employees have specialized knowledge and professional skills.	0.629	0.696
9	SDU2	Staff are ready to serve and meet guest requirements.	0.491	0.762
10	SDU3	The staff has a thoughtful and enthusiastic service attitude.	0.678	0.663
11	SDU4	There are many dining, activities, and entertainment services.	0.523	0.751
<b>Cronbach's Alpha of Security and Safety (ANAT): <math>\alpha = 0.676</math></b>				
12	ANAT1	Fully equipped with safety equipment such as: lifebuoys, signage, fire extinguishers.	0.487	0.591
13	ANAT2	Provide full information and safety instructions for guests.	0.425	0.631
14	ANAT3	Food and drinks ensure food safety and hygiene.	0.454	0.614
15	ANAT4	Security are guaranteed, recommendations are given to avoid errors.	0.470	0.604
<b>Cronbach's Alpha of Attractiveness (SHD): <math>\alpha = 0.663</math></b>				
16	SHD1	Glamping has a beautifully decorated campus, beautiful, airy scenery, close to nature.	0.542	0.474
17	SHD2	Cultural and ecological values are abundant and preserved.	0.446	0.607
18	SHD3	Attractive, fun, and entertainment activities have their own unique characteristics.	0.449	0.614
<b>Cronbach's Alpha of Satisfaction (SHL): <math>\alpha = 0.778</math></b>				
19	SHL1	Guests feel satisfied when using services at glamping.	0.526	0.792
20	SHL2	Guests will continue to use glamping products and services if given the opportunity.	0.653	0.657
21	SHL3	Guests will introduce glamping tourism to friends and relatives.	0.684	0.621

#### 4.3. Testing the scale with exploratory factor analysis (EFA)

EFA exploratory factor analysis results for the independent variable:

Table 4. KMO and Bartlett's Test for independent variable

<b>Kaiser-Meyer-Olkin measure of sampling adequacy.</b>		0,619
Bartlett's test of Sphericity	Approx. Chi-Square	1034,455
	df	153
	Sig.	0,000

Table 5. Results of EFA factor analysis of independent variables

Variable name symbol	Component				
	1	2	3	4	5
SDU3	.814				

Variable name symbol	Component				
	1	2	3	4	5
SDU1	.787				
SDU2	.718				
SDU4	.587				
ANAT3		.787			
ANAT1		.722			
ANAT4		.656			
ANAT2		.514			
DTC2			.729		
DTC1			.718		
DTC3			.607		
DHD2				.879	
DHD1				.740	
DHD3				.536	
PT2					.819
PT3					.732
PT4					.852
PT1					.676

With the result of coefficient  $KMO = 0.619$ , it satisfies the condition of  $0.5 \leq KMO \leq 1$ , demonstrating the appropriateness of factor analysis. At the same time, the Bartlett's test has a significance level of  $Sig. = 0.000 < 0.05$  proves that the observed variables in each factor are correlated with each other. In summary, EFA exploratory factor analysis for the independent variable is appropriate in this study.

The factor loading coefficients are all greater than 0.5 and there is no case of variables loading

on both factors at the same time with loading coefficients close to each other. Therefore, the factors ensure convergent and discriminant validity when analyzing EFA. In addition, there is no disturbance of factors, meaning that the question of this factor is not mixed with the question of another factor. So after factor analysis, these independent factors remain the same, without increasing or decreasing factors.

EFA exploratory factor analysis results for the dependent variable:

Table 6. KMO and Bartlett's test for dependent variable

<b>Kaiser-Meyer-Olkin measure of sampling adequacy.</b>		0,671
Bartlett's test of Sphericity	Approx. Chi-Square	136,318
	df	3
	Sig.	0,000

Table 7. Results of EFA factor analysis of dependent variables

Observed variables	Component
Guests feel satisfied when using services at glamping.	0.766
Guests will continue to use glamping products and services if given the opportunity.	0.854
Guests will introduce glamping tourism to friends and relatives.	0.874



With the KMO coefficient of 0.671, it satisfies the condition of  $0.5 \leq \text{KMO} \leq 1$  and the Bartlett's test gives the Sig value. =  $0.000 < 0.05$ , the variables ensure convergence when the factor loading coefficients are all greater than

0.5. Thus, the results of EFA analysis for the dependent variable also meet the standards of the EFA factor analysis method and the above factors will be used to calculate new variables in regression analysis

#### 4.4. Regression analysis and model testing

Table 8. ANOVA test of the research model

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	29.348	5	5.870	26.910	.000 <sup>b</sup>
Residual	32.718	150	.218		
Total	62.066	155			

Table 9. Results of linear regression analysis

Model	Unstandardized Beta coefficients	Standardized Beta coefficients	Sig.	VIF
Tangible facilities	0.372	0.278	0.000	1.170
Reliability	0.189	0.175	0.022	1.617
Responsiveness	0.195	0.159	0.026	1.407
Security and safety	0.380	0.279	0.000	1.412
Attractiveness	0.427	0.348	0.000	1.199

Table 10. R Square of research model

Model	VIF
R Square	0.473
Adjusted R Square	0.455
Sig. F Change	0.000
Durbin – Watson	1.654

From the results of Table 8, Table 9 and Table 10, it shows that testing the hypotheses is all accepted, the independent variables all positively affect guest satisfaction with service quality of glamping tourism in Da Nang. The analysis results also show that R Square = 0.473 and adjusted R Square = 0.455, the regression model explains 45.5% of the variation of independent variables on guest satisfaction with glamping tourism. The F-test is statistically significant (Sig. =0.000), showing that the regression model is suitable for the data set. The variables included in the model do not have multicollinearity when the VIF coefficients are <10 and there is also no autocorrelation when the

coefficient d of the Durbin-Watson test has a value of  $1.0 < 1.654 < 3.0$ .

From all the above analysis, the standardized regression equation describes the fluctuations of factors affecting guest satisfaction with service quality of glamping tourism in Da Nang as follows:

$$\text{SHL} = 0.348 \times \text{SHD} + 0.279 \times \text{ANAT} + 0.278 \times \text{PTHH} + 0.175 \times \text{STC} + 0.159 \times \text{SDA}$$

## 5. Discussion

From the method of testing scale reliability using Cronbach's Alpha coefficient, the EFA exploratory factor analysis method, and the correlation regression analysis method, 5 factors

including: Tangible facilities, responsiveness, reliability, attractiveness, security and safety given in the proposed model all play an important role, positively impacting guest satisfaction with service quality for this type of glamping tourism in Da Nang. Based on table 8, satisfaction is most affected by the factor Attractiveness (SHD with standardized Beta coefficient = 0.348). Next are Security and Safety (ANAT with standardized Beta coefficient = 0.279), Tangible facilities (PTHH with standardized Beta coefficient = 0.278), Reliability (SCT with standardized Beta coefficient = 0.175) and the factor that has the least impact on guest satisfaction is Responsiveness (STC with standardized Beta coefficient = 0.159).

In addition, these coefficients all have positive signs, showing that the above 5 factors all have the same impact on guest satisfaction. This means that when increasing the 5 factors include tangible facilities, responsiveness, reliability, attractiveness, security and safety, the level of guest satisfaction with service quality for this type of tourism in Da Nang will increase. Thus, in the future, to effectively exploit glamping tourism activities, it is necessary to pay attention to factors affecting guest satisfaction, prioritizing the implementation of measures in order from the factors that highly affect tourist satisfaction to factors with a low level of influence. The results of this research allow the author to propose some recommendations to improve guest satisfaction with glamping tourism in Da Nang, specifically:

First, the top criterion of the glamping accommodation type is to bring guests comfortable and luxurious experiences like a high-end resort, but still help guests relax in nature to find peace, balance and relaxation. Therefore, it is necessary to plan and arrange spaces according to the natural landscape as the core element. For example, windows must face

a body of water, such as a sea or lake, mountain range, or green natural garden, a beautiful highlight for the glamping area space should be created with flowers, ornamental plants, gravel-paths or small gravel courtyards.

Second, diversify tourism products, services, and programs to experience local life, cuisine, and culture by creating special activities and experiences for guests, such as picnics and trips, hiking, fishing, climbing, archery, horseback riding, kayaking, and bonfires, combining with cultural experiences through cooking classes of local dishes, traditional music performances, and displays of handmade products made by local people.

Third, uses natural materials, such as wood, marble, and bamboo to create a unique and attractive space. Invest in high-quality amenities and facilities such as bathrooms, Wi-Fi, mattresses, and standard restrooms so that guests feel comfortable and enjoy their vacation.

Fourth, ensure absolute security and safety by instructing guests on outdoor living skills, especially escape skills when natural disasters, fires, explosions, or break-ins occur. Equip guests with items such as life jackets, flashlights, compasses, and maps of the glamping area. Currently, most glamping in Da Nang is concentrated in areas such as mountain edges and valleys. These areas often experience sudden flash floods during the rainy season. Therefore, local authorities and glamping businesses need to regularly update the weather situation to provide accurate and timely notifications to guests.

Fifth, minimize work that affects the surrounding ecosystem and nature and develop glamping tourism in association with environmental protection. Da Nang city needs to properly plan glamping tourist attractions to avoid affecting the natural landscape. Raising the landscape and environmental awareness of

glamping businesses through the use of recycled and renewable raw materials has become an environmentally friendly type of accommodation. Arrange a reasonable number of trash cans, clean staff, and collect trash regularly. In addition, it is necessary to propagate and raise guests' awareness of environmental protection when participating in using the service.

Sixth, improve the quality of the workforce by providing training in tourist accommodation, security, fire and explosion prevention, environmental protection, food safety, survival skills, and first aid skills to keep up. Handling unexpected situations related to guests' safety and security during the process of using services at glamping. In addition, employees need to be in good health suitable for the job, have a friendly, gentle, cheerful attitude, and have professional knowledge to serve guests properly.

## 6. Conclusion

Within the scope of research on 156 guests who used glamping tourism in Da Nang, guest satisfaction was related to five factors: (1) Tangible facilities; (2) Reliability; (3) Responsiveness; (4) Security and safety; (5) Attractiveness. Research has shown the positive impact of factors on guest satisfaction, in which attractiveness and security are the two factors with the strongest impact. From those results, the study also made specific proposals to attract tourists to this type of glamping tourism in Da Nang. The research results are a source of input data for businesses providing glamping tourism in Da Nang to better understand guest needs. From there, come up with corrective measures to increase guest satisfaction, thereby attracting guests and increasing business revenue.

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