

UNDERSTANDING FACTORS AFFECTING DESTINATION SATISFACTION OF JAPANESE TOURISTS: THE CASE OF THUA THIEN HUE PROVINCE

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Abstract

Over the past few years, substantial research effort has gone into identifying factor affecting destination satisfaction. This study aims to examine the factors affecting Japanese tourists' destination satisfaction in the context of Thua Thien Hue province. Based on the valid results obtained from a convenience sample of 338 Japanese tourists, the findings of this study reveal that local communities, food service, and souvenir and retail shops have more significant impacts on the destination satisfaction of Thua Thien Hue Province than destination attraction, accommodation service, and transportation service. The theoretical and managerial implications of our findings to enhance destination satisfaction were drawn, and recommendations for future researches were made. Little is know about the Japanese's destination satisfaction in Thua Thien Hue Province. This study adds to the limited number of studies on destination satisfaction in emerging economies such as Vietnam.

Keywords: *Destination satisfaction, Japanese tourists, tourism, Thua Thien Hue.*

1. INTRODUCTION

Tourist satisfaction influenced the intention of tourists and plays an essential role in destination competitiveness. There is a growing body of literature that recognizes the importance of destination satisfaction. A considerable amount of researches have been carried out in different context, for instance the United State (Kim et al., 2016; Chi and

Qu, 2008), Spain (Kozak and Rimmington, 2000; Alerge and Cladera, 2009), Portugal (Calheiros et al., 2017), Cyprus (Yooshik and Muzaffer, 2003); India (Bagri and Kala, 2015), Taiwan (Chen and Chen, 2010), China (Wang and Hsu, 2010), Mongolia (Yu and Goulden, 2006), Australia (Wang, 2016), Thailand (Cherapanukorn and Charoenkwan, 2017) and Vietnam (Truong and Foster, 2006).