



## FACTORS INFLUENCING DOMESTIC TOURIST SATISFACTION WITH ACCOMMODATION SERVICES IN MANG DEN, QUANG NGAI PROVINCE, VIETNAM

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### Abstract:

This study investigates the determinants of domestic tourists' satisfaction with accommodation services in Mang Den Commune, Quang Ngai Province, Vietnam Using a convenience sampling approach, 150 valid survey responses were collected and analyzed with SPSS 20.0, applying Cronbach's Alpha and Exploratory Factor Analysis (EFA). The analysis identified six key factors influencing tourist satisfaction: *reliability, service competence, tangibility, empathy, responsiveness, and perceived value*. Cronbach's Alpha values ranged from 0.818 to 0.877, confirming strong internal consistency. The EFA results yielded a KMO value of 0.656 and a total variance explained of 68.621%. The sample primarily consisted of young tourists (84% aged 18–25), most of whom held college or university degrees (61%) and had moderate incomes (63% earning under 5 million VND). The findings offer practical implications for accommodation providers aiming to improve service quality and enhance tourist satisfaction in this developing eco-tourism destination.

**Keywords:** Mang Den Commune, accommodation services, tourist satisfaction, service quality, domestic tourism

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## 1. Introduction

Mang Den—located in Quang Ngai Province—is known as the “*second Da Lat of the Central Highlands*” thanks to its year-round cool climate, rich primary forest ecosystems, scenic lakes and waterfalls, and the distinctive cultural identity of local ethnic minority communities. In recent years, Mang Den has emerged as a new and attractive destination, drawing both domestic and international tourists, particularly those seeking eco-tourism, relaxation, and cultural experiences (Department of Culture, Sports and Tourism of Kon Tum, 2022).

Among the region’s rising destinations, Mang Den Commune (Quang Ngai Province) is regarded as the “green gem” of the Central–Central Highlands area due to its refreshing climate, signature pine forests, and diverse natural ecosystems. In recent years, Mang Den has become an appealing destination for eco-tourism, wellness retreats, and community-based cultural experiences, attracting a large number of domestic visitors from nearby provinces such as Da Nang, Quang Nam, Binh Dinh, Gia Lai, Dak Lak, and Ho Chi Minh City. In particular, as green tourism, sustainable tourism, and local experiential tourism grow in popularity, understanding the factors influencing domestic tourists’ satisfaction with accommodation services in Mang Den has become increasingly essential.

## 2. Literature Review and Hypothesis Development

### 2.1 Concept of Tourist Satisfaction

Tourist satisfaction has been widely recognized as a key determinant of repeat visitation, loyalty, and overall tourism destination success. According to Kotler *et al.* (2017), satisfaction represents a consumer’s evaluation of whether a product or service meets, exceeds, or falls short of their expectations. In the tourism and hospitality sector, Oliver (1997) emphasizes that satisfaction is influenced by the gap between expected and perceived service quality, and it can be measured using multidimensional service attributes.

In the context of accommodation services, tourist satisfaction is not only determined by tangible facilities such as room quality and amenities but also by intangible service aspects including staff behavior, responsiveness, and empathy (Parasuraman *et al.*, 1988; Zeithaml *et al.*, 1990). High levels of satisfaction are often linked to positive word-of-mouth, higher spending, and increased destination loyalty (Chen & Chen, 2010; Lee *et al.*, 2011).

### 2.2 Service Quality in Accommodation

Service quality is considered a critical factor in shaping tourist satisfaction. The SERVQUAL model (Parasuraman *et al.*, 1988) identifies five dimensions of service quality:

- Reliability – The ability to deliver promised services accurately and consistently.

- Tangibility – Physical facilities, equipment, and the appearance of personnel.
- Responsiveness – Willingness and speed of staff to help customers.
- Assurance / Service Competence – Employees’ knowledge, courtesy, and ability to instill trust and confidence.
- Empathy – Individualized attention and understanding of customer needs.

In the accommodation sector, these dimensions are often adapted to assess both the physical environment (cleanliness, amenities, safety) and service interactions (staff friendliness, problem-solving, responsiveness). Studies in emerging tourism destinations indicate that combining tangible and intangible factors enhances tourists’ perceptions of quality and satisfaction (Akbaba, 2006; Ali *et al.*, 2016).

## 2.3 Key Factors Influencing Tourist Satisfaction

### 2.3.1 Reliability

Reliability reflects the consistency and accuracy of service delivery, which is critical in hospitality services (Parasuraman *et al.*, 1988). In tourism destinations where experiences are time-sensitive, such as guided tours or eco-tourism activities, reliability becomes a decisive factor in satisfaction. In Mang Den, reliability includes timely room preparation, accurate booking fulfillment, and clear communication regarding any service changes.

**Hypothesis H1:** Reliability positively influences domestic tourist satisfaction with accommodation services.

### 2.3.2 Service Competence

Service competence encompasses staff professionalism, knowledge, and ability to ensure guest safety and comfort. Tourists value courteous, skilled, and knowledgeable staff who can provide local recommendations and solve problems efficiently (Ladhari, 2009). In rural or eco-tourism settings like Mang Den, where many accommodations are small-scale homestays or boutique resorts, service competence directly affects tourists’ perceptions of overall experience quality.

**Hypothesis H2:** Service competence positively influences domestic tourist satisfaction with accommodation services.

### 2.3.3 Tangibility

Tangibility refers to the physical and observable aspects of service delivery, including facilities, equipment, surroundings, and staff appearance (Zeithaml *et al.*, 1990). For accommodations in Mang Den, factors such as clean rooms, modern amenities, safe transportation, and professional staff presentation shape tourist satisfaction. Prior research shows that tangible service elements often create the first impression and influence perceived value (Kim *et al.*, 2012).

**Hypothesis H3:** Tangibility positively influences domestic tourist satisfaction with accommodation services.

#### **2.3.4 Empathy**

Empathy is the degree to which service providers understand and respond to individual guest needs (Parasuraman *et al.*, 1988). In small-scale or community-based accommodations, personalized attention—such as attentive listening, proactive problem-solving, and culturally sensitive interactions—enhances guest comfort and satisfaction (Baker & Crompton, 2000).

**Hypothesis H4:** Empathy positively influences domestic tourist satisfaction with accommodation services.

#### **2.3.5 Responsiveness**

Responsiveness measures how promptly and effectively staff respond to guest requests and issues. Timely communication, quick problem resolution, and procedural efficiency are key contributors to perceived service quality (Andaleeb & Basu, 1995). In Mang Den, where eco-tourism and outdoor activities are sensitive to timing, responsiveness is particularly relevant for maintaining tourist satisfaction.

**Hypothesis H5:** Responsiveness positively influences domestic tourist satisfaction with accommodation services.

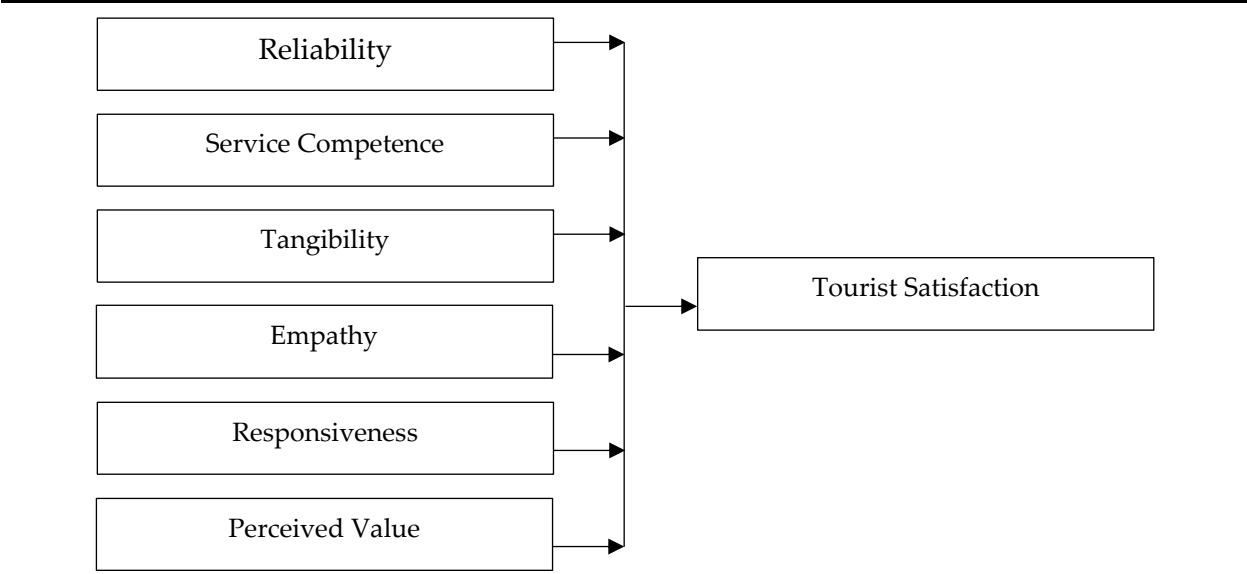
#### **2.3.6 Perceived Value**

Perceived value represents tourists' evaluation of the balance between what they receive and what they pay (Zeithaml, 1988). In tourism studies, perceived value includes not only price fairness but also the quality of facilities, service, and overall experience. In emerging destinations like Mang Den, where accommodations vary widely in scale and amenities, perceived value is a crucial determinant of satisfaction and repeat visitation (Chen & Tsai, 2007).

**Hypothesis H6:** Perceived value positively influences domestic tourist satisfaction with accommodation services.

### **2.4 Conceptual Framework**

Based on the above literature, this study proposes a conceptual framework where six independent factors - Reliability, Service Competence, Tangibility, Empathy, Responsiveness, and Perceived Value—influence domestic tourists' satisfaction with accommodation services in Mang Den Commune, Quang Ngai Province. The framework is illustrated in Figure 2.1:



**Figure 2.1:** Conceptual Framework

This framework integrates both tangible and intangible service dimensions while incorporating perceived economic value, reflecting the unique characteristics of a developing eco-tourism destination.

**2.5 Research Hypotheses Summary**

Based on the literature review and previous studies on service quality, perceived value, and tourist satisfaction, six hypotheses are proposed to investigate the influence of accommodation service attributes on domestic tourists’ satisfaction in Mang Den Commune, Quang Ngai Province. These hypotheses align with the conceptual framework presented in Section 2.4.

**H1:** Reliability positively influences domestic tourists’ satisfaction.  
Reliability measures the consistency and accuracy of service delivery, such as providing the correct room type, adhering to schedules, and promptly handling arising issues. In Mang Den, where eco-tourism activities depend on timing and coordination, reliable service is critical in shaping tourists’ overall satisfaction.

**H2:** Service competence positively influences domestic tourists’ satisfaction.  
Service competence reflects staff professionalism, knowledge, and ability to create a safe and comfortable environment. Friendly interactions, local expertise, and proficient service skills significantly enhance tourists’ perceptions of accommodation quality, especially in homestay and farmstay contexts.

**H3:** Tangibility positively influences domestic tourists’ satisfaction.  
Tangibility refers to the physical aspects of service, including modern facilities, clean and nature-friendly surroundings, safe transportation, and professional staff appearance. For

visitors in Mang Den, tangible elements contribute to comfort, convenience, and the perceived quality of the accommodation experience.

**H4:** Empathy positively influences domestic tourists' satisfaction.

Empathy captures the attentiveness and personalized care provided by staff, such as listening to guests' needs, responding to special requests, and offering support when problems arise. In small-scale and community-based accommodations in Mang Den, empathy fosters emotional connections and enhances guest satisfaction.

**H5:** Responsiveness positively influences domestic tourists' satisfaction.

Responsiveness measures the speed and efficiency of staff in responding to requests, solving issues, and communicating service progress. Timely and well-prioritized responses ensure that tourists' needs are met promptly, which is particularly important in eco-tourism destinations where schedules may be affected by natural conditions.

**H6:** Perceived value positively influences domestic tourists' satisfaction.

Perceived value reflects tourists' evaluation of the benefits received relative to costs paid, including room prices, additional service fees, and overall experience quality. In Mang Den, accommodations that offer value-for-money experiences—including comfort, convenience, and enjoyable activities—are more likely to satisfy domestic tourists.

**Table 2.1:** Summary of Research Hypotheses

Hypothesis	Independent Variable	Expected Relationship with Tourist Satisfaction	Key Literature
H1	Reliability	Positive	Parasuraman <i>et al.</i> , 1988; Kotler <i>et al.</i> , 2017
H2	Service Competence	Positive	Ladhari, 2009; Baker & Crompton, 2000
H3	Tangibility	Positive	Zeithaml <i>et al.</i> , 1990; Kim <i>et al.</i> , 2012
H4	Empathy	Positive	Parasuraman <i>et al.</i> , 1988; Baker & Crompton, 2000
H5	Responsiveness	Positive	Andaleeb & Basu, 1995; Akbaba, 2006
H6	Perceived Value	Positive	Zeithaml, 1988; Chen & Tsai, 2007

This hypothesis summary serves as the foundation for the empirical analysis in Parts 3 and 4. Using the survey data collected from domestic tourists in Mang Den, the study will test these six relationships to determine which factors most significantly influence tourist satisfaction and provide insights for accommodation service improvement.

### **3. Research Methodology**

#### **3.1 Methods of Collecting and Processing Secondary Data**

Based on documents collected from scientific journals, books, online sources, project reports, theses, newspaper articles, statistical reports, and data provided by tourism management agencies—including Department of Culture, Sports and Tourism of Quang Ngai Province, the official portal of Quang Ngai Province, and other relevant information systems concerning tourism activities in Mang Den Commune—the authors conducted analysis, evaluation, and synthesis to extract secondary information and data serving the research objectives.

#### **3.2 Field Survey Method**

During the research period, the authors carried out field surveys in Mang Den Commune to observe the actual condition of tourism sites, tourist attractions, technical infrastructure, transportation systems, road networks, electricity supply, tourist flows, and local service providers. These observations contributed essential insights into the current status of tourism resources and accommodation services in the area.

#### **3.3 Questionnaire Survey Method**

To ensure the practical relevance of this study, a survey was conducted targeting domestic tourists who had stayed or were currently staying at accommodation establishments in Quang Ngai Province. The convenience sampling method was applied, using an online questionnaire distributed through social media platforms.

The author designed an electronic survey consisting of the following sections:

- Personal information,
- Travel behavior,
- Evaluation of factors influencing satisfaction,
- Overall perception of accommodation service quality in the research area.

The survey link was distributed through domestic tourism communities, Mang Den fan groups, online tourism networks, and was also shared directly with tourists who had previously visited or were currently staying in the area.

A total of 150 valid responses were collected after removing incomplete questionnaires. The data were coded, cleaned, entered, and analyzed using SPSS 20.0.

Understanding the characteristics of the research sample is essential for accommodation businesses, as it helps them better understand customer behavior, demographic characteristics, service expectations, and product preferences. This contributes to improving service quality, enhancing customer satisfaction, and enriching visitors' accommodation experiences.

4. Research Results and Discussion

4.1 Overview of the Research Sample

4.1.1 Gender Distribution

Table 4.1: Tourist Sample by Gender

Gender	Frequency (persons)	Percentage (%)
Male	100	50
Female	100	50

Source: Author’s survey data, 2025.

The survey consisted of 200 respondents, including 100 male tourists (50%) and 100 female tourists (50%). The equal proportion between the two genders indicates no gender bias in the sample. This balanced distribution helps ensure that the opinions and evaluations provided by both male and female tourists are represented objectively, contributing to the accuracy and reliability of the research findings.

4.1.2 Age Distribution

The results show a significant concentration of tourists in the younger age groups. Specifically, the 18–25 age group dominates the sample with 168 respondents (84%), followed by the 26–under 40 age group with 30 respondents (15%). The two remaining age groups—41–under 55 years old and 55 years and above—each recorded only 1 respondent (0.5%).

This distribution clearly reflects that the current customer base is primarily composed of young travelers (Gen Z). Therefore, accommodation providers should focus on developing services and amenities that match the preferences and consumption behaviors of the 18–25 age group, such as technological convenience, visually appealing check-in spaces, affordable pricing, and flexible service options. At the same time, maintaining essential service standards is necessary to cater to the 26–40 age segment, thereby expanding and retaining the young adult customer market.

Table 4.2: Tourist Sample by Age Group

Age Group	Frequency (persons)	Percentage (%)
18–25	168	84
26–under 40	30	15
41–under 55	1	0.5
55+	1	0.5

Source: Author’s survey data, (2025).

4.1.3 Educational Level

The survey results on educational attainment show a clear stratification, with most tourists having a relatively high level of education. The College/University group accounts for the highest proportion with 122 respondents (61%), followed by the Intermediate level with 41 respondents (20.5%). The High School group accounts for



12.5% (25 respondents), while the Postgraduate group accounts for the smallest share at 6% (12 respondents).

Overall, more than 80% of the respondents have undergone vocational or academic training, reflecting a customer base with strong knowledge, awareness, and expectations regarding service quality.

**Table 4.3:** Tourist Sample by Educational Level

Educational Level	Frequency (persons)	Percentage (%)
High School	25	12.5
Intermediate	41	20.5
College/University	122	61
Postgraduate	12	6

**Source:** Author's survey data, 2025.

Given this distribution, business strategies should emphasize professionalism, transparency, and quality communication. As the majority of tourists have intermediate to university-level education, accommodation providers should optimize digital platforms, provide detailed and clear service information, and maintain standardized service procedures. This is particularly important because these customers tend to research and compare options before making decisions. Additionally, providers may offer premium services focusing on privacy for postgraduate customers and simplified, easy-to-understand service packages for the High School segment to maximize the potential across all customer groups.

#### 4.1.4 Income Distribution

**Table 4.4:** Tourist Sample by Monthly Income

Income Level	Frequency (persons)	Percentage (%)
Under 5 million VND	126	63
5–10 million VND	68	34
10–20 million VND	4	2
Above 20 million VND	2	1

**Source:** Author's survey data, 2025.

The income distribution shows a large disparity, with most tourists belonging to the low-to-middle income bracket. Those earning under 5 million VND account for 63%, followed by the 5–10 million VND group at 34%. Higher-income groups make up only a small proportion: 2% (10–20 million VND) and 1% (above 20 million VND).

#### 4.1.5 Occupation

**Table 4.5:** Tourist Sample by Occupation

Occupation	Frequency (persons)	Percentage (%)
Students	116	58
Government officials/public servants	23	11.5
Business/Self-employed	35	17.5
Others	26	13

**Source:** Author's survey data (2025).

The occupational distribution demonstrates diversity among tourists; however, students constitute the largest group with 116 respondents (58%). The Business/Self-employed group follows with 17.5%, and the "Others" category accounts for 13%. Government officials/public servants represent the smallest share at 11.5%. This structure suggests that although the primary visitor segment consists of young students, a considerable proportion (42%) comprises individuals with stable employment, indicating potential for broader market development.

#### 4.1.6 Place of Origin

According to the survey, Can Tho City contributes the highest number of tourists, with 122 respondents (61%). The "Others" group ranks second with 53 respondents (26.5%). Meanwhile, provinces such as Tra Vinh, Dong Thap, and Ca Mau represent smaller proportions, ranging from 3% to 5%.

**Table 4.6:** Tourist Sample by Place of Origin

Place of Origin	Frequency (persons)	Percentage (%)
Can Tho	122	61
Tra Vinh	10	5
Dong Thap	9	4.5
Ca Mau	6	3
Others	53	26.5

**Source:** Author's survey data (2025).

These findings indicate that although the current visitor base is concentrated in major urban centers such as Can Tho, more than one-fourth of tourists come from various other provinces. This suggests that the attractiveness of the destination has begun to extend beyond its immediate region. Therefore, accommodation providers in Mang Den Commune should not only maintain strong connections with the key market of Can Tho but also view this as an opportunity to expand their reach. Marketing strategies should be diversified across digital platforms to attract visitors from a wider range of provinces, thereby reducing reliance on a single market and enhancing room occupancy rates.

## **4.2 Factors Influencing Domestic Tourists' Satisfaction with the Quality of Accommodation Services in Mang Den Commune, Quang Ngai Province**

### **4.2.1 Reliability Assessment of the Measurement Scales**

The research model assessing tourist satisfaction with accommodation service quality in Mang Den Commune consists of six independent scales measured through 24 observed variables, specifically:

Reliability (4 items):

- TC1 – The accommodation provides the correct room type and services as initially committed;
- TC2 – Staff handle arising issues promptly and effectively;
- TC3 – Services are delivered according to the agreed schedule and procedures;
- TC4 – The accommodation clearly informs guests of any service-related changes.

Service Competence (4 items):

- PV1 – Staff demonstrate professionalism and proficient service skills;
- PV2 – Guests feel safe and reassured during their stay;
- PV3 – Staff are courteous, friendly, and respectful;
- PV4 – Staff possess good local knowledge and can provide recommendations.

Tangibility (4 items):

- HH1 – The accommodation's surroundings and landscaping are clean and nature-friendly;
- HH2 – Facilities and equipment are modern and convenient;
- HH3 – Transportation and guest pick-up services are safe and convenient;
- HH4 – Staff wear uniforms and maintain a tidy appearance, creating a professional impression.

Empathy (4 items):

- DC1 – Staff pay attention and listen to guests' needs;
- DC2 – Staff willingly apologize and provide support when issues arise;
- DC3 – Staff are friendly and approachable in communication;
- DC4 – Staff understand and respond well to guests' special needs.

Responsiveness (4 items):

- DU1 – Staff serve guests promptly and on time;
- DU2 – Staff respond quickly when guests need assistance;
- DU3 – Requests are handled following proper procedures and logical priority;
- DU4 – Staff provide accurate updates on service progress and timing.

Perceived Value (4 items):

- GT1 – Room prices correspond to the quality of services provided;
- GT2 – Additional service fees (food, transportation, Wi-Fi, etc.) are reasonable;

- GT3 – Lodging costs are appropriate compared with similar destinations;
- GT4 – Guests feel that the value received exceeds the cost paid.

**Table 4.7:** Reliability Assessment of the Measurement Scales

Criterion	No. of Items	Cronbach's Alpha	Corrected Item–Total Correlation
Reliability	4	0.877	0.715 – 0.778
Service Competence	4	0.842	0.641 – 0.723
Tangibility	4	0.818	0.603 – 0.686
Empathy	4	0.820	0.605 – 0.687
Responsiveness	4	0.839	0.605 – 0.747
Perceived Value	4	0.840	0.643 – 0.713

**Source:** Author's data analysis (2025).

The results show that all six scales and all 24 observed variables meet reliability requirements:

- All Cronbach's Alpha coefficients exceed 0.6, ranging from 0.818 to 0.877.
  - All corrected item–total correlations are above the acceptable threshold of 0.3.
- Therefore, no observed variable was removed from the research model.

#### 4.2.2 Exploratory Factor Analysis (EFA)

**Table 4.8:** KMO and Bartlett's Test

Test	Value
KMO Measure of Sampling Adequacy	0.656
Bartlett's Test of Sphericity – Approx. Chi-Square	2613.207
df	276
Sig.	0.000

**Source:** Author's data analysis (2025)

The results indicate:

- KMO = 0.656 > 0.5, confirming the suitability of the data for factor analysis.
- Bartlett's Test is significant at Sig. = 0.000, demonstrating sufficient correlations among variables.

According to Gerbing & Anderson (1988), the extracted variance should exceed 50%, and Hair *et al.* (2014) recommend at least 60% for a good model.

Based on the Total Variance Explained table, the cumulative variance at the sixth factor (the last with an Eigenvalue > 1) is:

Cumulative Variance Explained = 68.621% > 60%

Thus, the extracted six-factor structure is appropriate and explains a substantial proportion of data variance.

#### 4.2.3 Factor Structure After Rotation

EFA results show that the observed variables group into six distinct factors affecting domestic tourist satisfaction with accommodation services:

- Factor 1: Reliability  
TC2, TC3, TC1, TC4.
- Factor 2: Responsiveness  
DU1, DU3, DU2, DU4.
- Factor 3: Service Competence  
PV2, PV4, PV3, PV1.
- Factor 4: Perceived Value  
GT4, GT1, GT3, GT2.
- Factor 5: Empathy  
DC2, DC4, DC1, DC3.
- Factor 6: Tangibility  
HH2, HH4, HH1, HH3.

After assessing the reliability of the measurement scales and conducting Exploratory Factor Analysis (EFA), six factors were identified as representative components influencing domestic tourists' satisfaction with the quality of accommodation services in Quang Ngai Province.

To calculate the factor scores for each observation, the study applied the factor score estimation formula proposed by Hoàng Trọng and Chu Nguyễn Mộng Ngọc (2008). This formula quantifies the contribution of each observed variable to its corresponding latent factor after EFA extraction. The general formula is expressed as follows:

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + \dots + W_{ik}X_k$$

Where:

$F_i$ : estimated value of factor  $i$ ;

$W_{ij}$ : factor weight of observed variable  $j$ ;

$X_j$ : observed variable  $j$ ;

$k$ : number of observed variables within the factor.

Based on the rotated factor matrix, the model extracted six main factors, each consisting of a set of closely related observed variables. Detailed analysis of each factor is presented as follows:

$$H1 = 0.296 \cdot TC1 + 0.294 \cdot TC2 + 0.297 \cdot TC3 + 0.286 \cdot TC4$$

#### Factor 1 – Reliability

This factor comprises four observed variables:

- TC1: Correct room type and services provided as committed;
- TC2: Staff promptly handle arising issues;
- TC3: Services delivered according to the agreed schedule;
- TC4: Clear communication of service-related changes.

All variables contribute positively to Factor H1, with TC3 (timely service delivery) having the highest factor score, indicating that punctuality is the strongest determinant shaping tourists' perceptions of reliability in Mang Den.

This finding reflects the nature of tourism activities in Mang Den, where many experiences (cloud hunting, trekking, forest exploration) depend heavily on precise timing and natural conditions. Therefore, accommodation providers must focus on adhering to promised schedules, ensuring service consistency, and minimizing delays to enhance reliability.

$$H2 = 0.307 \cdot PV1 + 0.301 \cdot PV2 + 0.311 \cdot PV3 + 0.302 \cdot PV4$$

#### Factor 2 – Service Competence

This factor includes four observed variables:

- PV1: Professional service attitude;
- PV2: Guests feel safe using services;
- PV3: Staff are polite and friendly;
- PV4: Staff possess good local knowledge.

All indicators positively influence H2, with PV3 (politeness and friendliness) ranked highest. This suggests that respectful and warm interaction is the most influential component shaping tourists' perceptions of service competence.

In Mang Den—where homestay and farm stay models are prevalent—direct human interaction plays a central role. Friendly communication, hospitality, and timely assistance significantly enhance the guest experience. Thus, training staff in communication skills and local knowledge is essential for improving service competence.

$$H3 = 0.293 \cdot HH1 + 0.337 \cdot HH2 + 0.288 \cdot HH3 + 0.324 \cdot HH4$$

#### Factor 3 – Tangibility

This factor comprises four variables:

- HH1: Natural and pleasant surroundings;
- HH2: Modern and convenient facilities;
- HH3: Safe and convenient transportation services;
- HH4: Professional staff appearance and uniforms.

HH2 has the highest factor weight, showing that infrastructure quality most strongly influences tourists' perceptions of tangibility. HH4 follows, reflecting the importance of staff appearance in forming first impressions.

Although Mang Den is valued for its pristine nature, visitors still expect clean, comfortable, and well-equipped accommodations. Enhancing room quality, investing in facilities, and standardizing staff presentation are crucial for improving tangible service quality.

$$H4 = 0.304 \cdot DC1 + 0.326 \cdot DC2 + 0.290 \cdot DC3 + 0.320 \cdot DC4$$

#### Factor 4 – Empathy

This factor includes four observed variables:

- DC1: Attentiveness to guest needs;
- DC2: Willingness to apologize and support when issues arise;
- DC3: Friendly and approachable communication;
- DC4: Understanding of guests' special needs.

DC2 has the highest weight, indicating that the ability to handle problems with sincerity contributes most to perceived empathy.

Since many small accommodations in Mang Den operate as family-run facilities, minor service shortcomings are sometimes unavoidable. What matters most to guests is how employees acknowledge issues and assist promptly. Improving empathy directly enhances satisfaction, especially in unexpected situations.

$$H5 = 0.316 \cdot DU1 + 0.282 \cdot DU2 + 0.315 \cdot DU3 + 0.278 \cdot DU4$$

#### Factor 5 – Responsiveness

This factor includes:

- DU1: Prompt and timely service;
- DU2: Quick staff response to requests;
- DU3: Proper processing of requests based on priority;
- DU4: Accurate communication of service timing.

DU1 and DU3 have the highest weights, indicating that speed of service and orderly request handling are the most important elements of responsiveness. DU2 and DU4 contribute moderately but still positively.

Mang Den's rapidly changing weather often requires visitors to adjust their plans quickly. Therefore, timely response, efficient service processing, and accurate time announcements are essential for optimizing guest satisfaction.

$$H6 = 0.310 \cdot GT1 + 0.294 \cdot GT2 + 0.300 \cdot GT3 + 0.315 \cdot GT4$$

#### Factor 6 – Perceived Value

This factor includes:

- GT1: Room price matches service quality;
- GT2: Reasonable costs for additional services;
- GT3: Competitive lodging costs compared with similar destinations;
- GT4: Overall value exceeds the cost paid.

GT4 has the highest factor weight, illustrating that the feeling of "worth the cost" is the strongest determinant of perceived value. GT1 and GT3 follow, while GT2 has the lowest weight but remains meaningful.

This suggests that tourists visiting Mang Den do not primarily seek low prices; rather, they value a balance between cost and experience. When facilities, services, and natural experiences align with the cost, guests express higher satisfaction and willingness

to return. Enhancing perceived value involves improving service quality—not reducing prices.

#### **4.2.4 Summary of Factor Extraction**

Following the analysis, the model assessing domestic tourist satisfaction with accommodation service quality in Quang Ngai Province was refined based on Cronbach's Alpha reliability testing and EFA results. The final EFA confirmed that the observed variables consistently grouped into six independent factors, representing the essential dimensions of accommodation service quality:

- Reliability,
- Service Competence,
- Tangibility,
- Empathy,
- Responsiveness,
- Perceived Value.

#### **4.3 Evaluation of Factors Affecting Domestic Tourists' Satisfaction with Accommodation Service Quality in Quang Ngai Province**

To accurately assess the impact of various factors on domestic tourists' satisfaction with accommodation service quality in Mang Den Commune, the study conducted descriptive statistical analysis on the observed variables belonging to six factors extracted from the exploratory factor analysis (EFA). The observed variables were measured using a 5-point Likert scale, reflecting tourists' perceptions when experiencing local accommodation services, specifically as follows: ① Very dissatisfied, ② Dissatisfied, ③ Neutral, ④ Satisfied, ⑤ Very satisfied.

For ease of evaluation and interpretation, the study applied a convention to classify the level of agreement based on the mean value of each observed variable as follows:

- $\leq \text{Mean} \leq 1.5$ : "Strongly Disagree"
- $1.51 \leq \text{Mean} \leq 2.5$ : "Disagree"
- $2.51 \leq \text{Mean} \leq 3.5$ : "Neutral"
- $3.51 \leq \text{Mean} \leq 4.5$ : "Agree"
- $4.51 \leq \text{Mean} \leq 5.0$ : "Strongly Agree"

This classification helps clearly identify tourists' evaluation levels for each observed variable, thereby reflecting the impact of factors such as reliability, service competence, tangibility, empathy, responsiveness, and perceived value on overall satisfaction with accommodation services in Mang Den Commune. The descriptive statistical results provide an important basis for assessing the relative strength of each factor in the model, while also guiding recommendations to improve local accommodation service quality.

According to tourists, six factors influence domestic tourists' satisfaction with accommodation service quality in Quang Ngai Province. These six factors include:



reliability, service competence, tangibility, empathy, responsiveness, and perceived value. The factors are formed from observed variables that directly reflect tourists' actual experiences during their stay, ranging from adherence to commitments, staff professionalism, facility conditions, to the alignment between cost and service quality.

These evaluations show tourists' perceptions of each component of service quality, while also reflecting the influence of each factor on overall satisfaction. The following section presents tourists' evaluation levels for each factor and its corresponding measurement variables, thereby clarifying the role of each factor in improving accommodation service quality in Quang Ngai Province.

**Table 4.9:** Domestic Tourists' Evaluation of the Factor "Reliability"

Factor / Item	Sample (n)	Mean	Standard Deviation
Accommodation provides the promised room type and services	200	4.38	0.691
Staff handle issues promptly and efficiently during the stay	200	3.76	0.814
Services are provided according to the agreed schedule and procedures	200	4.38	0.690
Accommodation clearly informs guests of any changes related to services	200	3.78	0.815

**Source:** Author's data analysis results (2025).

The factor "Reliability" reflects the consistency between initial commitments and the actual delivery of services at accommodation facilities. Survey data indicate that domestic tourists evaluated this group of criteria quite positively. Two items, "Accommodation provides the promised room type and services" and "Services are provided according to the agreed schedule and procedures", both achieved a mean score of 4.38—falling within the "Agree" range—indicating that tourists highly value adherence to commitments and accuracy in service delivery.

Meanwhile, the item "Accommodation clearly informs guests of any changes related to services" scored 3.78, and "Staff handle issues promptly and efficiently during the stay" scored 3.76. These are also in the "Agree" range but slightly lower than the first two items.

These results suggest that tourists trust the punctuality and transparency of accommodation services in Mang Den Commune. However, they expect improvements in the speed and effectiveness of issue resolution. Overall, the "Reliability" factor received positive evaluations and plays a crucial role in creating a sense of reassurance for tourists throughout their stay. The findings also imply that further enhancements in staff responsiveness and problem-solving would likely strengthen perceived reliability even more.

**Table 4.10:** Domestic Tourists' Evaluation of the Factor "Service Competence"

Factor / Item	Sample (n)	Mean	Standard Deviation
Staff demonstrate professional style and proficient skills	200	4.37	0.739
Guests feel safe and secure while resting and using services	200	3.81	0.817
Staff are always polite, friendly, and respectful to guests	200	4.35	0.693
Staff have good local knowledge and can provide recommendations to tourists	200	3.85	0.827

**Source:** Author's data analysis results, 2025.

Based on the survey results from 200 domestic tourists, the factor "Service Competence" was evaluated through four observed variables, with mean scores ranging from 3.81 to 4.37. This indicates that tourists' satisfaction falls within the "Good" range. Among them, "Staff demonstrate professional style and proficient skills" received the highest mean score of 4.37, reflecting that tourists highly value the professionalism and work-handling capabilities of staff at accommodation facilities in Mang Den Commune.

The other items—feeling safe while using services (3.81), staff politeness and respect toward guests (4.35), and staff local knowledge (3.85)—also scored above the "Satisfied" level, indicating that staff generally meet most tourists' expectations.

These results suggest that service quality in Mang Den is perceived positively, particularly regarding staff attitude and professionalism. However, certain aspects, such as creating a sense of security and having deeper local knowledge, still have room for improvement. Enhancing communication skills, acquiring more knowledge about local culture and tourist sites, and maintaining consistent service behavior can further enrich tourists' experiences. Moreover, proactively assisting guests, identifying their needs, and providing timely information are crucial to improving accommodation service quality, especially as interest in exploring the natural attractions of Mang Den continues to grow.

**Table 4.11:** Domestic Tourists' Evaluation of the Factor "Tangibility"

Factor / Item	Sample (n)	Mean	Standard Deviation
The hotel has beautiful landscapes connected to nature	200	4.36	0.688
Facilities and equipment at the hotel are modern and convenient	200	4.14	0.837
The hotel provides a safe and convenient shuttle services	200	4.31	0.712
Hotel staff have a neat appearance and dress appropriately	200	4.08	0.783

**Source:** Author's data analysis results, 2025.

Based on the survey results from 200 domestic tourists, the factor "Tangibility" was evaluated through four observed variables, with mean scores ranging from 4.08 to 4.36. This reflects a relatively high level of tourist satisfaction with the visual and physical

aspects of accommodation facilities in Mang Den Commune. The item “Hotel has beautiful landscapes connected to nature” received the highest mean score of 4.36, indicating that natural scenery remains a significant advantage and is highly appreciated by tourists.

The other items—modern and convenient facilities and equipment (4.14), safe and convenient shuttle services (4.31), and staff appearance and dress (4.08)—were also rated within the “Satisfied” range, demonstrating that the entire tangibility factor group contributes positively to tourists’ perceptions.

These results suggest that the appeal of accommodation in Mang Den Commune derives not only from the existing natural landscape but also from investments in facilities and supporting services. Overall, the infrastructure is well-maintained, and equipment generally functions properly, ensuring a comfortable experience for guests. Moreover, although the staff's appearance and dress received the lowest score within this group, it still remains high, indicating that staff maintain a professional demeanor, contributing to a positive image of the accommodations.

To further enhance tourists’ experiences, accommodation providers can focus on harmonizing staff appearance with service quality and continue maintaining high standards of facilities to better meet tourists’ expectations, especially as tourism activities in Mang Den Commune continue to develop.

**Table 4.12:** Domestic Tourists’ Evaluation of the Factor “Empathy”

Factor / Item	Sample (n)	Mean	Standard Deviation
Staff show care and listen to guests’ needs	200	4.31	0.706
Staff are willing to apologize and assist when guests encounter problems	200	4.21	0.841
Staff demonstrate friendliness and approachability in communication	200	4.21	0.706
Staff understand and respond well to guests’ special needs	200	4.12	0.784

**Source:** Author’s data analysis results (2025).

Based on the survey results from 200 domestic tourists, the observed variables under the factor “Empathy” all received positive evaluations, with mean scores ranging from 4.12 to 4.31. The item “Staff show care and listen to guests’ needs” received the highest mean score of 4.31 (SD = 0.706), indicating that tourists highly value staff attentiveness and listening skills at accommodation facilities.

The items “Staff are willing to apologize and assist when guests encounter problems” and “Staff demonstrate friendliness and approachability in communication” both scored 4.21, reflecting that staff behavior and courteous attitude create a pleasant and friendly experience for tourists. The item “Staff understand and respond well to guests’ special needs” scored 4.12, the lowest within the group but still within the “Satisfied” range; the higher standard deviation (0.784) indicates some variability in guests’ experiences across different groups.

Overall, the factor “Empathy” was evaluated at a high satisfaction level. This indicates that accommodation facilities in Mang Den Commune focus on fostering a close and respectful service style, which is especially important for nature- and community-based lodging. Since many tourists visit Mang Den seeking peace and a sense of welcome, proactive staff attention, assistance in resolving issues, and efforts to understand individual needs contribute to a positive experience and enhance overall satisfaction. However, the result of the item “Staff understand and respond well to guests’ special needs” suggests that improvements are still needed in addressing specific requirements, particularly for tourists with particular needs regarding meals, transportation, or personal scheduling. Enhancing observation, listening, and proactive support skills can further improve tourists’ service experiences in Mang Den.

**Table 4.13:** Domestic Tourists’ Evaluation of the Factor “Responsiveness”

Factor / Item	Sample (n)	Mean	Standard Deviation
Staff serve customers quickly and on time	200	3.74	1.090
Staff respond promptly when guests need assistance	200	3.89	0.865
Requests are handled according to procedures and in a reasonable order	200	3.71	1.044
Staff provide accurate information about service timing and progress	200	3.83	0.903

**Source:** Author’s data analysis results (2025)

The survey results from 200 domestic tourists indicate that the observed variables under the factor “Responsiveness” were evaluated relatively positively, with mean scores ranging from 3.71 to 3.89. The item “Staff respond promptly when guests need assistance” received the highest mean score (3.89; SD = 0.865), reflecting that accommodations in Mang Den Commune are generally effective in providing immediate support when required.

Other items, such as “Staff serve customers quickly and on time” (3.74) and “Staff provide accurate information about service timing and progress” (3.83), show that responsiveness is generally stable, although not particularly outstanding. The lowest-rated item was “Requests are handled according to procedures and in a reasonable order” (3.71), suggesting that there is still room for improvement in standardizing service processes.

Overall, the factor “Responsiveness” was assessed at a moderate satisfaction level, indicating that accommodation facilities in Mang Den Commune have begun to meet tourists’ needs, especially given the rapidly changing highland climate and the potential need for flexible schedules. However, the relatively high variability in some items (SD ranging from 0.865 to 1.090) indicates that tourists’ experiences are not yet fully consistent. This suggests that accommodations should improve service speed, enhance consistency in responses, and standardize service procedures to ensure that all guests

receive a uniformly high-quality experience. Focusing on prompt response skills and systematic work organization will help increase tourists' satisfaction in future stays.

**Table 4.14:** Domestic Tourists' Evaluation of the Factor "Perceived Value"

Factor / Item	Sample (n)	Mean	Standard Deviation
Room rates are consistent with the quality of services	200	3.88	0.900
Additional amenities (meals, shuttle, Wi-Fi, etc.) are reasonably priced	200	3.97	0.856
Accommodation cost is appropriate compared to to similar destinations	200	3.79	0.848
I feel that the value received exceeds the cost paid	200	4.00	0.888

**Source:** Author's data analysis results (2025)

The observed variables under the factor "Perceived Value" were evaluated relatively positively, with mean scores ranging from 3.79 to 4.00. Among them, "I feel that the value received exceeds the cost paid" scored the highest (4.00), indicating that most tourists consider their accommodation experience in Mang Den Commune to be reasonably worth the expense. Other items, such as "Additional amenities are reasonably priced" and "Room rates are consistent with service quality", also received positive evaluations, reflecting relatively stable satisfaction with the pricing policies of accommodation facilities.

However, the item "Accommodation cost is appropriate compared to similar destinations" scored slightly lower (3.79), suggesting that some tourists compare Mang Den with other nature-based destinations and perceive room rates as not particularly competitive. Nevertheless, the moderate standard deviations indicate that tourists' perceptions are relatively consistent.

Overall, this factor reflects the balance between cost and the value received, with the "experience value" component being the most significant contributor to satisfaction. Descriptive statistics show that all six factors influencing domestic tourists' satisfaction with accommodation services in Quang Ngai Province were rated at least neutral or higher. Five factors—Reliability, Service Competence, Tangibility, Empathy, and Responsiveness—achieved high satisfaction levels, reflecting positive evaluations of service quality, facilities, and staff support. The Perceived Value factor was rated at a neutral level, indicating that tourists still weigh the appropriateness of cost relative to experience. Overall, all six factors have a certain influence on tourists' perceived satisfaction, emphasizing the importance of maintaining service quality while adjusting perceived value to enhance overall experience.

#### 4.4 Discussion

General Evaluation of the Development Status of Accommodation Services in Mang Den Commune, Quang Ngai Province

#### **4.4.1 Advantages**

First, natural and climatic advantages. Mang Den Commune is located at an altitude of approximately 1,200 meters, offering a cool climate year-round and diverse landscapes including pine forests, waterfalls, and lakes. These natural conditions are highly suitable for positioning the area as an ecotourism and tranquil retreat destination, supporting small- and medium-scale lodging options such as homestays, farmstays, glamping sites, and boutique resorts.

Second, a clear planning framework and development orientation. The provincial strategy positions Mang Den as a tourism growth hub, providing a foundation for infrastructure investment, service standardization, and the establishment of tourism clusters, routes, and points of interest. This policy environment allows accommodation providers to expand, upgrade amenities, and diversify service offerings with legal assurance.

Third, rapidly increasing tourism demand. In recent years, the number of visitors to Mang Den has grown continuously, with noticeable improvements in tourism revenue. This upward trend expands opportunities for mid-to-upper segment accommodations and encourages facilities to enhance guest experiences through green spaces, tranquility, and scenic aesthetics.

Fourth, community-based tourism development is linked to cultural preservation. The establishment of community tourism villages and local experiential products (cuisine, traditional crafts, small festivals) extends guest stays, increases spending, and differentiates the destination from competitors.

Fifth, high room occupancy during peak periods. Accommodation occupancy rates often reach high levels during holidays and weekends, motivating facilities to reinvest, standardize operational procedures, and train personnel.

#### **4.4.2 Challenges**

First, limited access infrastructure and urban services. Access to Mang Den is primarily by road, and ongoing infrastructure and destination upgrades have not yet significantly reduced travel time or costs. Urban capacities—including water supply and drainage, waste management, parking, and multilingual signage—are not yet fully synchronized, creating pressure during peak seasons.

Second, environmental pressure from rapid growth. Rapid increases in visitor numbers present challenges in waste management, noise control, and unregulated construction. Without proper management, the area's ecological and tranquil advantages could be eroded, directly affecting cleanliness, safety, and the quality of lodging environments.

Third, uneven service quality across segments. The proliferation of homestays and farm stays offers differentiated experiences but sometimes lacks standardized operational procedures (fire safety, minimum amenities, housekeeping, reception protocols, multilingual communication). This inconsistency impacts tourists' perceptions and the overall image of the destination.

Fourth, pronounced seasonality. Room occupancy fluctuates significantly between peak and off-peak periods, increasing fixed costs per revenue unit and making it difficult to retain high-quality staff. Facilities need to develop off-season supplementary products (cultural events, nature therapy, agricultural or craft experiences) to smooth occupancy rates throughout the year. Bottom of Form

## 5. Conclusion

Through the Study “Factors Influencing Domestic Tourist Satisfaction with Accommodation Services in Mang Den, Quang Ngai Province, Vietnam”, the authors draw the following conclusions:

Mang Den Commune is a national ecotourism area with significant potential. Since its integration into Quang Ngai Province, the locality has opened opportunities for diverse tourism development—from coastal to mountainous areas—among which Mang Den has emerged as an attractive destination due to its cool climate, pristine nature, and unique cultural identity. Situated at an altitude of approximately 1,200 meters, with a temperate year-round climate and expansive pine forests, Mang Den has earned the nickname “the second Da Lat,” showing great potential for resort and leisure tourism. Tourism in the area is developing rapidly, contributing to the growth of related services, particularly accommodation services.

Currently, various forms of accommodation—from homestays to hotels and resorts—are thriving in Mang Den; the commune hosts approximately 139–143 lodging establishments with over 1,250 rooms, capable of serving more than 6,000 guests per day. The widespread presence of accommodation facilities has prompted service providers to focus on customer satisfaction to attract tourists and gain a competitive advantage.

This study makes both theoretical and practical contributions to the field of domestic tourist satisfaction with accommodation services. By identifying the factors affecting domestic tourists’ satisfaction in Mang Den, the study provides a more detailed understanding of domestic consumers’ perspectives on service quality. Moreover, it proposes practical solutions to enhance the competitiveness of local accommodation services in meeting domestic tourists’ needs.

Using multiple approaches to collect, analyze, and process data, the research establishes a theoretical foundation regarding accommodation service quality, characteristics of tourism establishments, and customer satisfaction; it clarifies the relationship between service quality and satisfaction. The study also analyzes the current status of accommodation facilities in Mang Den, evaluates the factors influencing tourist satisfaction, and proposes directions and solutions to enhance domestic tourists’ satisfaction during their stay.

The results show that domestic tourists staying in Mang Den are diverse in terms of age, region, occupation, and income, with various purposes for their visits, most commonly for sightseeing and leisure. The majority of tourists report being highly satisfied and intend to return, and they are willing to recommend the accommodations

they experienced to friends and relatives. However, a small proportion of tourists remain uncertain about whether they will return, indicating that some accommodations have yet to leave a strong or highly favorable impression on certain visitors. This finding serves as the basis for proposing strategies to increase satisfaction, attract more tourists, and encourage repeat visits.

From the research and survey on tourist satisfaction and accommodation service quality in Mang Den, it is evident that some tourists feel quite satisfied, while a smaller portion remains less satisfied. Nevertheless, most visitors are impressed by the area due to various factors. Tourist satisfaction is strongly influenced by the diversity of services offered, pricing, entertainment options, infrastructure, and technical facilities. These factors play a crucial role in determining tourists' intentions to return.

Although service quality, facilities, pricing, and staff attitudes were rated positively by the majority of tourists, a few visitors reported partial dissatisfaction. Therefore, specific measures are needed to improve staff quality, further enhance service systems, adjust prices reasonably, and meet increasingly diverse tourist needs, thereby maximizing satisfaction for future visitors.

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### **Conflict of Interest Statement**

Both authors strongly agreed on the publication of this paper, and there was no contention or rivalry during the finishing of the work. In other words, the authors declare no conflicts of interest in this article. Both authors are fully and equally responsible for the benefits and harms after this article is published. The authors, moreover, declare that the material presented by us in this paper is our original work and does not contain any materials taken from other copyrighted sources. Wherever such materials have been included, they have been clearly indented or/and identified by quotation marks, and due and proper acknowledgements have been given by citing the source at appropriate places.

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