

STUDY ON QUALITY OF DOMESTIC TOURISM PROGRAMS IN HA NAM

Nguyen Thi Phuong Nga

Tourism Studies, Phenikaa University

Abstract. Tourism programs are typical products and services of the travel industry. The quality of a travel program reflects the quality of tourism in a destination. This study evaluates the quality of tourism programs using the IPA model, analyzes the importance and level of performance of the tourism program quality criteria: the attractiveness of resources; quality of infrastructure; quality of accommodation and catering services; service attitude of staff; price of the program; brand destination. Surveying 185 reviews of tourists on the quality of tourism programs in Ha Nam shows that the quality of tourism programs in Ha Nam depends primarily on the brand of the whole coming, the quality of service tourism program; factors of attraction of the destination, service attitude, price affecting tourists' needs.

Keywords: Tourism programs, quality, Ha Nam.

1. Introduction

Tourism program is a typical service or product of the travelling industry. This study has evaluated the quality of tourism program based on evaluation criteria of service quality. There are many concepts of service quality but they still have no consensus among researchers not only because of the specific characteristics of the service but it is also depending on the research angle of the researchers. The concepts of service quality can be stated as follows: Since the 80s of the last century, service quality has begun to be mentioned a lot, but mainly at the experimental level and it has not yet become a specific theoretical basis. The debate about service quality and measurement scale of service quality has started by Lehtinen & Lehtinen (1982) with their concept that service quality must be assessed on two aspects [1]: (1) service delivery process and (2) the results of the service, these authors give a general scale consisting of 3 terms of service quality including “physical quality”, “interactive quality” and “corporate quality”. Meanwhile, Gronroos [2] (1984, 1990) asserted that the two main terms of service quality are Technical Quality that represents what customers receive and the functional quality explains how the service is provided. According to this model, service quality is assessed by comparing between the value customers expect before experience

Received July 15, 2020. Revised September 14, 2020. Accepted October 6, 2020.

Contact Nguyen Thi Phuong Nga, e-mail address: nguyenphuongnga.hai@gmail.com

the service and value that the customers receive during experience the service. Gronroos pointed out three criteria: technical quality, functional quality and corporate image. Inheriting and developing the concepts on service quality of previous researchers, Parasuraman et al (1985, 1988, 1991) gave out their understandings of service quality beside the service quality measurement tool and SERVQUAL model. According to Parasuraman et al [3], service quality is the distance between customer service expectations before using the service and their perception after experience the service. Initially, Parasuraman et al (1985) [3] said that in any services, service quality perceived by the customer can be modeled into 10 components: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding customer, tangible. This model has been continuously researched and tested in many fields. In 1988, Parasuraman [4] et al revised and proposed a service quality model with five components of service quality including: reliability, assurance, tangibles, empathy, responsiveness, called "RATER". The scale consists of 2 parts: expectation and feeling, each part has 22 observed variables. Although SERVQUAL has been used quite extensively to assess service quality, there are many criticisms of its aspects, such as the use of the difference of ratios of expectation and feelings of the scale, the applicability of this scale [6] and also the disadvantage of focusing on the service delivery process while the technical quality was not mentioned in the SERVQUAL scale. Carman (1990)[7] said that SERVQUAL shows the fixation of 5 elements is not always suitable for different types of services, Carman also recommends that the survey of customers' expectations must be conducted before customers experience service even though it is difficult [7]. In addition, the feelings occur in the implementation process that the customer has never thought then it is impossible to have any idea of expectation. Plus, it can be seen that the SERVQUAL measurement procedure is lengthy. It has to conduct two kind questionnaire surveys (expectation before the customer uses the service and the feeling after the customer uses the service) for the same properties.

The SERVPERF scale was introduced by Cronin and Taylor in 1992. According to Cronin and Taylor [7], service quality can be evaluated by only measuring the quality of service perceived. From their study's result, Cronin and Taylor have proposed the SERVPERF model, and Cronin and Taylor supposed that SERVPERF model overcomes the limitations of the SERVQUAL model in one point: the customer does not find it difficult to understand the two similar parts of the questionnaire ask about expected and perceived values. This model is considered simpler and easier to apply than SERVQUAL by many researchers. The SERVPERF scale inherits SERVQUAL's observed variables and components but removes the expectation. However, SERVPERF and SERVQUAL have their fixed attributes in study in 5 groups of factors and 22 observed variables, this is not suitable for services with many specific characteristics such as service quality. Moreover, SERVPERF only surveyed service quality, it is not pointing out the relationship between the needs of customers for the quality of service in order to the managers have suitable strategies to improve service quality, and have solutions to improve efficiency business towards customer's aiming.

In the field of tourism, there is a technique to analyze and measure the satisfaction level for tourism scores proposed by Tribe and Snaith (1998), called HOLSAT model. To evaluate the satisfaction of tourists on the holiday at resorts in Varadero, Cuba. This

research model based on the opinions of satisfaction is performance between expectations and customer perception. This technique has a new development present the observed attributes are established to suit each characteristic of each destination but not fixed in a archetypical attributes and observed variables [8] as SERVQUAL and SERVPERF model, in this study includes the analytical variables such as restaurants, bars, nocturnal activities, shopping facilities, meals in hotel, prices, heritage and culture, pollution and service quality; HOLSAT model also includes negative attributes in analysis and evaluation. Tribe and Snaith argue that if negative attributes expect to be low and perceived level is high then it lowly impacts service quality and vice versa; in case of negative attributes with in low perceptiveness, then the customer will evaluate quality of service is high. This model is represented by graph with Perception (X axis) and Expectation (Y axis), creating “gain” zone that have a good impact on service quality and “loss” zone that adversely affects service quality. However, like SERVQUAL model, the study procedure of the HOLSAT model is complicated and difficult to implement due to the investigation of both expectations and perceptions. Furthermore, reality expectation can be changed immediately before, even during experience of the service. This change can lead the analysis of results to be inaccurate.

Meanwhile, IPA - the Importance-Performance Analysis model first proposed by Martilla and Jame in 1977, [9] has suitable advantages for evaluating the quality of tourism programs and offering effective solutions to improve the quality of tourism programs. Previous studies applying IPA model in the field of tourism mainly analyze and evaluate objects such as destination, destination image.

In Vietnam, there are some studies applying IPA model in the tourism field such as: Luu Thanh Duc Hai with research *Current situation and solutions for tourism's development of Can Tho in the direction of connecting tourism products in Mekong Delta River* [10] includes evaluation of criteria in tourism's service quality of Can Tho, and it was encapsulated into RATER's model (tangible factors, trust worthiness, responsibility, assurance and sympathy) of Parasuraman's thereby giving out suitable proposals to develop Can Tho tourism. Another research *Solutions to improve the quality of services in Phu Quoc tourism* [11], the authors have identified the assessment model of services quality of tourism in Phu Quoc based on the IPA model and the system of evaluated criteria almost similar to the study of Luu Thanh Duc Hai including: Factors tangible, trustworthy, responsible, guaranteed and sympathetic with 23 observed variables. In addition, the authors also use the method of comparing pairs (Paired samples t test) to test the difference and the level of significance between two indexes I (Importance) and P (Performance). These authors said that service quality is assessed by the gaps between P and I (if “ $P - I \geq 0$ ” then the quality is good, “ $P - I < 0$ ”, the quality is not good). However, there are some marked point to use the IPA model, Martilla and Jame also mentioned the actual gaps that may not exist and the importance of an attribute is the customer's perception of characteristic's value or feature's value when purchasing a service while the performance level of the attribute refers to the perceived function of quality while consuming tourism's service and products [12]. Nguyen and Luu in the research *Solutions to improve the quality of services in Hau Giang tourism* [13] evaluated the quality of Hau Giang tourism through: eco-tourism and cultural tourism. The study pointed out two indicators to measure importance level

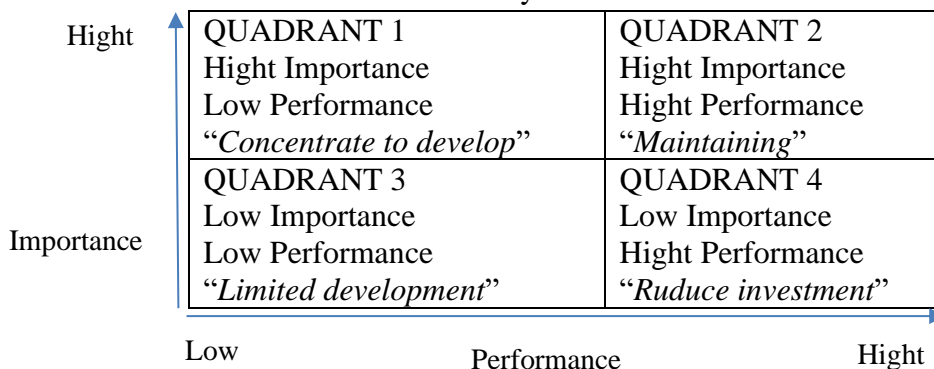
and performance level to highlight the gap from satisfaction to expectations of visitors. Tran and Truong in the research *Suggestions to improve the quality of tourism services in thua thien hue based on importance-performance analysis IPA* [14] showed that the quality of tourism services in Thua Thien Hue was impacted by 19 attributes, and the IPA model is effective when analyzing the importance and evaluating the performance level of tourism services and tourism products then suggesting solutions to improve services and products quality. This study has seen service quality is the gap between performance and importance as the research of Dinh et al [12].

In summary, the study on service quality in general and particularly the services quality of tourism are deployed in both domestic and international. These researches is very necessary, especially for a locality in rapid growth in tourism like Ha Nam today.

2. Content

2.1. Research method

This study uses an Importance-Performance Analysis (IPA) model, which is a technique to measure consumer's perception of service quality or product quality in both importance and realisation. Measuring the importance or performance level of an attribute can provide helpful suggestions for managers. In study of Martilla and Jame stated that the Importance of attribute is the customer's perception about characteristics' value or feature when purchasing a product/service meanwhile the Performance of attribute refers to the perceived function about quality when consuming products/service. Attributes was measured by Likert scale and the results was presented in a graph between Importance and Performance, divided into four angles respectively with suitable proposals for managers (Sarinya Sungkatavat, 2003) [15]. In IPA model, customers will assess the service quality base on their opinion and service quality is assessed on the perception of performance quality. However, the perception of performance quality was analysed and assessed the importance of the attributes to make study more useful due to the association with the customer needs. These two perceptions can be interviewed on the same questionnaire and at the same time after customers experience the service. The IPA model is use by many researchers to evaluate the quality of tourism services and to propose solutions to improve the quality of tourism services in the most effective way.



Figur 1. IPA model

This study has conducted by questionnaire with 205 respondents is domestic travelers to Ha Nam from December 2019 to January 2020 and 185 valid results which have been chosen for analysis. The criteria survey of tourism program quality are determined: the attractiveness of resources; quality of infrastructure; service quality of accommodation and dining; attitude of staff; price of the program; popularity of destination. Number of samples is determined by random samples with the ratio: 80 men and 105 women; age take survey from 18 to 30 years old: 50 respondents; from 31 to 45 years old: 75 respondents; from 45 to 55 years old conducted 45 respondents, over 55 years old conducted 25 respondents. The survey was conducted in Ha Nam province with tourists are experiencing tourism programs, evaluating the quality of tourism services.

2.2. Research's topographic characteristics

Ha Nam is an alluvial plain of the Red river system including: Red River, Day River and acquires soil that is eroded from the high mountains to create a fertile land. Ha Nam's topography is on the edge of the Red River Delta, so it has a low mountain terrain surrounding the alluvial delta. In addition, Ha Nam is also surrounded by rivers: the Red River in the East, the Day River in the West, the Nhue River in the North, the Ninh River in the South and many other rivers flowing in this province. These natural conditions create the cultural and historical characteristics of an intersecting area or buffer zone connecting the culture from the East to the West, from the North to the South and the character of Ha Nam people these features have been shaped by these features throughout the nation's history of construction and defense. Ha Nam is a province with a long history of development, the diversity of folklore have expressed via folk songs, customs, festivals, costumes, and cuisine associating with rice civilization. The historical relics are places that keep the dense traditional cultural values in Ha Nam. Tourist spots in Ha Nam are mainly historical relics and landscapes associated with celebrities. Recently, Ha Nam has exploited Tam Chuc tourist area, attracting great tourism to Ha Nam. The main tourist destinations of the province: Tam Chuc tourist area, Nhan Hau village, Nam Cao church, Nguyen Khuyen house... Visitors traveling to Ha Nam are mainly domestic tourists, the main market is Hanoi and neighboring provinces. Tourism programs visiting to Ha Nam focus mainly on short-term programs, customers are students, visitors at Tam Chuc Pagoda, and some tourists come mainly to buy local products (stewed fish in Vu Dai village). Domestic tourism programs to Ha Nam are designed mainly by travel agencies outside the province.

2.3. Research results

2.3.1. Domestic tourism programs to Ha Nam

Domestic tourism programs to Ha Nam focus mainly on sightseeing and learning about historical sites. The duration of the programs is mostly short-day programs, long-day tourism programs are limited.

Short-day program: focus on exploiting tourism products, sightseeing, and learning about historical sites. The target tourists of this program are students, free tourists, groups traveling. Currently, at Tam Chuc, sightseeing activities are mainly and only in one day. The tourists are more diverse, focusing mainly in Hanoi and some neighboring provinces. This is a new tourist destination, with a great investment from Xuan Truong

Company, the quality of infrastructure and facilities is quite good, but it is in the process of completion so tourism products are limited.

Long-day tourism tour: The number of long-day domestic tourism programs (from 3 days or more) is almost rarely in Ha Nam. The main reason is tourist destinations have not had the attraction to prolong time to stay of tourists. In terms of resource value, these tourist destinations have great value, but the exploitation of this value is limited by factors of infrastructure, technical facilities, communication, and accompanying services and destination management issues.

This study assesses the quality of existing domestic tourism programs with criteria: the attractiveness of resources; quality of infrastructure; service quality of accommodation, restaurant; attitude of staff; price; the popularity of the destination image at two levels of desire and level of performance, thereby offering solutions to improve the service quality of domestic tourism programs to Ha Nam.

2.3.2. Evaluate the quality of domestic tourism program to Ha Nam using the IPA model

The IPA model is used to evaluate factors of the quality of domestic tourism programs according to the desired level and the performance level of factors on the Likert scale: 1. Very dissatisfied; 2. Not satisfied; 3. Partially satisfied; 4. Satisfied; 5. Very satisfied.

This study tested the quality scale of the tourism programs of the independent variable with 23 indicators assessed by EFA analysis. This analysis will verify the convergence of the component variables by convergence effect and also measure the differential values to help ensure the difference, no correlation between the factors used to measure the factors by differential validity. According to Hair and et al (1998), factor value ≥ 0.3 achieves convergent effect and value of one factor is greater than other factor value, it can be seen that the validity of different factors is guaranteed.

The results EFA with 23 observed variables is classified into 3 factors at “Initial local value” > 1 . The total variance is explained when the factor group is drawn is 55,808% ($> 50\%$). The three conceptual factors are tourism resources, infrastructure and technical facilities, destination quality has observed variables with the same value on an independent factor corresponding to the value of the guaranteed factor > 0.3 .

After analyzing EFA, the scale was assessed on the reliability of Cronbach's Alpha coefficient. The results of testing the reliability of the scale showed that most of Cronbach's alpha values were greater than 0,6 which is the required value (see Table 1). Most alpha values of Cronbach in the case of variable rejection are lower than Cronbach's alpha values. The total variable correlation value is greater than 0.3. Therefore, sample size and the number of variables used are very reliable.

Table 1. Scale reliability

No.	Criteria	The number of observed variables	Cronbach's Alpha
1	Tangible	5	0,616
2	Reliability	5	0,711
3	Responsibility	5	0,689

4	Assurance	4	0,630
5	Sympathy	4	0,626
Total		23	

This study interviewed 185 tourists related to 27 variables affecting the satisfaction of tourists to service quality through reference to some previous studies; after using the Cronbach's Alpha coefficient, 23 factors were satisfactory and were used to measure the satisfaction of visitors in this study. Using Factor Analysis points out the main groups of factors that directly affect the quality of tourism services quality expressed through the satisfaction of customer about service quality. The evaluation results of factors affecting the service quality of Ha Nam domestic tourism programs show that tangible factors play an important role with great influences.

Important level

Factors of services products in a domestic tourism program in Ha Nam are evaluated important by the tourists with different levels (Table 2). Factors affecting the services quality of tourism programs which are highly appreciated include: Convenient traffic (4.18); environmental sanitation (4.17); professionalism of staff (4.16); the attitudes of tour staff (4.15); Features of festivals, craft villages (4.15); local products (4.15); activities in tourism program are clear (4.14); security, safety (4.12); historical value (4.11); hotel staff's attitude (4.11); restaurant staff 's attitude (4.08); the friendliness of people (4.08); the cleanliness of accommodation (4.05);. The main factors affecting the quality of tourism program are mainly the service of tourism products, the attitude and professionalism of the staff and the attractiveness of tourism resources, the diversity of tourism activities in each tourism program.

Satisfaction level

Domestic tourists rated the quality of tourism programs in Ha Nam at the level of "satisfied", there is no observed variable evaluated the level of "very satisfied". The observed variables which are evaluated well by the tourists mainly focus on the fundamental elements of tourism activities such Features of festivals, craft villages (4.0) because of cultural and historical traditions of Ha Nam. In additionally, Ha Nam is the area of the Red River rice civilization; the friendliness of people (4.0); the attractiveness of natural landscape (3,9); the security, safety of destination are highly appreciated by the tourists (3.8); comfortable transport with good service attitude (3,9); local products are attractive to tourists (3,8); the cleanliness of accommodation (3.6). Factors appreciated not as highly as "partially satisfied" or "unsatisfied" were mainly in the food service with not diverse dishes (3.1), the price was not appropriate or tourism programs do not have many diversified activities (3.1); limited additional services (3.2).

Table 2. Quality assessment of domestic tourism program in Ha Nam by IPA

Variable	Significance	Satisfaction	I-P Difference
1/ The attractiveness of the natural landscape	4.02	3.9	0.12
2/ The value of historic sites	4.11	3.8	0.31

3/ Features of festivals, craft villages	4.15	4.0	0.15
4/ Security, safety, social order	4.12	3.8	0.32
5/ Environmental sanitation of destinations	4.17	3.6	0.57
6/ Cleanliness of restrooms at the tourist destination	3.85	3.1	0.75
7/ The friendliness of local people	4.08	4.0	0.08
8/ The attitudes of tour staff	4.15	3.7	0.45
9/ The attitude of hotel staff	4.11	3.8	0.31
10/ The attitude of restaurant staff	4.08	3.7	0.38
11/ The professionalism of the staff	4.16	3.6	0.56
12/ Comfortable and convenient of transportation	4.05	3.8	0.25
13/ The attitudes of garage staff	4.06	3.9	0.16
14/ Convenient traffic	4.18	4.0	0.18
15/ Diverse restaurants with quality assurance	3.95	3.4	0.55
16/ The cleanliness accommodation	4.05	3.6	0.45
17/ Diverse and appetizing dishes	3.75	3.1	0.65
18/ Tourist attraction information is clear, transparent	3.95	3.2	0.75
19/ Tourism program has diversified tourism activities	4.14	3.1	1.04
20/ Diversified shopping activities	3.83	3.5	0.33
21/ Souvenirs	3.86	3.4	0.46
22/ Local products	4.15	3.8	0.35
23/ Additional services	3.52	3.2	0.32

Source: 2019 direct survey data

Analyse the difference between satisfaction and importance

With the Paired samples T - test to test the existence gap between the importance level and the satisfaction level of tourism products and services of domestic tourism companies in Ha Nam and the results are presented in Table 2. In 23 observed variables, there are 18 observed variables have meaning in statistic, of which the largest positive difference is “tourism program have diversified activities” with 1.04; followed by “cleanliness of restrooms at the tourist destination” and “tourist attraction information is clear, transparent” with 0.75. This shows that domestic tourists need more diversified tourism activities, the conditions of facilities at the destination are not guaranteed, the

information of the tourist destination is limited, it shows the problem of advertising tourism image has not been paid attention. The demands of domestic tourists arrive to Ha Nam are not too strict, but the satisfaction of demand is not guaranteed, the level of desire is underestimated in comparison the importance of the criteria in services quality of domestic tourism programs. These problems lead concern to tourism authorities and travel agencies in Ha Nam province.

IPA analysis

The graph of importance - performance presents strategies to help tourism managers, tourism businesses in Ha Nam to build and implement local tourism policies, improve quality of service at the tourism site. In 23 observed variables expressed in tangible factors, attitudes factor, sympathy factors, from then evaluate the quality of tourism program and the satisfaction of tourists into the four quadrants of the strategy using the average score of the factors.

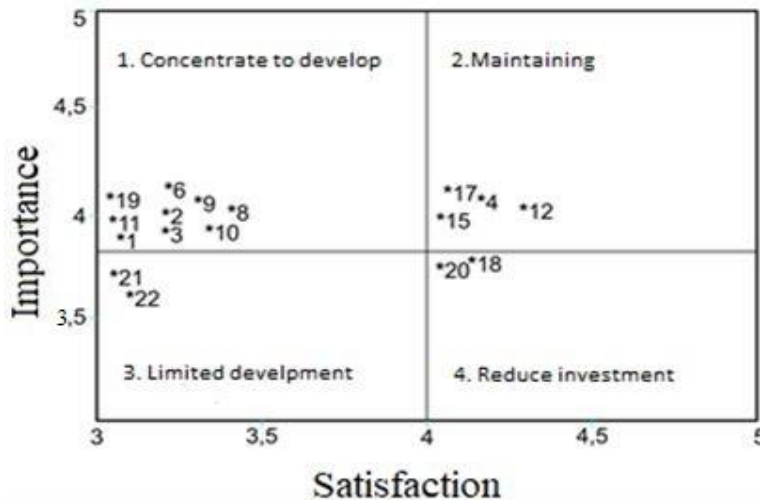


Figure 2. IPA Model (Service quality of Ha Nam Tourism Program)

The IPA analysis shows that the factors focus on development include “the attraction of natural landscapes”, “value of historical sites”, “features of festivals, craft villages”, “cleanliness of restrooms at the tourist destination”, “the attitude of the tour staff”, “the attitude of the hotel staff”, “the attitude of the restaurant staff”, “the professionalism of the staff”, “Tourism program has diversified activities”. These factors were evaluated by tourists seen in high level of importance but low level of Performance. Tourism managers, businesses need to pay attention to improve their service quality to attract tourists. The factors continue to maintain include “security, safety, social order”, “comfortable and convenient of transportation”, “diverse restaurants with quality assurance”, “diverse and appetizing dishes”. These factors are highly appreciated in terms of the importance and performance of the destination, so it is necessary to continue to maintain development.

The tourism business needs to limit the development of factors: “local products”, “additional services”. These factors quadrant 3 with low average scores of importance and satisfaction. Tourism businesses and management should limit the “tourist attractiveness

information is clear, transparent” and “diverse restaurants with quality assurance” because the tourists assesses both the importance and performance in low level.

In IPA analysis, the main solutions to improve service quality of domestic tourism programs in Ha Nam are focus on employee attitudes, maintain and preserve the value of tourism resources. Shopping and souvenir need to pay more attention to meet the diverse needs of tourists. In order to do it, tourism businesses in Ha Nam need to regularly improve the skill and abilities of employees, especially the employees who directly contact with customers. Besides that, at tourist attractions, it is necessary to diversify tourism activities. Currently, these activities are in less attention, not attracting tourism. Ha Nam province with other businesses need to invest in entertainment activities, develop various types of tourism. Building and developing the types that province has not been developed such as: community tourism exploiting the cultural value of a cultural land, traditional street food, life's experience of Chi Pheo Thi No, experience of wet-rice cultivation, experience of play role as poet Nguyen Khuyen. These activities will diversify tourism products, creating great attraction for tourists.

3. Conclusions

Ha Nam's tourism programs currently focus mainly on visit historic sites, not diversifying activities at tourist attraction, so the attractiveness to tourist is not high. Ha Nam has a lot of potentials to develop many tourism types, so it is necessary to focus on diversity tourism's activities at existing tourist attraction, exploiting and developing new tourist attraction, especially pay attention to experience tourism.

Service quality of tourism program of Ha Nam nowadays has been highly appreciated by tourists in some services such as transportation, the attitude of tour staff and the friendliness of local people. Tourism managers and tourism businesses need to improve service quality of tourism programs and tourist attraction in all stages of operation, especially focus on attitudes of staff. This significantly contributes to attract tourist to visit. In addition, tourism businesses need to diversify tourism products, prolong stay of tourists and increase revenue of businesses.

Businesses need to implement “green” business methods, stable prices, guaranteed service quality, professionalism in the service process, not only ensure benefits for businesses but also ensure the interests of visitors. The business and the tourists need to implement the principles of environmental protection, develop tourism product link to environment in positive ways and protect natural landscapes, preserve local cultural values.

REFERENCES

- [1] Lehtinen, U. and Lehtinen, J.R., 1982. “A Study of Quality Dimensions”. *Service Management Institute*, 5, 25-32.
- [2] Christian Gronroos, 1990. “Relationship approach to marketing in service contexts: The marketing and organizational behavior interface”. *Journal of Business Research*, Volume 20, Issue 1, January 1990, Pages 3-11, [https://doi.org/10.1016/0148-2963\(90\)90037-E](https://doi.org/10.1016/0148-2963(90)90037-E).

- [3] Parasuraman, A., Zeithaml, V. A., Berry, L. L., 1985. "A conceptual model of service quality and its implications for future research". *Journal of Marketing*, 49 (3), pp. 41-50.
- [4] Parasuraman, A., Zeithaml, V. & Berry, L. L., 1988. SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64 (1), pp. 12-40.
- [5] Parasuraman, Berry and Zeithaml, 1991. Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, Winter 1991, pp. 420-50.
- [6] Cronin, J.J., Taylor, S.A., 1990. Measuring Service Quality: A Re-examination and Extension. *Journal of Marketing*, Vol. 66 No.1, pp. 33-35.
- [7] Carman, J.M., 1990. Consumer' perceptions of Service Quality: an Assessmant of the SERQUAL dimensions. *Journal of Retailing*, Vol. 66 No.1, 1990, pp. 33-35.
- [8] Nguyen Xuan Tho, Pham Thi Kim Loan, (2013), Testing the quality scale of MBA training in Vietnam. *Journal of science and technology development*, Vol 16, No Q1-2013.
- [9] Tribe, J., & Snaith, T., 1998. *From SERVQUAL to HOLSAT: Holiday satisfaction in Varadero, Cuba*, Tourism Management.
- [10] Martilla, J. & James, J., 1977. Importance - Performance Analysis. *Journal of Marketing*, 41 (1), pp. 77-79.
- [11] Luu Thanh Duc Hai, 2012. Solutions to improve the quality of tourism services in Can Tho city. *Journal of Science*, 2012:22b 231-241, Can Tho University.
- [12] Dinh Cong Thanh and et al, 2012. "Solutions to improve the quality of tourism services in Phu Quoc". *Proceedings of Science 2012 - Can Tho University*, pp. 195-202.
- [13] Nguyen Huy Tuong and Luu Tien Thuan, 2013. "Solutions to improve the quality of Hau Giang tourism services". *Journal of Science, Can Tho University - Part D: Political Science, Economics and Law*: 25 (2013), pp. 45-51.
- [14] Tran Thi Ngoc Lien, Truong Thanh Hung, 2014. Suggest some solutions to improve the quality of tourism services in Thua Thien Hue based on the IPA model. *Journal of Research and Development*, No 1 (108).