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Factors Affecting Tourists' Satisfaction in Associated Tourism Chains: Evidence from Vietnam*

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Abstract

Tourism is an interdisciplinary, inter-regional, inter-territory integrated economy; therefore, the construction of an associated tourism chain will help localities in the region take greater advantage of tourism resources and tourism products to meet the diverse needs of visitors (UNWTO, 2013). This research seeks to identify the factors affecting the satisfaction of tourists in the associated tourism chain in four central provinces of Vietnam – Binh Dinh, Phu Yen, Gia Lai, and Dak Lak. The study surveyed 1,361 tourists who have participated in an affiliated tour chain in these provinces during the March–April 2020 period. The survey was conducted online with the help of Google Form and the data collected were processed using descriptive statistics, exploratory factor analysis, and regression analysis. The research results show that two main factors are affecting the satisfaction of tourists in the associated tourism chain in the above regions, namely, (i) tourism resources (cultural beauty in localities in the associated tourism chain, local cuisine in the affiliated travel chain, natural landscapes/local attractions in the linked tourism chain, etc.); and (ii) tourism environment (the climate in localities in the associated tourism chain, the clean and fresh environment in localities in the associated tourism chain, etc.).

Keywords: Tourism, Links, Satisfaction of Tourists, Chain of Tourist Links, Vietnam

JEL Classification Code: Z32, M38, O20, P25

1. Introduction

The four central provinces of Vietnam – Binh Dinh, Phu Yen, Gia Lai and Dak Lak – have great potential for associated activities to develop the region's tourism toward sustainability. Binh Dinh and Phu Yen are two coastal provinces that should have advantages in island tourism and beach resorts; Gia Lai and Dak Lak are two provinces in the Central Highlands, so they have the advantages for the mountains and forests exploration of the Central Highlands with many nature reservations and majestic scenery. All four provinces are located in the same geographical area of central Vietnam with the ideal connection of transport infrastructure for tourism activities. Therefore, the development in the tourism chain of the four provinces will help tourism business units in the region take advantage of tourism resources, tourism environment, tourism manpower, tourism culture space, etc., to create various, unique and attractive tourism products, contributing to improving the value chain in the tourism industry, and meeting a wide range of tourists' needs.

This study is an experimental study to identify factors affecting tourists' satisfaction in activities in the associated tourism chain of four above provinces thereby proposing recommendations for development link of the region toward sustainability.

To conduct this study, we selected a convenience sample and surveyed 1,361 tourists participating in an affiliated tour chain in the four provinces in March and April 2020.

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Some 715 completed questionnaires were returned, of which 646 responses (90.34%). A valid questionnaire is one fully answered by the respondent who had participated in at least one tourism activity in the associated tourism chain of the four provinces in the region.

When developing associated tourism chains at the regional level, these questions should be asked: how to build an associated tourism chain, in which direction, and what factors in the associated tourism chain will affect the satisfaction of visitors? Therefore, in this study, we aim to identify factors affecting the satisfaction of visitors when they take part in the tourism chain in four provinces, so as to propose recommendations for the development of the region toward sustainability. Accordingly, the target of the study is tourists who have been participating in the chain of associated tourism in the region.

According to the Law on Tourism (2017): "Tourism is activities related to people's trips outside of their regular residence for no more than 1 consecutive years to meet the needs of sightseeing, relaxation, entertainment, exploration and discovery of talents, tourism resources or combined with other legal purposes."

For the World Tourism Organization (UNWTO, 2013): "Sustainable tourism is the development of tourism activities to meet the current needs of tourists and indigenous people while still interested in preserving and embellishing resources for the development of tourism activities in the future". In other words, sustainable tourism development is the development of tourism in a specific region so that the content, form, and scale are appropriate and sustainable over time, without degrading the environment, and not affecting the ability to support other development activities.

At the same time, the tourism destination is the highest level in the tourism classification system, which combines tourist areas, tourist sub-regions, tourist centers, and tourist attractions. Therefore, the tourism destination shows a high specialization of tourism compared to the general characteristics of the region regarding natural conditions, culture, and tourism resources. The World Travel & Tourism Council (WTTC, 2017) defined that: "Association of tourism destination development in a sustainable way meets the current needs of tourists and tourist areas while ensuring the possibilities to meet the needs of future generations of tourism". This definition is brief, but insufficient as it only addresses the needs of current and future visitors without the needs of the local community, culture, society, ecological environment, and biodiversity.

Besides, the development of associated tourism chain is also influenced by many factors such as tourism infrastructure (Chen & Chen, 2011; Nguyen et al., 2019), tourism resources (My et al., 2018; Nguyen et al., 2020), local community (Tsung, 2013; Greg & Derek, 2010; Tien et al., 2019), tourism enterprises (Maia et al., 2005; Nguyen et al., 2019), local authorities (Lisa, 2012; Muhammet et al., 2010; Nguyen, 2013; Nguyen et al., 2020) or tourist transportation system (Hollier & Lanquar, 1996; Pham, 2002; Ngo, 2015), etc.

Therefore, this study aims to determine the satisfaction of tourists evaluated based on three observation variables, namely, satisfaction for the trip, intention to return, and willingness to introduce the destination to friends. The factors affecting satisfaction are categorized into three groups: facilities for tourism, resources for tourism, and the tourism environment; there is a total of 15 observation variables.

The structure of this study consists of six parts; the next section presents the research overview; the third section introduces the research method including the research hypothesis, the description of the variables and the method of data collection; the fourth section presents the results of the study; the fifth section discusses the findings, and the last section is the conclusions and policy implications.

2. Literature Review

Tourist satisfaction is one of the biggest concerns of tourism destination in a competitive market economy, as it affects visitors' behavior in the future. The more satisfied visitors are, the more likely they are to return to use the tourism products/services of the tourism area/destination; and they would encourage others/their relatives to travel to tourism areas/destinations. However, the satisfaction of visitors is a difficult concept to measure as it mostly depends on the feeling of visitors. Therefore, the satisfaction of visitors has attracted a great attention in the tourism industry; it plays a crucial role in the survival of a tourist destination/tourist area.

Recent studies show that there are different views on the satisfaction of visitors, depending on the perspective of the researchers. Pizam et al. (1978) defined tourist satisfaction as a result of a comparison between "feelings and expectations about the destinations". Pearce (1980) and Oliver (1980) argued that tourist satisfaction is influenced by the views of tourists before and after the trip. For Kozak (2001); Truong and Foster (2006), tourists' satisfaction is critical to the success of a destination and its marketing, as it affects tourists' behavior in terms of choosing destinations, using products or services, and willingness to return. Parasuraman et al. (1994) assumed that customer satisfaction could be related to their assessment of not only the quality of service (e.g., polite, responsive, etc.), but also the characteristics of the product (e.g., the size of the product, the variety of products, etc.) and the price. In a similar trend, Sweeney and Soutar (2001), Prayag (2009), Wang and Hsu (2010) also suggested that satisfaction could be influenced by the quality of goods/services and payment methods. Thus, tourists' satisfaction is a multi-dimensional and complicated concept as it focuses on a tourism destination/tourism area rather than a particular service. The satisfaction of travelers is assessed only when they have experienced a travel holiday/activity.

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Besides, the satisfaction of tourists is also influenced by various factors such as the homogeneity between the quality of services and the satisfaction of visitors (Phuc, 2010), who concluded that the following factors affect the satisfaction of visitors: (i) Greetings and guideline, (ii) Prices, (iii) Cruise service, (iv) Natural scenery, (v) Accommodation services, (vi) Pathway in the caves, (vii) Environmental sanitation, (viii) Security, and (ix) Souvenirs. Agreeing with some of the above factors, Loan (2015) also believes that the factors affecting the satisfaction of visitors are listed in no particular order: (i) Natural resources, (ii) Prices of services, (iii) Tour guide, (iv) Culture, history, and art, (v) Dining, shopping and entertainment services, (vi) Tourism environment, (vii) Tourism infrastructure, and (viii) Accessibility. Giao et al. (2020) showed that the level of satisfaction of visitors when visiting Bao Loc City, Lam Dong Province, Vietnam, was statistically affected by three factors: (i) Level of response, (ii) Reliability, and (iii) Empathy.

From the above studies, the satisfaction of visitors after the end of the trip is the feeling of visitors, which is influenced by many factors. However, the limitations of these studies are that the approach and measurement of satisfaction still lack unity and the influence of factors is inconsistent. That gap is the reason to justify this present research.

3. Research Methods

3.1. Research Process

To carry out this research, we have conducted the steps as shown in Figure 1.

3.2. Hypothesis Development

3.2.1. Tourism Facilities (CSDL)

Tourism facilities play a fundamental role in the associated tourism chain, which include many factors such as transport systems (airport systems), tourist terminals (a system of tours, routes), tourist attractions, tourist areas; information technology infrastructure; a system of hotels and restaurants, entertainment, shopping; and a system of public facilities. (Chen & Chen, 2011; Tsung, 2013; Greg & Derek, 2000; Pham, 2002; Ngo, 2015). So, the tourism material is the factors that make the success or failure of the associated tourism chain.

H1: Tourism facilities have a positive relationship with the satisfaction of visitors when participating in the associated tourism chain.

3.2.2. Tourism Resources (TNDL)

Resources are sources of pure material formed and existed in the nature that humans can exploit and use, or spiritual values formed, preserved, and promoted through generations of local people. The attractiveness of tourism resources is often determined by the beauty and uniqueness of natural phenomena and landscape, the diversity of terrain, the climate, water sources, plant and animal systems, historical relics, and local culture (Hui et al., 2007; Genus & Qu, 2008; Mohamad et al., 2011; Maroofi & Dehghan, 2012; Nguyen et al., 2020).

H2: Resources for tourism have a positive relationship with the satisfaction of visitors when participating in the associated tourism chain.

3.2.3. Tourism Environment (MTDL)

The tourism environment is all factors belonging to the natural environment and the cultural and social environment at the tourist destination to conduct tourism business activities. They include policy institutions, local climate, local communities, indigenous cultural values, tourism safety, etc. (Mowforth & Munt, 2015; Ngo, 2015; Rahmiati et al., 2020; Nguyen et al., 2021).
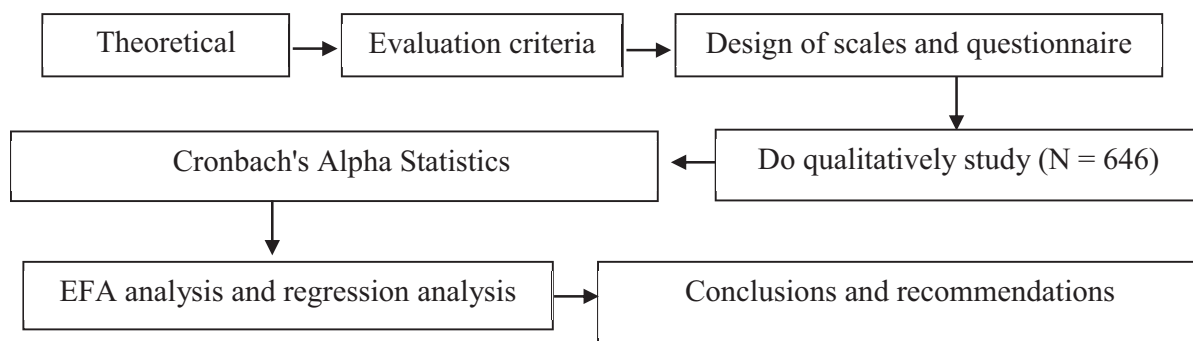
Figure 1: Research Process

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H3: *The tourism environment has a positive relationship with the satisfaction of visitors when participating in the associated tourism chain.*

3.3. Research Model

Based on hypotheses, the authors proposed a research model with a dependent variable, the satisfaction of visitors for tourism chain linking four provinces of the region, and three independent variables stated in each hypothesis of the study (Figure 2).

From the model mentioned above, we propose the expected research regression as:

$$SHL = \alpha + \beta_1 \times CSDL + \beta_2 \times TNDL + \beta_3 * MTDL + \varepsilon$$

Where, α, β_1, β_2, β_3 are coefficients and ε, is error.

3.4. Variables of the Research Model

In the survey, we use a 5-point Likert scale, 1-Totally disagree; 2-Disagree; 3-Normal; 4-Agree; 5-Totally agree, for observed variables in the research model which are determined as follows (Table 1).

3.5. Data Collection

To gather data for the study, the author's team used pre-designed surveys based on defined variables and scales. The final survey is based on three phases.

Phase 1 – Development of draft survey: The research team conducted an overview of domestic and foreign studies related to the research to determine the research gaps. Next, it assessed the satisfaction of tourists when participating in the associated tourism chain and carried out preliminary collection of data on the associated tourism chain of four provinces – Binh Dinh, Phu Yen, Gia Lai, Dak Lak – in Central Vietnam; the team drafted survey questions consisting of two parts, namely, general information about respondents and survey information.

Phase 2 – Discuss with experts to complete the scales and variables observed for the survey: At this stage, the research team conducted face-to-face interviews with 50 experts such as university lecturers, research institutes, domestic and international visitors. The purpose of these interviews is to revise the scales and observation variables that had been designed in phase 1 to check the suitability.

Phase 3 – Designing the official questionnaire: Based on the results of the interview in phase 2, the team designed the final survey. In order to increase the effectiveness, accuracy, and feasibility of the survey, the team conducted a seminar with 12 people who are experts from universities and research institutes to continue completing the final survey.

The questionnaire survey was emailed to 1,361 visitors through Google Form. To ensure the representativity of the study, the visitors surveyed must have participated in the activities of the associated tourism chain in the four provinces of the region. 646 surveys were returned, which met the research requirements.

3.6. Methods of Data Analysis

From valid collection surveys, the data was encode and analysis with the SPSS 22.0 software, as follows:

Cronbach's Alpha Analysis: The purpose of Cronbach's Alpha analysis is to test the reliability of the scales used in the survey, and assess the correlation between observed variables as influential factors in the survey with the factors of visitors' satisfaction when participating in the four-province link travel chain. Most researchers accept Cronbach's Alpha
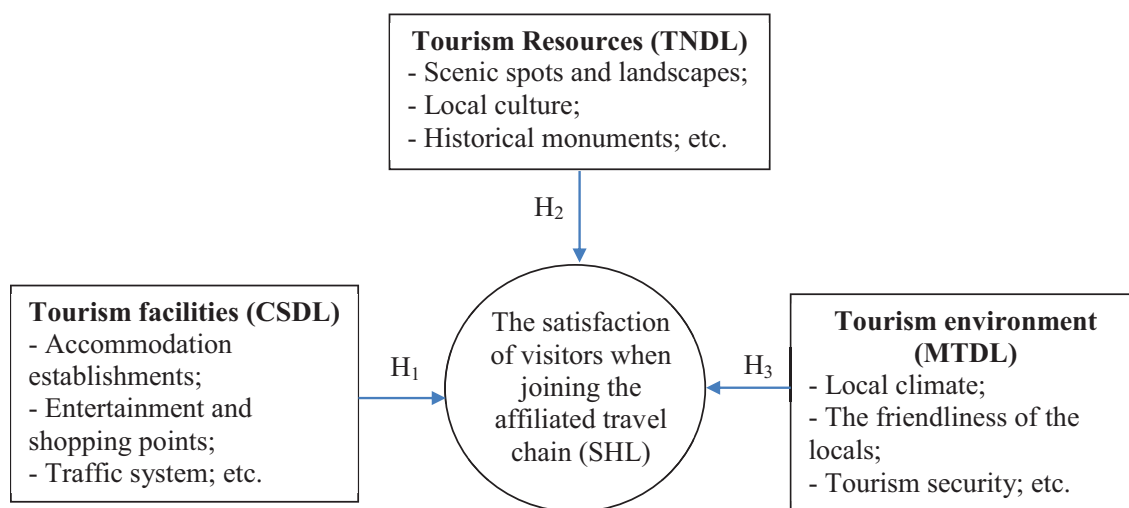
Figure 2: Overview of the Research Model

Table 1: Variables and Scales Used

Tt	Factors	Observed Variables	Encryption	Source
Dependent Variables				
1	The satisfaction of visitors when joining the associated travel chain (SHL)	I am satisfied with the trip to the localities in the affiliated travel chain	SHL1	Pearce (1980); Oliver (1980); Kozak (2001); Truong and Foster (2006); Prayag (2009); Giao et al. (2020) and expert surveys
		I will continue to visit the localities of the affiliated travel chain in the future	SHL2	
		I will introduce others to visit local affiliated travel chains in the future	SHL3	
Independent Variables				
1	Tourism facilities (CSDL)	I am satisfied with the quality of the local accommodation facilities in the affiliated travel chain	CSDL1	Chen & Chen (2011); Tsung (2013), Greg and Derek (2000), Pham(2002); Ngo, 2015 and expert surveys
		I am satisfied with the quality of local restaurants in the affiliated travel chain	CSDL2	
		Transport infrastructure for tourism in localities in the convenient link tourism chain	CSDL3	
		I am satisfied with the local public utilities in the affiliated travel chain	CSDL4	
2	Tourism resources (TNDL)	Cultural and historical relics in localities in the attractive link tourism chain	TNDL1	Hui et al., 2007; Genus and Qu, 2008; Mohamad et al., 2011; Maroofi and Dehghan, 2012; Nguyen et al., 2020 and expert surveys
		I am impressed with the cultural beauty in the localities in the associated tourism chain	TNDL2	
		Local cuisine in a unique affiliated tourism chain	TNDL3	
		Natural landscapes in an attractive link tour chain	TNDL4	
		I am satisfied with the quality of the tour guides in the localities in the affiliated tour chain	TNDL5	
		I am satisfied with the quality of local service providers in the affiliated travel chain	TNDL6	
3	Tourism environment (MTDL)	The climate in localities in the pleasant link tourism chain	MTDL1	Mowforth and Munt (2015); Ngo (2015); Rahmiati et al. (2020); Nguyen et al. (2021) and expert surveys
		Tourism environment in localities in the chain of clean and fresh links	MTDL2	
		Experience shopping locally in an exciting affiliated travel chain	MTDL3	
		Local entertainment activities in the attractive link tourism chain	MTDL4	
		Locals in the friendly link tourism chain	MTDL5	

level from 0.8 or more as good; from 0.7 to 0.8 as usable and if the concepts in questions are new then this number only needs to be above 0.6. With Cronbach's Alpha level greater than or equal to 0.8, the scale is considered a good measurement, the questions are correctly designed, the scales are related to each other achieving high reliability (Hoang & Chu, 2011).

EFA exploratory factor analysis: When analyzing dis-covery factors, researchers often take care of some standards. First, KMO coefficient (Kaiser-Meyer-Olkin) ≥0.5 and significance level of Bartlett ≤0.05 test. KMO is a criterion used to consider the appropriateness of EFA, $0.5 \leq KMO \leq 1$, then factor analysis is appropriate. Bartlett's Test examined correlation between zero observed variables

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overall. If this test is statistically significant (Sig ≤ 0.05), the observed variables are correlated overall. Second, factor loading coefficient >0.45. If any observed variable has a factor loading coefficient ≤0.45, it will be disqualified. Third, the scale is accepted when the total variance extracted ≥50% and eigenvalue is greater than 1. The fourth criterion is the difference in factor loading coefficient of an observed variable among factors ≥0.3 to ensure the distinguishing value among factors is protected (Hoang & Chu, 2011). According to Dinh et al. (2018), factor loading is the norm to ensure the practical meaning of EFA; factor loading 0.3 is considered to be the minimum, >0.4 is considered important, and 0.5 is considered to have practical significance.

4. Results

4.1. Cronbach's Alpha

In this study, the observed variables of independent variables and dependent variables are selected when Cronbach's Alpha is 0.6 or more, and the correlation of total variables is greater than 0.3. The results shown in Table 2 prove that the variables in the research model are reliable.

Table 2: The Cronbach's Alpha Coefficient of the Independent Variable and the Dependent Variable

Reliability Statistics	Encryption	No of Items	Cronbach's Alpha
1. For dependent variables	SHL	03	0.917
2. For independent variables			
• Facilities for tourism	CSDL	04	0.881
• Resources for tourism	TNDL	06	0.891
• Tourism environment	MTDL	05	0.862

The test results also showed that Cronbach's Alpha's dependent variables and independent variables were both greater than 0.7. Thus, both dependent variables and independent variables are satisfied in terms of reliability, so no variables should be eliminated; because the test results of the scales show that all scales are suitable and reliable and statistically significant to use factor analysis for the satisfaction of visitors when participating in the associated tourism chain in four central provinces, Vietnam.

4.2. Exploratory Factor Analysis (EFA)

Based on testing reliability and correlation with Cronbach's Alpha, the team conducted the EFA analysis, the results of which were as follows:

4.2.1. Independent Variables

According to the KMO and Bartlett's Test tables, KMO = 0.905 > 0.5 (greater than the minimum to ensure proper EFA analysis) and Bartlett's Sig level of 0.000 < 0.05 mean that variables are related in the overall. As such, EFA analysis of independent variables is significant (Table 3).

At the same time, the results of the analysis show that in the table of aeration extracted above, according to Eigenvalue standard >1.02, groups of factors are drawn. The total quoted aeration is 67.447% (greater than the standard level > 50%), i.e., there are 67.447% fluctuations of the figure explained by two groups of factors.

When using Varimax rotation to get the best load factor, we obtained two groups of factors affecting the satisfaction of visitors when participating in the associated travel chain: (i) Tourism resources (there are six variables) and (ii) Tourism environment (there are four variables) with the impact of each variable shown in Table 4.

4.2.2. Dependent Variables

According to the KMO and Bartlett's Test tables, KMO = 0.823 > 0.5 (greater than the minimum to ensure proper EFA analysis) and Bartlett's Sig level of 0.000 < 0.05 mean that

Table 3: Total Variable Results of Data Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.046	60.306	60.306	9.046	60.306	60.306	5.807	38.715	38.715
2	1.071	7.141	67.447	1.071	7.141	67.447	4.310	28.732	67.447
3	0.786	5.242	72.688						

Extraction Method: Principal Component Analysis.

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Table 4: Factors Affecting the Satisfaction of Tourists When Participating in the Associated Tourism Chain

Factor Code	Factor Name	Element Composition	Contribute
TNDL	Tourism Resources	Cultural tourism chain and historical relics in localities in the associated	0.828
		Cultural beauty in localities in the associated tourism chain	0.818
		Local cuisine in the affiliated travel chain	0.809
		Natural landscapes/local attractions in the linked tourism chain	0.758
		Quality of tour guides in localities in the associated tour chain	0.713
		Quality of local service providers in the affiliated travel chain	0.710
MTDL	Tourism environment	The climate in localities in the associated tourism chain	0.785
		The clean and fresh environment in localities in the associated tourism chain	0.783
		Experience shopping locally in the affiliated travel chain	0.734
		Local entertainment activities in the associated tourism chain	0.709

Table 5: Results of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	*T*	Sig.	Collinearity Statistics	
		B	Std. Error	*β*			Tolerance	Vif
1	(Constant)	−0.712	0.197		−3.562	0.001		
	TNDL	0.394	0.056	0.362	5.784	0.000	0.346	1.897
	MTDL	0.182	0.084	0.163	2.357	0.007	0.273	2.543

[a]Dependent variable: SHL.

variables are related in the overall. As such, the EFA analysis of dependent variables is significant.

At the same time, in the extracted table, according to Eigenvalue standard > 1.01, groups of factors are drawn. The total quoted aeration is 72.117% (greater than the standard level > 50%), i.e., there is 72.117% volatility of the figure explained by this factor. Also, when using varimax rotation to get the best load factor, we obtained one group of factors about the satisfaction of visitors when participating in the associated tourism chain in four provinces of the region.

Thus, the results of the analysis showed that the study has drawn two groups of factors that affect the satisfaction factor of visitors when participating in the associated tourism chain in four provinces of the region, all of which are reliable and statistically significant.

4.3. Regression Analysis

To perform regression analysis, the authors proceeded to calculate the regression value to represent dependent variables and independent variables. The results of the regression analysis assess the impact of factors on the satisfaction of visitors when participating in the associated

tourism chain in four provinces of the region as follows (Table 5).

Looking at the results, it can be seen that all independent variables have an effect on the dependent variable – the satisfaction of visitors when participating in the associated tour chain in four provinces of the region. This is concluded through *T*-test testing with the Sig level of the tests is less than 1%, 5%. At the same time, multicollinearity also does not appear in the model. Specifically, the VIF error magnification systems are lower than 10 (the level is determined to have multiple pluses to handle). Besides, R^2 of the model is 73.3%, proving that independent variables explain quite high fluctuations depending on variables, and test the conformity of the function through statistics *F* from the ANOVA table also shows that the model is suitable (the Sig level of the inspection is very small 0.000).

Thus, based on the results of the regression model, we have a process of prevailing factors affecting the satisfaction of visitors when participating in the associated tourism chain in four provinces of the region as follows:

$$SHL = -0.712 + 0.394 \times TNDL + 0.182 \times MTDL$$

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The standardized regression model is determined as follows:

$$SHL = 0.362 \times TNDL + 0.163 \times MTDL$$

According to the standardized regression model, we can also see that the TNDL factor has the strongest impact on SHL dependent variables (with a standardized beta factor of 0.362), followed by MTDL (with a standardized beta factor of 0.163).

5. Discussion and Implications

From the results of the regression analysis, this study found an interesting relationship that some facilities for tourism have no impact on the satisfaction of visitors. In other words, the quality of accommodation, the quality of the restaurants, the transportation for tourism, public utilities in localities of tourism chain of four provinces (Binh Dinh, Phu Yen, Gia Lai, Dak Lak) has no affect on the satisfaction of visitors when participating in a tourism chain in these provinces. The results of this study are in contrast to the results of Chen and Chen (2011); Tsung (2013); Greg and Derek (2000); Pham (2002).

Instead, the satisfaction of visitors when participating in the tourism chain linking four provinces depends on two factors, namely, tourism resources and tourism environment. The resources for tourism such as historical/cultural relics, cultural beauty, natural landscapes, scenic spots, the volume of tour guides, and the volume of service providers in localities in the four-province link tourism chain take part in building satisfaction of visitors. The tourism environment such as the good and clean environment, the healing, the shopping experience, and entertainment activities in the localities in the tourism chain linking the four provinces increase the satisfaction of visitors. So that, the tourists tend to use tourism services related to dining, entertainment, entertainment, sightseeing, or exploring the cultural, culinary, and entertainment beauty of the localities in the associated tourism chain.

In order to increase the satisfaction of tourists in the four provinces, it is necessary to focus on the development and diversity of tourism products associated with food and entertainment activities for tourists. Based on the advantages of tourism resources of the four provinces, including natural and cultural resources, the associated tourism chain can introduce many new corporate tourism products. The tour associated the sea in Binh Dinh and Phu Yen; the provinces in Gia Lai and Dak Lak have forests, highland gong culture, specialties associated with the mountains, and forests of the Central Highlands will attract many potential visitors. These tours meet the diverse needs of visitors and they will have the opportunity to experience the cultural diversity between localities in the provinces of the region.

At the same time, the way to attract and entice tourists in other provinces throughout the country and international tourists to the four-province tourism chain, besides promoting the image, the four provinces in the associated tourism chain need to evoke excitement and curiosity of visitors so that they continue to visit and enjoy the scenic spots and culture and cuisines in the localities in the link chain. Therefore, the authors recommends that the provinces in the link chain should focus on developing typical tourism products, branded tourism chains linking four provinces such as (i) *Marine resort products* (beaches, beach resorts in areas such as bays, small islands near the shore, rocks, etc.); (ii) *Cultural and spiritual tourism products* (historical, cultural relics, pagodas, churches, etc.); (iii) *Trade village tourism products, community tourism* (interested in traditional crafts production facilities, fine arts, create for visitors to immerse themselves in the life of fishermen, farmers, etc.); (iv) *Specialty culinary tourism products* (providing meals with local culture in the sea, mountains, and forests of the Central Highlands, etc.); (v) *Sports tourism products* (sports on water, underwater, exploring the mountains and forests of the Central Highlands, etc.); (vi) *Tourism products are local products* (souvenirs, gifts from the sea, forests, etc.).

6. Conclusion

The results of this study show that two factors are affecting the satisfaction of tourists when participating in the tourism chain linking the four provinces of Binh Dinh, Phu Yen, Gia Lai, Dak Lak are tourism resources and tourism environments. Although tourism facilities are very important in tourism activities, it does not affect the satisfaction of tourists when participating in a four-province tourism chain. Resources relating to cultures are the strongest influence on the satisfaction of visitors when participating in a tourism chain linking four provinces. The results of the study also showed that, when the four provinces create tourism chains linking, they will coordinate to create more unique and diverse tourism products and better use of tourism resources. Another recommendation is that provinces in the associated tourism chain develop brands with group of tourism products such as marine resort products, cultural and spiritual tourism products, trade village tourism products, community tourism, specialty culinary tourism products, sports tourism products, and local products.

In addition, it is impossible to get a complete and sure conclusion with the survey of 646 tourists when participating in the tourism chains linking the four mentioned provinces to determine the satisfaction of visitors when participating in the four-province link tourism chain. However, despite the above limitations, the authors still believes that this study contributes significantly to the line of experimental research

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in Vietnam on the tourism chain at the level of the provinces linking together to create the local tourism area, an issue that is still very new and much debated in Vietnam.

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