The influence of destination image components on tourist satisfaction and loyalty: A case study in Côn Đảo Islands, Vietnam

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Abstract

The purpose of this paper was to explore the influence of destination image components on tourist satisfaction and tourist loyalty in Côn Đảo islands. This study used a qualitative and quantitative research methodology. Qualitative research carried out through focus group discussions with 10 tourists, and quantitative research was conducted through direct interviews with 315 tourists in Côn Đảo islands. The results show that tourist destination loyalty is affected by tourist satisfaction, destination attractions, destination accommodation and food service, destination local transportation, destination hospitality; Furthermore, tourist satisfaction is affected by destination attractions, destination accommodation and food service, destination local transportation, destination hospitality. However, the research study has certain limitations: (i) due to limited resources in conducting research, the sample size consisted of 315 tourists in the peak season, (ii) This study conducted the sampling technique of using direct interview methods with tourists.

Keywords: tourist satisfaction, tourist destination loyalty, destination image, Côn Đảo Islands, Vietnam.

Introduction

The Côn Đảo islands are an archipelago of Ba Ria Vung Tau Province, in the Southeast region of Vietnam, and a district of this province. Situated about 185 km (115 mi) from Vũng Tàu and 230 km from Saigon, the group includes 16 mountainous islands and islets. The total land area reaches 75.15 km^2 and the local population is about 5,000. Côn Đảo islands, also known as Côn Đảo National park, are an archipelago of 16 mostly uninhabited islets just off the southern coast of Vietnam, each of which offering expansive beaches shaded with evergreen trees. Great for savvy tourists looking to escape bustling city life, the main island also boasts miles of coastal roads, hiking trails and a wide range of outdoor activities The main (and only inhabited) island, Côn Sơn was once the site of French-run prisons for Vietnamese involved in the independence movement to liberate the then French-Indochina. Most of the derelict prisons are located in Côn Sơn Town, where you can visit the prison cells, and infamous tiger cages. Many locals visit Côn Sơn to pay their respects to revolutionaries such as Võ Thị Sáu, the first women on the island to have been executed by the French colonial overlords. She was captured, tried, convicted and executed by the French in 1952, and thus became the first woman to be executed at Côn Sơn Prison. Today she is considered a Vietnamese national martyr and heroine. Many devotees venerate her grave in Hàng Dương Cemetery on Côn Sơn Islands (Eisner, 2008).

From 2013 to 2017, total tourism receipts in Côn Đảo islands increased steadily from 0.358 VND trillion (around 0.017 USD billion) in 2014 to 1.166 VND trillion (around 0.502 USD billion) in 2017. And tourists arrival in Côn Đảo islands have continued to increase in recent years: international tourists to Côn Đảo islands rise slightly from 0.022 million arrivals in 2014 to 0.031 million arrivals in 2017, and local tourists also increase from 0.079 million arrivals in 2014 to 0.213 million arrivals in 2017. The results presented in Table 1, Table 2, and Table 3.

Table 1. Tourism receipts

Tourism receipts/Year	2014	2015	2016	2017
Total tourism receipts in Vietnam (VND trillion)	230.00	337.83	400.00	510.90
Total tourism receipts in Côn Đảo islands (VND trillion)	0.358	0.584	0.802	1.166
Foreign Exchange (VND/USD)	21148	21697	21935	22370
Rate (%)	0.156	0.172	0.200	0.228

(Source: VietNam National Administration of Tourism, 2018)

Table 2. Total International tourists to Vietnam and Côn Đảo islands

International tourists/year	2014	2015	2016	2017
International tourists to Côn Đảo Islands (million arrivals)	0.022	0.029	0.030	0.031
International tourists to Vietnam (million arrivals)	9.87	11.81	10.01	12.92
Rate (%)	0.22	0.24	0.30	0.24

(Source: VietNam National Administration of Tourism, 2018)

Table 3. Total local tourists to Vietnam and Côn Đảo islands

International tourists/year	2014	2015	2016	2017
International tourists to Côn Đảo island (million arrivals)	0.079	0.105	0.137	0.213
International tourists to Vietnam (million arrivals)	38.5	57.5	62.0	73.2
Rate (%)	0.21	0.18	0.22	0.29

(Source: VietNam National Administration of Tourism, 2018)

The market for foreign and local tourists to Vietnam, however, in both long and medium terms did not show a clear tendency and structure of visitors changed unpredictably (Dinh et al., 2018). Generally, tourists displayed changes in comparison with visitors in previous years and tourists are generally more demanding, pay more attention to values and service quality, and are also better informed than their earlier counterparts (Bang & Hai, 2019). Thus, It is necessary to meet the satisfaction of visitors, and to try to exceed past levels of service and thus enhance tourist loyalty. Accordingly, the purpose of this study was to devise a framework to explore the relationship between destination image, tourist satisfaction and tourist destination loyalty.

Literature review

Tourist Destination Loyalty

Tourist destination loyalty is one of the most critical aspects for destination marketers because it is more desirable, and less costly, to retain existing tourists than to attract new ones (Chiu et al., 2016). It is linked to customers' repeat purchases or recommendations to friends and family (Iordanova, 2016).

One of the prominent definitions of brand loyalty is provided by Oliver (1999) and describes loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior".

In marketing literature, customer loyalty has been measured in three diverse ways (Yoon & Uysal, Zhang et al., 2014; Moore et al, 2013; Almeida-Santana & Moreno-Gil, 2018): the behavioral approach, the attitudinal approach; and the composite approach. Behavioral loyalty refers to the frequency of repeat brand purchase. Attitudinal loyalty refers to intention to buy. The composite

or combination approach is an integration of the behavioral and attitudinal approaches (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016). For this study, attitudinal loyalty was used, and this means that tourist loyalty is when a tourist has visited a particular place in and intends to either revisit it or recommend it to others, or both.

Tourist satisfaction

Customer satisfaction is defined as the consumer's fulfillment response (Oliver, 1997); as a relationship between the costs of what the consumer spends and the rewards (benefits) he/she anticipates (Yoon & Uysal, 2005). In a tourism context, satisfaction is defined as the perceived differences between early consumption expectation and perceived performance after consumption (Altunel & Erkurtb, 2015); as a function of pre-travel expectations and post-travel experiences (Bang & Hai, 2019). This implies that tourists who enjoy travelling are satisfied when the comparison of prior expectation with post-travel experience results in a pleasant feeling (Chen & Chen, 2010; Akhoondnejad, 2016; Le & Dong, 2017). Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Yoon & Uysal, 2005). In addition, the results of Yoon and Uysal (2005), Le et al. (2011), Wu (2016), Chiu et al. (2016), Dmitrovic et al. (2016), Bang and Hai (2019) show that tourist satisfaction has a positive influence on tourist destination loyalty. Therefore, the author have proposed H_1 as follows:

H_1: tourist satisfaction impact on tourist destination loyalty (+)

Destination Image

Destination image is presented as a vital and influential factor in various conceptual frameworks elucidating the tourist's decision making process since it is believed that tourist make their buying decisions based on the mental images they have of places (Iordanova, 2016). So destination image becomes one of the most popular topics in tourism research and it has been defined in a number of varied ways (Chaulagain et al., 2019). Destination image is defined as an individual's overall perception or the total set of impressions of a place (Chen & Tsai, 2007); as an individual's mental representation of the knowledge, feelings, and overall perception of a particular destination (Chi & Qu, 2008); as a general impression of a tourist regarding a destination and the combination of tourists' and visitors' beliefs, knowledge, feelings, global impressions, or affective image of a tourism destination (Chaulagain et al., 2019). Destination image components have been various, as demonstrated in Table 4.

Table 4. Destination Image Components

	Components of destination Image
Kozak & Rimmington (1998)	attractions, facilities and services, infrastructure, hospitality, and cost
Kozak (2001)	Accommodation services, Local transport services, Hygiene – sanitation – cleanliness, Hospitality and customer care, Facilities and activities, Level of prices, Language communication, Destination airport services.
Chi & Qu (2008)	Travel environment, Natural attractions, Entertainment and events, Historic attractions, Infrastructure, Accessibility, Relaxation, Outdoor activities, Price and value.
Martın et al. (2008)	Infrastructures and socioeconomic environment, Atmosphere, Natural environment, Affective image, Cultural environment.
Moutinho et al. (2012)	Health, shopping, information, transportation, and accommodation.
Tosun et al. (2015)	Accommodation, Local Transport, Cleanliness, Hospitality, Activities, Language communication, Airport services.

Wu (2016)	Reputation, Natural attractions, Entertainment and events, Historic and culture attractions, Accessibility of the destination, Level of service quality.
Le (2016)	Transport, Destination brand, Attractions, Hospitality, Entertainment.
Le & Dong (2017)	Attraction, Accommodation and Food service, Retail and souvenir shops, Transportation, Local people
Dedeoğlu (2019)	Accommodation, Transport, Cleanliness, Hospitality, Activities, Amenities, Language, Security
Chaulagain et al. (2019)	Local Attractions, Hospitality and Entertainment Services, Perceived Value.

From a practical perspective combined with qualitative research, especially in the Côn Đảo destination context, destination image is made up of the following attributes: destination attractions, destination accommodation and food service, destination transportation, and destination hospitality.

Destination image is therefore seen as a critical factor in tourists' final evaluation of a destination and their future behavior (Ramseook-Munhurrun et al., 2015). The results of Chi & Qu (2008), Le & Dong (2017), Wang et al., (2017), Bang & Hai (2019) show that destination Image impact on tourist satisfaction. Therefore, the author has proposed H_2, H_3, H_4, H_5 as follows:

H_2: Destination attractions impact on tourist satisfaction (+)
H_3: Destination accommodation and food service impact on tourist satisfaction (+)
H_4: Destination transportation impact on tourist satisfaction (+)
H_5: Destination hospitality impact on tourist satisfaction (+)

In addition, the results of Chi & Qu (2008), Zhang et al. (2014); Ramseook-Munhurrun et al. (2015), Tosun et al. (2015), Dedeoğlu (2019), Bang & Hai (2019) show that destination Image impact on tourist destination loyalty. Therefore, the author has proposed H_6, H_7, H_8, H_9 as follows:

H_6: Destination attractions impact on tourist destination loyalty (+)
H_7: Destination accommodation and Food service impact on tourist destination loyalty (+)
H_8: Destination transportation impact on tourist destination loyalty (+)
*H_9: Destination hospitality impact on tourist destination loyalty (+)*
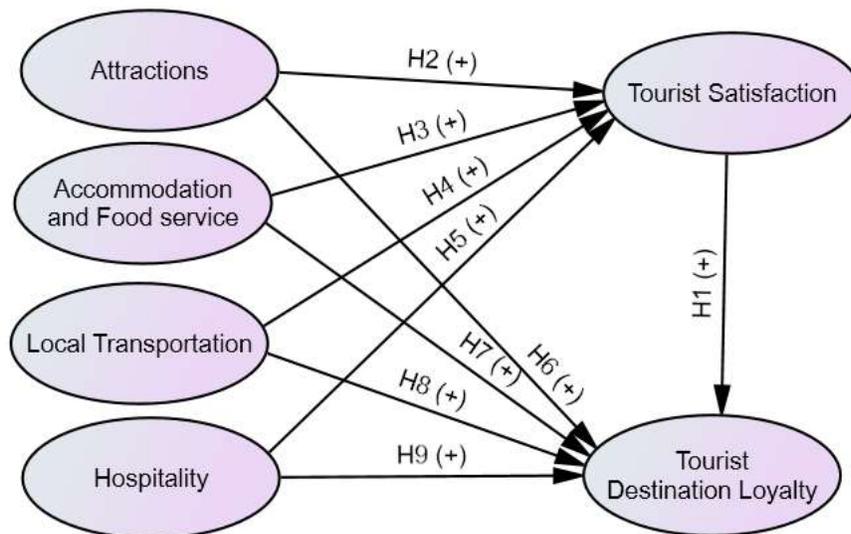
Figure 1: Model and hypotheses

Research methodology
Research process

This study has combined qualitative and quantitative research methods. Qualitative research method has been conducted by focus group discussions with 10 tourists in 03/2019 at the meeting room of the Côn Đảo National Park to define components of destination image and to modify the observational variables that have been used to measure the research concepts. The results show that: Firstly, 08/10 tourists suggest that destination image is made up of attractions, accommodation and food service, local transportation, hospitality. Secondly, attractions is measured by 04 variables (these items were adapted from Le & Dong, 2017), accommodation and food service is measured by 04 variables (these items were adapted from Le & Dong, 2017), local transportation is measured by 04 variables (these items were adapted from Tosun et al., 2015), hospitality is measured by 05 variables these items were adapted from Tosun et al., 2015); tourist satisfaction is measured by 7 variables (these items were modified from Le , 2016), and tourist loyalty is measured by 4 variables (these items were adapted from Akroush et al., 2016). Quantitative research was conducted through direct interviews (face to face interviews) with 350 tourists as respondents. The questionnaire was answered on a 5 point Likert scale, with 1 denoting strongly disagree and 5 strongly agree. Each interview took approximately 30 minutes to complete. The interviews were conducted in 06/2019. This is a standard quality control process used by Côn Đảo National Park which gives further assurance that respondents were able to answer the survey questions in an easy and consistent manner.

Data processing techniques: Cronbach's Alpha Reliability Analysis, Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA) were used to assess the scales, and the structural equation modeling (SEM) was used to test model and research hypotheses.

Results and discussion

Descriptive analysis
A total of 315 questionnaires were returned, which was about 90% of the targeted sample size. The results of the study revealed that more than half (51.7%) of the respondents were females with the remaining 48.3% being males; 26.4% of respondents were single while 73.6% of respondents were married; 24.4% of respondents visited Côn Đảo islands for the first time while 75.6% of respondents repeated visit; 26.3% respondents stayed 01 nights, 42.5% respondents stayed from 2 to 3 nights, and 31.1% respondents stayed more than 3 nights. A descriptive analysis of the results is presented in Table 5.

Table 5. Demographic profile of respondents

Measure	Items	Frequency	%
Gender	Male	152	48.3
	Female	163	51.7
Marital status	Single	83	26.4
	Married	232	73.6
Past experience	First-time visit	77	24.4
	Repeated visit	283	75.6
The length of stay (days)	1 night	83	26.3
	From 1 to 3 nights	134	42.5
	More than 3 nights	98	31.1

Results of analysis of reliability

The results presented in Table 6 show that of the 27 observed variables used to measure research concepts, only the SAT3 (I prefer this destination), SAT4 (I have positive feelings regarding Côn Đảo islands) observational variables with a correlation coefficient of less than 0.3 should be eliminated, while the remaining 25 variables satisfy the conditions in the reliability analysis of the scale via the Cronbach's Alpha coefficient.

Table 6. Results of the reliability analysis of research concepts

Concepts		Cronbach's Alpha	Source
Destination Image	**Attractions**		
	ATT1: Beauty of scenery: Beach, islands, etc	0.836	**Le & Dong. (2017)**
	ATT2: Environment.		
	ATT3: Historical relics: Côn Đảo Prison, Côn Đảo Museum, etc		
	ATT4: Reasonable price for sightseeing		
	Accommodation and Food service		
	ANF1: Room quality	0.841	**Le & Dong. (2017)**
	ANF2: Room price.		
	ANF3: Taste and quality of food		
	ANF4: Food price		
	Local transportation		
	LCT1: Frequency of local transport services	0.799	**Tosun et al. (2015)**
	LCT2: Network (accessibility) of local transport services		
	LCT3: Comfort of local transport services.		
	LCT4: Attitude of local drivers		
	Hospitality		
	HPL1: Attitude of local people	0.866	**Tosun et al. (2015)**
	HPL2: Friendliness of local people		
	HPL3: Attitude of staff in tourism overall		
	HPL4: Attitude of staff at bars.		
	HPL5: Attitude of staff at restaurants.		
Tourist satisfaction			
SAT1: I really enjoyed the visit Côn Đảo islands		0.824	**Le (2016)**
SAT2: I am satisfied with my decision to visit Côn Đảo islands			
SAT5: This experience is exactly what I need			
SAT6: This was a pleasant visit			
Tourist destination loyalty			
LO1: I intend on visiting the Côn Đảo islands in the future.		0.868	**Akroush et al. (2016)**
LO2: Côn Đảo islands would be my first choice for a vacation in the region.			
LO3: Côn Đảo islands provides more benefits than other destinations in the region.			
LO4: I would advise/recommend other people to visit Côn Đảo islands.			

Results of EFA

Results presented in Tables 7 and 8 show that all variables meet requirements for values. Namely, EFA of factors affecting tourist loyalty are extracted to 05 factors corresponding to measured variables of five concepts with a cumulative of variance of 66.306% at an Eigenvalue of 1.079; EFA of tourist loyalty is turned into one factor with an average variance extracted of 71.648% at an Eigenvalue of 2.866. EFA results are clarified using the Varimax rotation.

Table 7. Results of EFA of factors affecting tourist destination loyalty

Observed variables	Factors				
	1	2	3	4	5
HPL3	.817				
HPL2	.807				
HPL5	.793				
HPL1	.759				
HPL4	.737				
ATT3		.832			

ATT4		.801			
ATT1		.792			
ATT2		.767			
ANF3			.818		
ANF2			.807		
ANF4			.786		
ANF1			.760		
LCT4				.828	
LCT2				.766	
LCT3				.757	
LCT1				.719	
SAT2					.752
SAT1					.743
SAT6					.693
SAT5					.670
Eigenvalue	6.311	2.472	2.121	1.942	1.079
% of variance	15.996	13.190	13.142	12.235	11.743
Cumulative %	15.996	29.185	42.328	54.563	66.306
KMO		.881			
Bartlett's Test	Chi^2	2853.834			
	Df	210			
	Sig.	.000			

Table 8. Results of EFA of tourist destination loyalty

Observed variables	Factor	
	1	
LO2	.871	
LO4	.847	
LO3	.834	
LO1	.833	
Eigenvalue	2.866	
% of variance	71.648	
KMO	.830	
Bartlett's Test	Chi^2	587.691
	Df	6
	Sig.	.000

Results of CFA
Results of composite reliability and variance extracted of research concepts
Results presented in Table 9 show that they satisfy requirements for composite reliability and variance extracted.

Table 9. Results of tests for composite reliability and variance extracted

Concept		Symbol	Number of obs. variables	Pc	Pvc
Destination image	Accommodation and food service	ANF	4	0.843	0.573
	Local transportation	LCT	4	0.800	0.500
	Attractions	ATT	4	0.837	0.562
	Hospitality	HLP	5	0.867	0.566
Tourist satisfaction		SAT	4	0.827	0.546
Tourist destination loyalty		LOY	4	0.869	0.623

Results of convergent validity, discriminant validity, and unidimensionality of research concepts

Results presented in Figure 2 and Table 10 show that all values of the model are appropriate, such as Chi^2 = 293.010, df = 260, Cmin/df = 1.127, and p-value = 0.078 (> 0,05). This means that the saturated model is consistent with data from the market. Additionally, correlation coefficients along with standard deviation show that they are all different from 1 (in other words, all research concepts have discriminant validity), errors of measured variables do not correlate with one another, and all weights (λi) are greater than 0.5 and statistically significant. Thus, all observed variables have convergent validity, discriminant validity, and unidimensionality.
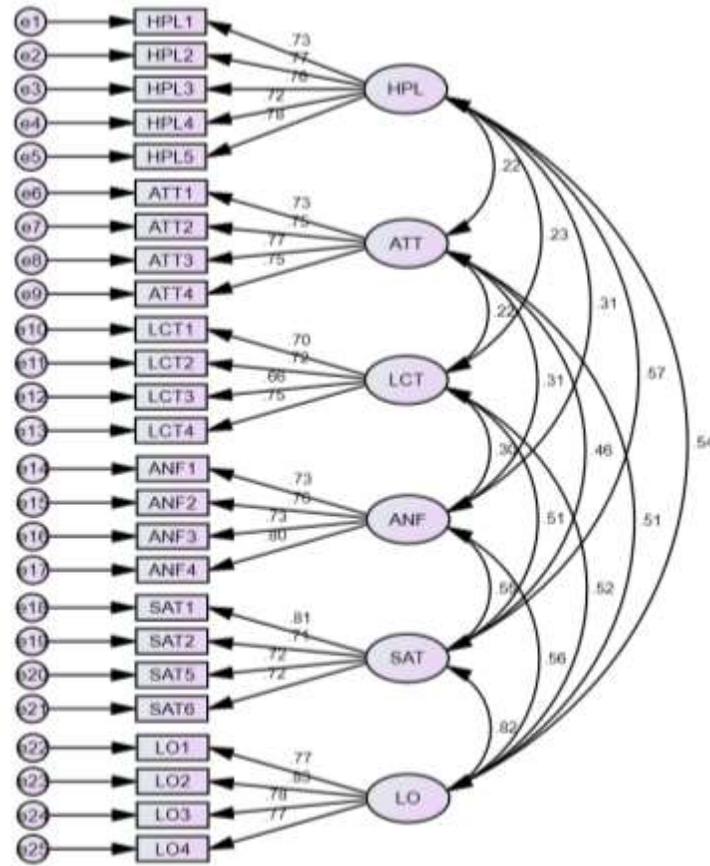
Chi-square=293.010;df=260;CMIN/df=1.127;p=.078;
TLI=.989;CFI=.991; RMSEA=.020;

Notes: χ2/ d.f. ratio < 5 (Schumacker & Lomax, 2004), TLI > 0.90 (Hair et al., 2006), CFI > 0.95 (Hu & Bentler, 1999), RMSEA < 0.07 (Hair & et al., 2006), p - value > 0.05 (Hair & et al., 2006)

Figure 2: Results of test for convergent validity, discriminant validity, and unidimensionality

Table 10. Results of test for discriminant validity

			Estimate	S.E.	C.R.	P	Label
HPL	<-->	ATT	.060	.019	3.195	.001	
HPL	<-->	LCT	.054	.017	3.235	.001	
HPL	<-->	ANF	.084	.020	4.287	***	
HPL	<-->	SAT	.175	.025	6.943	***	
HPL	<-->	LO	.153	.023	6.697	***	
ATT	<-->	LCT	.059	.019	3.093	.002	

			Estimate	S.E.	C.R.	P	Label
ATT	<-->	ANF	.097	.023	4.246	***	
ATT	<-->	SAT	.161	.027	5.902	***	
ATT	<-->	LO	.164	.026	6.367	***	
LCT	<-->	ANF	.080	.020	4.018	***	
LCT	<-->	SAT	.153	.025	6.150	***	
LCT	<-->	LO	.144	.023	6.249	***	
ANF	<-->	SAT	.195	.029	6.702	***	
ANF	<-->	LO	.183	.027	6.786	***	
SAT	<-->	LO	.298	.034	8.752	***	

Results of testing model

The results of the testing model presented in Figure 3 show that the model has Chi^2 = 327.514, Df = 266, and Cmin/df = 1.400 with p-value = 0.000 (< 0.05) was not appropriate due to the size of the sample (only 315 tourists surveyed). However, other appropriate measures such as TLI = 0.966, CFI = 0.970, and RMSEA = 0.039 are consistent. Thus, it is still possible to conclude that this model is consistent with data collected from the market

Chi-square=372.514;df=266;CMIN/df=1.400;p=.000;
TLI=.966;CFI=.970; RMSEA=.036
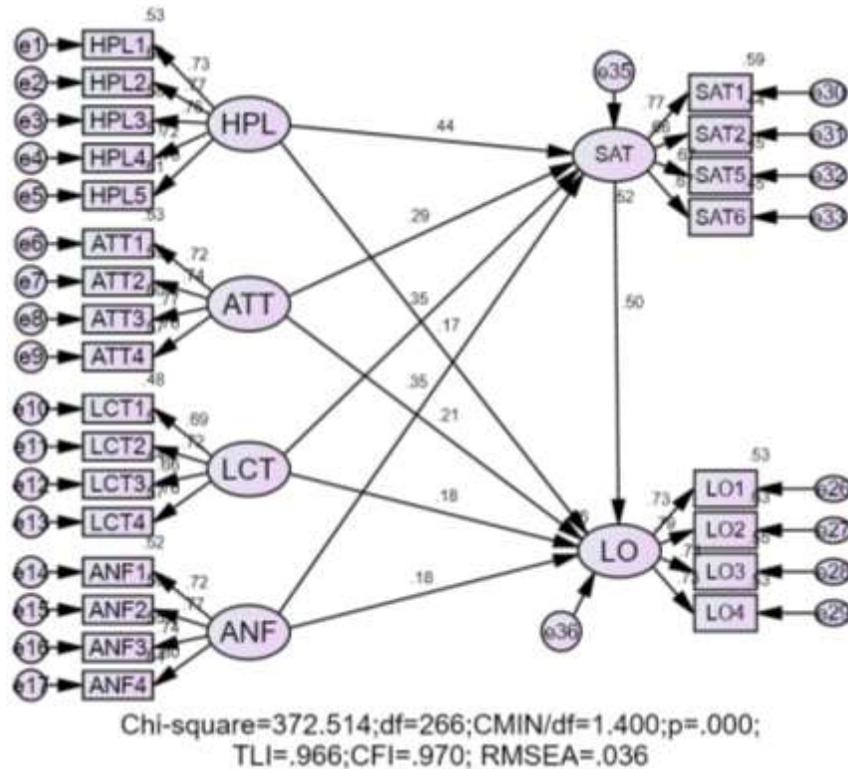
Notes: χ2/ d.f. ratio < 5 (Schumacker & Lomax, 2004), TLI > 0.90 (Hair et al., 2006), CFI > 0.90 (Hu & Bentler, 1999), RMSEA < 0.07 (Hair & et al., 2006), p - value > 0.05 (Hair & et al., 2006).
Figure 3. Results of test for model

Results of testing hypotheses

Results presented in Table 11 show that all hypotheses are acceptable with a significance of 5%, reliability of 95%.

Table 8. Results of hypotheses testing

			Estimate (Unstandardized)	Estimate (standardized)	S.E.	C.R.	P	Label
SAT	<--	HPL	.504	.441	.072	7.017	***	Accepted H_9
SAT	<--	LCT	.407	.346	.074	5.482	***	Accepted H_8
SAT	<--	ANF	.350	.350	.061	5.729	***	Accepted H_7
SAT	<--	ATT	.288	.286	.060	4.806	***	Accepted H_6
LO	<--	SAT	.461	.503	.086	5.386	***	Accepted H_1
LO	<--	HPL	.180	.172	.067	2.668	.008	Accepted H_5
LO	<--	ATT	.191	.207	.053	3.565	***	Accepted H_2
LO	<--	LCT	.198	.184	.067	2.966	.003	Accepted H_4
LO	<--	ANF	.167	.183	.055	3.029	.002	Accepted H_3

Discussion

This study explores and tests the different factors of destination image in explaining tourist satisfaction and tourist destination loyalty. The proposed hypotheses were tested by maximum likelihood estimation and a moderated regression analysis in SPSS for latent variables. The results show that:

Firstly, tourist destination loyalty is directly affected by tourist satisfaction, destination attractions, destination accommodation and food service, destination local transportation, destination hospitality (hypotheses H_1, H_2, H_3, H_4 , and H_5 are accepted) as following:

LO = 0.503*SAT + 0.207*ATT + 0.184*LCT + 0.183*ANF + 0.172*HPL
This means that:

(i) When tourists enjoyed the visit Côn Đảo islands, feel satisfied with visiting Côn Đảo islands, they think that this experience is exactly what they need, and they think this was a pleasant visit, they will tend to revisit and recommend to others.

(ii) When tourists think Côn Đảo islands is attractive place due to its beautiful scenery (Beach, islands), pristine environment, Historical relics (Côn Đảo Prison, Côn Đảo Museum), Reasonable price for sightseeing, they will tend to revisit and recommend to others.

(iii) Tourists tend to revisit and recommend when they appreciate Local Transportation in Côn Đảo through frequency of local transport services, Network (accessibility) of local transport services, Comfort of local transport services, Attitude of local drivers, they will tend to revisit and recommend to others.

(iv) When tourists appreciate accommodation and food service in Côn Đảo through the Room quality, Room price, Taste and quality of food, Food price, they will tend to revisit and recommend to others.

(v) When tourists think Côn Đảo they appreciate Côn Đảo's Hospitality through attitude of local people, friendliness of local people, attitude of staff in tourism overall, staff at bars and staff at restaurants, they will tend to revisit and recommend to others.

Secondly, the tourist satisfaction is directly affected by destination attractions, destination accommodation and food service, destination local transportation, destination hospitality (hypotheses H_6, H_7, H_8 and H_9 are accepted) as following:

SAT = 0.441*HPL + 0.350*ANF + 0.346*LCT + 0.286ATT

This means that:

   (i)   When tourists think of Côn Đảo and appreciate Côn Đảo's Hospitality through the attitudes of locals, their friendliness, attitude of staff in tourism overall, and staff at bars and staff at restaurants, they will feel satisfied with their travel.

   (ii)   When tourists appreciate accommodation and food service in Côn Đảo through the Room quality, Room price, Taste and quality of food, Food price, they will feel satisfied with their travel and likely recommend the area to family and friends.

   (iii)   Tourists tend to revisit and recommend when they appreciate local transportation in Côn Đảo through frequency of local transport services, network (accessibility) of local transport services, comfort of local transport services, attitude of local drivers, they will feel satisfied with their travel.

   (iv)   When tourists think Côn Đảo islands is attractive such as: the beauty of the scenery (Beach, islands), environment, historical relics (Côn Đảo Prison, Côn Đảo Museum), reasonable price for sightseeing, they will feel satisfied with their travel.

Conclusions and Implications

This paper explores the relationship between components of destination image, tourist satisfaction and tourist loyalty in the context of Côn Đảo tourism for a sample of randomly selected tourists numbering 315 in total Qualitative and quantitative researches was used as a research strategy to test the proposed hypotheses. The results show that: (i) tourist destination loyalty is directly affected by tourist satisfaction, destination attractions, destination accommodation and food service, destination local transportation, destination hospitality; and (ii) tourist satisfaction is directly affected by destination attractions, destination accommodation and food service, destination local transportation, destination hospitality.

For this reason, it is important for tourist business managers focus on their tourists' wants and needs during their travels.

Firstly, accommodation and food services have positive relationships with tourist satisfaction and tourist loyalty. Therefore, to enhance their satisfaction and loyalty, the service quality of accommodation facilities and food needs to be improved. Business persons must follow the set prices and not raise prices too much in peak season and local authorities need to intensify inspection and control in order to prevent overcharging, decoy marketing, or solicitation.

Secondly, the survey results indicate that destination attractions do have an impact on the tourist satisfaction and tourist destination loyalty levels. Therefore, the tourism management agencies and local government should have an appropriate exploitation and protection plan to develop the natural beauty, environment, historical relics, and cultural values of the area sustainably.

Thirdly, the results also demonstrate that the local transportation has a positive effect on tourist satisfaction and tourist loyalty. Therefore, the local government should have methods to improve the public transportation system in Côn Đảo islands, and also increase the frequency of local transport services. In addition, the tourism management needs to consider methods to improve local drivers' skills.

Finally, the research finding is that destination hospitality has a positive effect on tourist satisfaction and tourist loyalty. Based on the results of the study, it is recommended that the tourism management in Côn Đảo should consider building an image of an attractive destination for tourists with friendly and hospitable people. Tourism companies and local authorities should

pay attention to education and training to increase the chances of a suitable positive attitude in tourism industry employees.

Limitations and Future Research

This research is based on data collected from tourists to Côn Đảo islands. Future studies should include more representative samples in other cities and provinces. This study was conducted in the peak season, so the results were limited to tourists travelling during this period of time. Tourists who travel in different seasons may have different points of view regarding destinations. To overcome this limitation, a similar survey in a different season could be administered in future research to gain a more general understanding of behavioral changes over time. The two sets of survey findings could be compared to identify similarities and differences across seasons. And finally, This study conducted the sampling technique of using direct interview methods from tourists in Côn Đảo islands which could be considered a limitation as tourists are more likely to respond in a manner which they think is more appropriate rather than being entirely truthful.

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