



**A STUDY OF CAI RANG FLOATING MARKET TOWARDS
TOURISTS' SATISFACTION AT CAN THO CITY IN VIETNAM**

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Abstract

Research Title : A Study of Cai Rang Floating Market towards Tourists' satisfaction at Can Tho City in Vietnam

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This study aims to research Cai Rang Floating Market towards tourists' satisfaction level of satisfaction in dealing with service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping at Cai Rang floating market in Can Tho city, Vietnam.

The objective of this study is :

To study the service of accommodation, explore the infrastructure, describe the way of transportation, tour guides, sightseeing and shopping and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

The questionnaires were designed to gain a better understanding about tourists' satisfaction on the floating market in Can Tho city. The researcher asked visitors who visited at Cai Rang floating market – not only local people but also foreigners. It took about 5 minutes per person. The study applied the five-level Likert scale (Harry and Deborah, 2012)

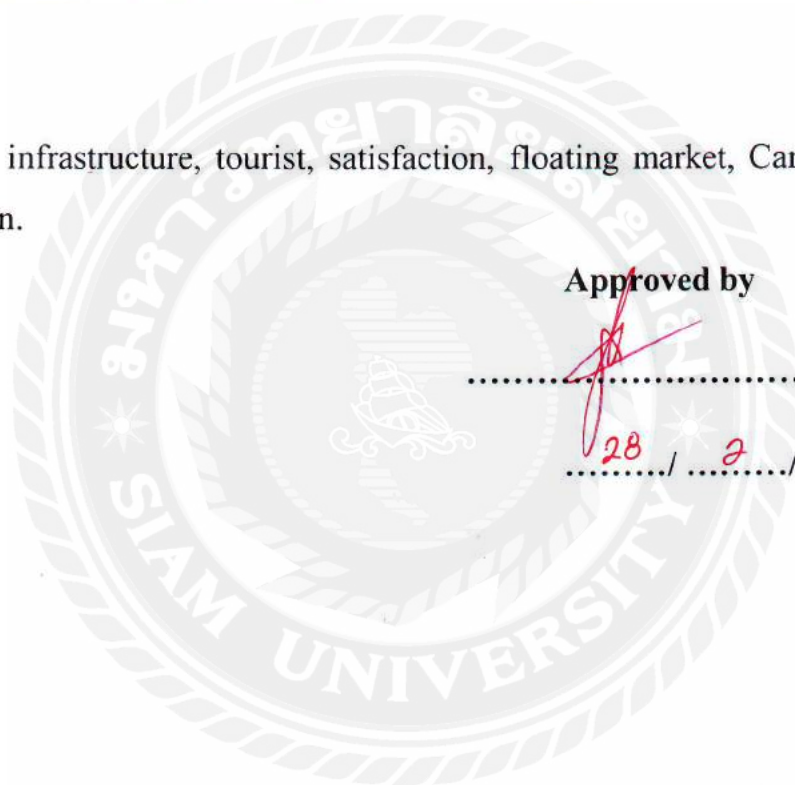
For the preparation of 300 questionnaires for the respondents at Cai Rang floating market; 150 questionnaires were returned, 125 questionnaires were analyzed. Unused questionnaires included unfinished and missing sections either part of the questionnaire were dropped out.

The results of analysis describing the relationship between service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping and tourists' satisfaction at Cai Rang floating market of their opinion that satisfaction level of statistics showed the service of accommodation at ($r = 1, p < .000$), and service of transportation statistics were ($r = .547^{**} p < .000$) and service of tourist guide were ($r = 1.000^{**} p < .000$). Therefore, service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping and tourists' satisfaction at Cai Rang floating market were positively in relationship with each other according to SPSS calculation in this research.

Keywords: infrastructure, tourist, satisfaction, floating market, Can Tho city and accommodation.

Approved by


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CONTENTS

ABSTACT	A
ACKNOWLEDGEMENT	C
CONTENTS	D
LIST OF TABLES	F
LIST OF FIGURES	G
 CHAPTER	
1 Introduction	
1.1 Background of the Study	1
1.2 Statement of the Problem	4
1.3 Objectives of Study	5
1.4 Significant of the Study	6
1.5 Research question and Design	6
1.6 Conceptual model	7
1.7 Hypothesis of the Study	7
1.8 Variables of the Study	8
1.9 Definition of term	8

2. Literature Review

2.1 Literature Review	10
2.2 Tourists' Satisfaction	13
2.3 Infrastructure	14
2.3.1 Relationship between infrastructure and tourists' satisfaction	15
2.3.2 Transportation and other service	17
2.3.3 Relationship between Tour guide and tourism industry	18

3. Methodology

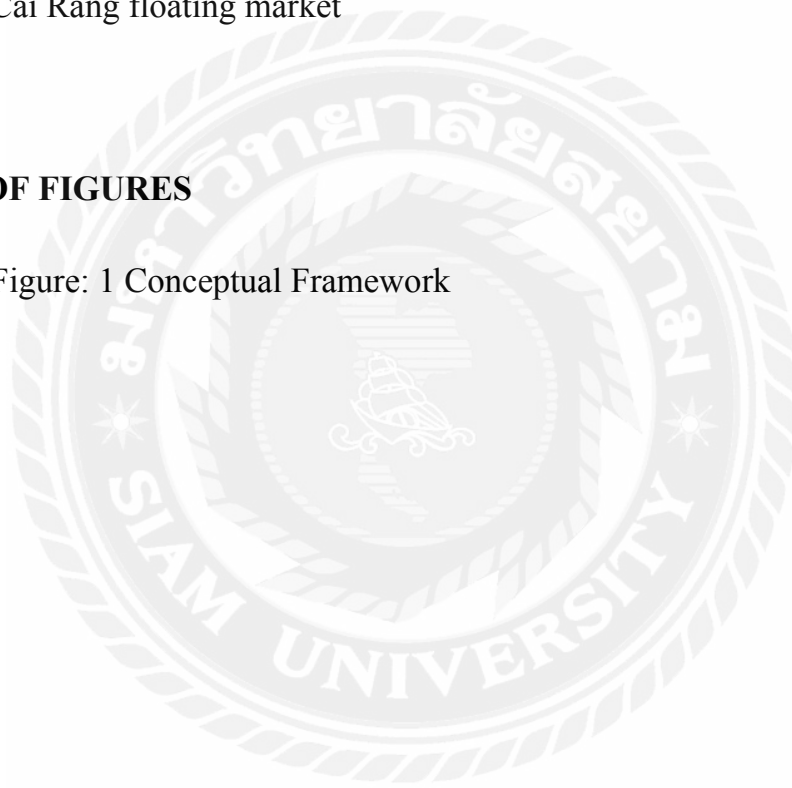
3. Research Methodology Measurement	21
3.1 Qualitative Research	22
3.1.2 Quantitative research	23
3.2 Research Design	23
3.2.1 Survey Method	25
3.3 Method of Inquiry	25
3.4 Data Collection	26
3.5 The Statistic of Analysis	26
3.6 Sample structure	27
3.7 Sample size	27

3.8 Sampling Technique	27
3.9 Secondary data	29
3.10 Primary data	29
4. Findings	
4. Finding and results	31
4.2 Descriptive Analysis	31
4.2 Data analysis	35
5. Conclusion and Recommendation	
5.1. Conclusion	38
5.2 Recommendation	39
5.3 Future Research	41
REFERENCES	41
APPENDIX	46
LIST OF TABLES	
Table: 4.1 Frequency of Gender	32
Table: 4.2 Frequency of Age	32

Table 4.3 Frequency of marital status	33
Table 4.4 Frequency of Occupation	33
Table 4.5 Frequency of monthly income	34
Table: 4.6 Frequency of educational Level	33
Table 4.7 Descriptive statistics and correlating of tourists' satisfaction at Cai Rang floating market	35

LIST OF FIGURES

Figure: 1 Conceptual Framework	7
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A Study of Cai Rang Floating Market towards Tourists' satisfaction at Can Tho City in Vietnam

Chapter 1

1. Introduction

This paper explore the study of Cai Rai Rang floating market towards tourists' satisfaction at Can Tho City in Vietnam. In this chapter one, researcher will examine background of the study, the statement of problem, objective of study, research questions, conceptual framework model, hypothesis of study, significant of study, variables of the study and definition of term.

1.1 Background of the Study

In recent years, floating market tourism has been regarded as a unique and attractive form of tourism in the Mekong Delta, Vietnam. It combines ecotourism together with natural attraction, cultural and community-based tourism to reach the ultimate goal of tourists' satisfaction. Floating markets can be looked upon as part of the river culture and ecotourism of Vietnam rather than simply as a tourist attraction, as they play an important part in the river - based culture of Southeast Asia.

There are approximately 11 floating markets in the Mekong Delta, of which Cai Rang attracts more visitors than those in the surrounding provinces. The reason might be due to its advantages: geographical location, size, infrastructure, services for tourism and connection with

other tourist attractions. Therefore, Can Tho city has been received the interest from the government as seen through several documents for tourism development. This research is aimed to study, based on documentary, quantitative and qualitative research, the development of Cai Rang floating towards tourists' satisfaction at Can Tho city. It is proposed that Vietnam's policy on tourism has enabled favorable factors for the development of floating market in the Mekong Delta such as economic development plans, strategic orientations and specific objectives.

Nevertheless, there is still a gap between policy and practice, and this is a great concern for the development of Cai Rang floating market tourism. In the era of heightened environmental consciousness and accessibility to remote areas, Ecotourism has emerged as one of the fast growing markets in tourism industry that essentially based on natural environment. The ecotourism is defined as 'Responsible travel to natural areas that conserves the environment and improves the well-being of local people.

Can Tho is a city in southern Vietnam's Mekong Delta region. Set on the southern of Hau River. The city borders the provinces of Hau Giang, Kien Giang, An Giang, Vinh Long and Dong Thap. The city is nicknamed the western capital (Tây Đô), and is located around 168 kilometres from Ho Chi Minh City. Is connected to the rest of the country by National route 1A, 80, 91 and Can Tho International Airport. It's known for its canal network and nearby floating market. The modern 2.75 km cable-stayed Can Tho Bridge spans the Hau River. The busy Ninh Kieu waterfront is a hub for boat trips on surrounding waterways.

Illuminated at night, Can Tho waterfront is home to floating restaurants, bars and hotels. The Mekong Delta is considered to be the “rice basket of Vietnam” contributing more than half of the nation’s rice production. People say of Can Tho.

Can Tho is famous for floating markets, where people sell and buy things on the river, as well as the bird gardens and port of Ninh Kieu.



Picture: 1.1 The bustling trade scene at Cai Rang floating market

The city offers a wide range of tropical fruits such as pomelo, longan, jackfruit, mango, banana, guava, rambutan, dragon fruit, mangosteen and durian etc. Being a new city, Can Tho is growing to be an attractive tourist destination in the Mekong Delta. It is noticeable that compared with surrounding provinces in the region, Can Tho has

favorable conditions for tourism development, including its geographical location, infrastructure and services.

Additionally, the network of rivers and canals is an ideal condition to develop floating markets. Cai Rang floating market in Can Tho city is known as the most famous floating market in the Mekong Delta. It has played a major role in tourism development, as well as in trading and preservation of traditional culture in the region. With the government's policies on tourism, socio-economic and political conditions, and tourism resources, Can Tho has more opportunities for the development of floating market tourism. Noticeably, according to the document titled "Can Tho tourism development plan to 2020 and vision to 2030" (Can Tho Department of Culture, Sport and Tourism, 2014), the State has specific directions to develop Can Tho tourism.

Floating market tourism has become an essential demand for those who wish to visit Can Tho city; nevertheless, the development of this type of sojourn is still limited. It is said that the policies seem to be the key to gain the success or inhibit the development of tourism if it is not practical in the real context. It is said that no study has specifically been conducted on the reasons for such limitations or on the solutions to improve the situation. The aim of this study is to examine tourists' satisfaction towards Cai Rang floating market.

1.2 Statement of the problem

Despite a great potential, tourists' satisfaction of Cai Rang Floating Market at Can Tho in Vietnam is just at the beginning of development. Most of activities are spontaneous without specific products and target

visitors. There has been no investment in advertising, researching the market and technologies serving ecotourism. Both contents and manners of organizing ecotourism in floating market and other protected areas belong to ecotourism oriented nature tourism.

Tourists' satisfaction at Cai Rang Floating Market areas, Can Tho city in Vietnam is not corrective to its potential. The main reason for tourism development and tourists' satisfaction is the absence of various sectors such as service of accommodation, infrastructure, way of transportation, tour guides, natural environment, catering – sightseeing – shopping and entertainment services, Security, and the price of services. The aim of this method is to examine the tourists' satisfaction on Cai Rang floating market. Tourism industry is related to numerous sectors, so it requires a close cooperation between tourists and their satisfaction for tourism development.

1.3 Objective of the Study

The general objective of this study is to research Cai Rang Floating Market towards tourists' satisfaction level at Can Tho City in Vietnam.

Specific objectives are as follow;

1. To study the service of accommodation and tourists' satisfaction of Cai Rang floating market at Can tho city in Vietnam.
2. To explore the infrastructure and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.
3. To describe the way of transportation and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

4. To describe the tour guides, sightseeing, shopping and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

1.4 Significant of the Study

Significant of this study is tourists' satisfaction of Cai Rang floating market for tourism development. Moreover, to realize how important of service of accommodation, infrastructure, way of transportation, tour guides, natural environment, catering – sightseeing – shopping and entertainment services, Security, and the price of services and tourism industry of country. In addition, next researchers will be able to get some general knowledges from this research if it is not complete perfect paper.

1.5 Research question and Design

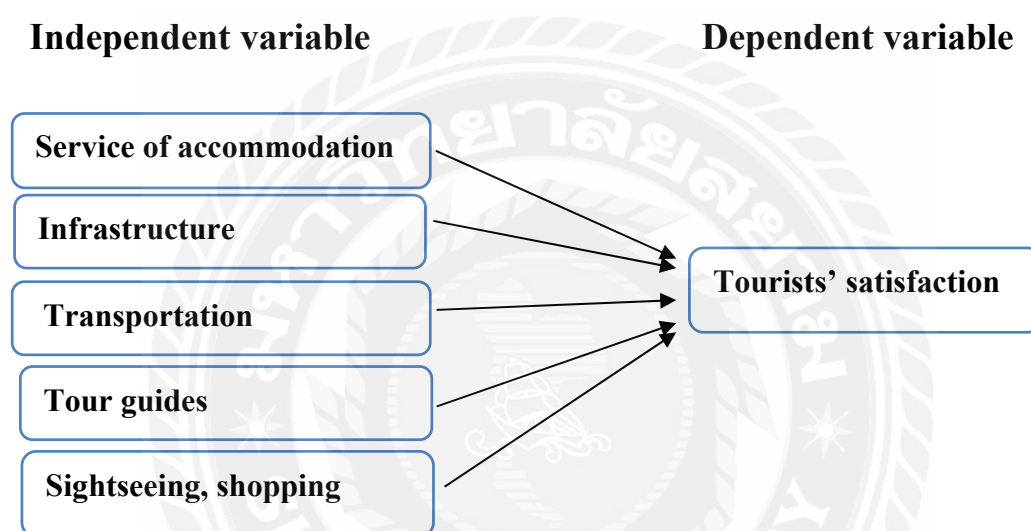
In this study the research questions that mention to be examined through are as followings;

1. What is the tourists' satisfaction level of Cai Rang floating market at Can tho city in Vietnam?
2. How is measurement of the infrastructure and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam?
3. What are the mean of transportation and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam?
4. How relationship between the tour guides, sightseeing, shopping and and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam?

1.6 Conceptual model

In this study there are three main factors of tourists' satisfaction at Cai Rang floating market at Can Tho City in Vietnam. They are as show;

Figure:1 Conceptual Framework



1.7 hypthothesis of the study

There are three hypothesis in this study;

H1: There is relationship between service of accommodation and tourists' satisfaction of Cai Rang floating market at Can tho city in Vietnam.

H2: There is relationship between the infrastructure and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

H3: There is relationship between the mean of and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

H4: There is relationship between tour guides and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

H5: There is relationship between Sightseeing, shopping and tourists' satisfaction of Cai Rang floating market at Can Tho city in Vietnam.

1.8 Variables of the Study

In this research, service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping are independent variable of tourists' satisfaction at Cai Rang floating market in Can Tho, Vietnam.

On the other hand, tourists' satisfaction is dependent variable in this research.

1.9 Definition of term

Accommodation refers to something that fulfills a particular need such as hotel, motel and inn are each an example of an accommodation for travelers.

A serviced accommodation is a fully furnished apartment available for short-term or long-term stay, providing hotel-like amenities such as room service, house keeping, a fitness center, a laundry room etc.

A floating market means market where goods are sold from boats. Originating in times and places where water transport played an important

role in daily life, most floating markets operating today mainly serve as tourist attractions.

Tourists' satisfaction defines that a measure of how tourism products and services supplied by a company of the tourism system meet or surpass expectation of tourists.



Chapter 2

2. Introduction

In this chapter researcher will describe the literature review, overview of Cai Rang floating market in Mekong Delta region, dealing with ecotourism development. This chapter will also include natural attraction of floating market, ecological water/river of floating market, traditional cultural of Cai Rang floating market for tourists, and related research.

2.1 Literature Review

Overview of Cai Rang Floating market

Cai Rang Floating markets were formed in the eighteenth century and have become one of the most interesting forms of tourism (Nhan, 2011). Recently, many studies have been carried out on floating market tourism which nowadays is recognized as a special branch of tourism bringing many benefits to the local communities. Two important examples include the Damnoen Saduak floating market (Piemputthakul, 1993) and the Talingchan floating market (Chotiwan, 2006). Additionally, this type of markets contributes significantly to sustainable development (Srivongcharoen, 2001), and this tourism branch of tourism could become a tool for poverty alleviation (Tram, 2011). Floating markets play an important role as a wholesale center for agricultural products in the Mekong Delta as well as contribute remarkably to the development of tourism and employment in the region (Xe, 2009).

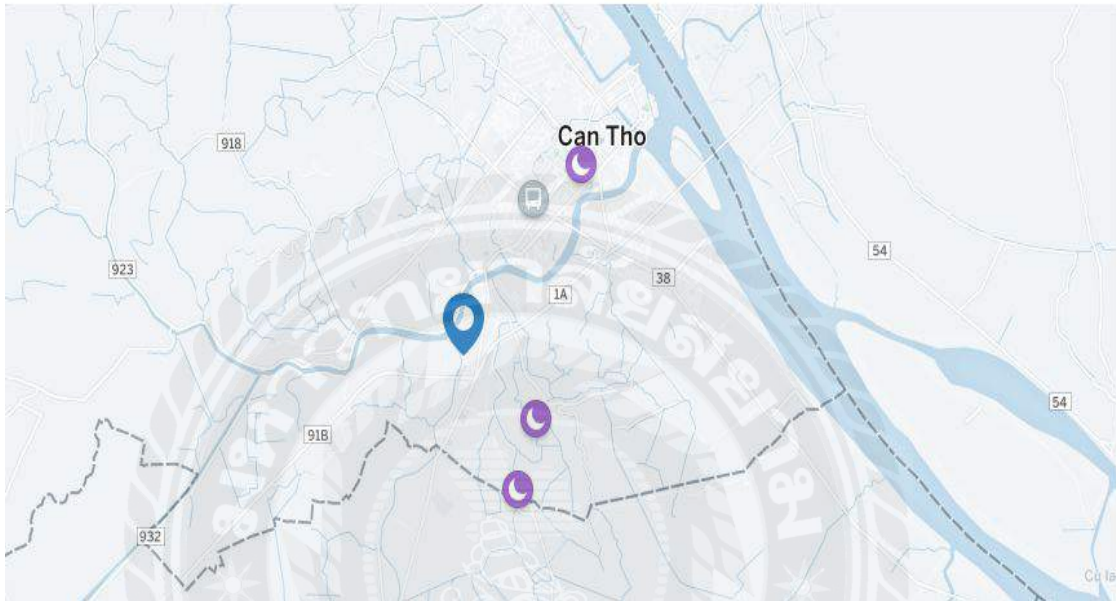
Moreover, this form of travel is a valuable source, a form of commercialized civilization, a cultural characteristic and special form of tourism that are unavailable in other areas (Hung, 2009). Furthermore, with convergence of special culture and trade factors, many tourists have chosen floating markets as attractive destinations during their passage through the Mekong Delta. Recently, the number of domestic and international tourists traveling to floating markets in the aforementioned area has increased.



Picture:2.1 Cai Rang Floating Market at Can Tho

Being a new city, Can Tho is growing to be an attractive tourist destination in the Mekong Delta. It is noticeable that compared with surrounding provinces in the region, Can Tho has favorable conditions for

tourism development, including its geographical location, infrastructure and services. Additionally, the network of rivers and canals is an ideal condition to develop floating markets.



Picture:2.2 Location of Can Tho Floating market

Cai Rang floating market in Can Tho city is known as the most famous floating market in the Mekong Delta. It has played a major role in tourism development, as well as in trading and preservation of traditional culture in the region. With the government's policies on tourism, socio-economic and political conditions, and tourism resources, Can Tho has more opportunities for the development of floating market tourism. Noticeably, according to the document titled "Can Tho tourism development plan to 2020 and vision to 2030" (Can Tho Department of Culture, Sport and Tourism, 2014a), the State has specific directions to develop Can Tho tourism.

Floating market tourism has become an essential demand for those who wish to visit Can Tho city; nevertheless, the development of this type of sojourn is still limited. It is said that the policies seem to be the key to gain the success or inhibit the development of tourism if it is not practical in the real context. It is said that no study has specifically been conducted on the reasons for such limitations or on the solutions to improve the situation. The aim of this study is to examine the development of Cai Rang floating market dealing with ecotourism development through documentary, quantitative and qualitative research.

2.2 Tourists' Satisfaction

Tourist satisfaction is a very important factor to any tourist destinations and it also gives effect directly to the tourism image of the destination. Satisfaction of tourists will be created after visiting the destination and it is can be both positive and negative depending on performance of tourism products and services to fulfill their expectation at the destination.

Tourist satisfaction or customer satisfaction is defined by several researchers, for example; Oliver (1980) defines customer satisfaction as an overall affective response to a perceived discrepancy between prior expectation and perceived performance after consumption. Chen (2008) defines customer satisfaction that pertains to a holistic evaluation after a service delivery experience, and acts as a consequence of satisfaction with individual attributes.

Wang et al., (2004) defines tourist satisfaction as a feeling which is generated both by cognitive and emotional aspects of tourism activities as

well as an accumulated evaluation of various components and features of the destination. However, tourists' satisfaction can be affected by many factors depending on their perception on the value of the destination attribute.

The relationship between Cai Rang Floating market and tourists satisfaction is very important; it can reflex the quality of tourism in each destination, meanwhile, perceive value and satisfaction had been suggested as an important factor that explain the loyalty behavior of tourist. Moreover, there were many researchers explained about tourists' satisfaction based on demographic characteristic. Researcher also would describe demographic, gender, income etc.

2.3 Infrastructure

Tourism Infrastructure Nowadays, the tourism sector is the largest sector that generates more income for each country; tourism includes any activities of people who travel or stay outside from their own place purpose for leisure or others, many tourism products have been provided to accommodate and respond to the tourist needs and wants as well as tourism infrastructure and facility.

Tourism infrastructure is considered as the part of the tourism industry, it is the basis for tourism development and also second importance to tourist attraction of the destination. To accommodate the tourist to travel within their country or other country, transportation infrastructure is very important whether it is travelling by road, air or water as well as railways.

In addition to transport infrastructure, the basic infrastructures such as water supply, electricity, waste disposal and communications systems are requiring the same with the local resident (Dwyer & Forsyth, 2006). Ritchie and Crouch (2005) noted by Dwyer & Forsyth define public infrastructures, which are inclusive of public safety, medical system, education system and other services that support the resident and tourism demand.

Parsons (2009) defined tourism infrastructure as infrastructure which is related to tourism such as cultural facilities, infrastructure that investment in the tourism sectors by private sector and travel information center. Tourism in Vietnam, tourism infrastructures are establishments which provided to accommodate the visitors, several infrastructures such as water supply, power, telecommunication, road the and some sectors that are related to accommodate the tourists are considered as tourism infrastructure (Business.mapsofindia.com, 2011).

Moreover, basic infrastructure components at floating market such as hotel, motel, port, well as facilities like accommodation, restaurant, and recreational area also are considered as tourism infrastructure. Therefore, the tourism infrastructures can be defined as the infrastructures that provided at the destination to accommodate the tourist as well as the local resident and public.

2.3.1 Relationship between infrastructure and tourists' satisfaction

To understand the tourist satisfaction after they visited a Cai Rang floating market, there is a need to study the relationship between tourist satisfaction and destination attribute from their opinion (Huh, 2002).

Tourism infrastructure and facility are one of the destination contributions to accommodate the tourists as it may influence the tourist motivation and also gives effect to their satisfaction.

According to Huh, the tourists might buy more products and revisit the destination when they are satisfied with the product and destination attributes as well as presentation of the information to their friends or other tourists (Huh, 2002). There were several previous researches that have been done to tourist satisfaction with floating market. This research will select documentary which are similar to the topic and questionnaires asking local tourists and foreigners. After the study is done, they find out that the tourists' satisfaction depends on the expectations and perceptions such as accommodation service, infrastructure, tour guide, and sightseeing or shopping.

The visitors are satisfied about the destination and services provided to tourists despite certain shortfalls. The suggestions provided by the visitors not only improve the tourists' satisfaction, but also increase the local revenue. Ghosh & Sofique, (2012), highlights the identification of tourists' characteristics and an investigation of the relationship between infrastructure, accommodation and tourists' satisfaction.

As a result, the attraction is found in West Bengal, which has a great influence on the tourists' satisfaction of cultural heritage destinations. Vanessa Gaffar et al., (2011), report their study about the characteristics of tourists visiting the tourist attractions of floating market at Can Tho city in Vietnam.

According to Huh, J. (2002), as a result of his thesis presented an overall tourist satisfaction with floating market is at its highest level. Demographic characteristic of tourists is influenced by destination attributed. Moreover, the tourists who have previous experience are more satisfied than the tourists who are without previous experience. Arrey, (2009), reports the result of study of tourists' satisfaction with cultural tourism festival in Nigeria, which is the cultural tourism festival attribute that has a significant effect on overall tourists' satisfaction.

However, the tourist demographic characteristic does not affect the tourists' satisfaction. Cole & Illum (2006), explain the tourists who participate in cultural or historical events are considered with their experience on performance, quality and overall satisfaction, thus that event explains why physical building and infrastructures are less important. Xu (2010), find the involvement seems like an important element for tourists to consume tourism festival products.

2.3.2 Transportation and other service

On the other hand, means of transportation and other services at the floating market such as food, drink and farm products are pushed with insistence and overcharge, especially during peak season. Along with this, there are no specific rules and penalties when it comes to environmental pollution.

Self-awareness of stall-holders, local residents and visitors is low, and they litter and dispose of waste into the river. Over the years, the water has been seriously polluted. There are also traffic accidents and

congestion of the traffic during business time. Furthermore, most of the sellers in the floating market come from neighboring provinces.

The relationship between transportation and tourists' satisfaction at the local community seems to be unclear. Noticeably, "there are many organizations managing the floating market such as the Economic Chamber, the Cultural Chamber, the Tourism Center, and the District People's Committee, and the Waterway and Roadway Police, so it is difficult to reach an agreement. So, transportation service is also relationship with tourists' satisfaction at the floating market of Cai Rang.

2.3.3 Relationship between Tour guide and tourism industry

A skillful guide service is one of the most valuable assets a tourism company can have. In many ways, a guide is the 'facade' of a business or company. Many foreign visitors tend to view their tour guides as representatives of the region or country. Although the Oxford dictionary defines a guide simply as 'a person who shows others the way', researchers have found the role of a tour guide to be much broader (Köroğlu, 2009).

Tourist satisfaction in guided tours and tour guiding service. A guided tour is a special tourism product that is composed of many components organized and offered together by a tour operator (Bowie & Chang, 2005). The components of a guided tour include prearrival services, accommodation, restaurants, transportation services and the tour guide/tour leader (Xu & Chan, 2010). Tourists are accompanied by a tour leader or a tour guide during the on-tour process contrary to the

independent travel, which is performed by the traveller himself/herself (Wang, Hsieh & Huan, 2000).

According to Enoch (1996), a guided is a rational and effective way of organising a holiday as it provides an opportunity to make visit to the many attractions in a short time period. Moreover, it is accepted as a less expensive way of travelling as the costs of transportation services are shared among the participants of the tour, which differ it from independent travel (Leguma, 2013).

Customer satisfaction in the tourism industry has become a complicated and interesting research topic to explore as the customers have distinctive characteristics such as heterogeneity and their perceptions and expectations tend to change over time (Leguma, 2013). In this regard, the evaluation of tourist satisfaction with guided tours is regarded as a complex process owing to the composition of guided tours.

There are many tangible and intangible elements that compose the guided tour such as physical service features of the tour operator and intangible services provided by staff such as tour leaders or tour guides (Huang, et al., 2010). Customer satisfaction is composed of hard tangible and soft intangible service. It is a combination of, on the one hand, the customers' anticipation and perception of the vacation, their expectation prior to the tour, their attitudes and behaviour (past travel experience) and their perceptions of equity and unforeseeable events during service encounters (Bowie & Chang, 2005).

Furthermore, tourists have a chance to interact with different sectors such as transportation, accommodation, restaurants and attractions.

This phenomenon creates a challenge in determining tourist satisfaction with guided tours as there is a hardship to remember the performance of every component for the tourists and compare it with their expectations (Leguma, 2013). Bowen and Clarke (2002) also add that maintaining the same levels of customer satisfaction in an environment involving many service encounters is complicated.

In spite of the complexity of determining tourist satisfaction with guided tours, Wang et al., (2007) report that the success of guided tour operators can be affected by their skill to collect information about customer satisfaction and the use of this information to improve service delivery (Öter, 2010). There are a number of factors playing a significant role in the determination of tourists' satisfaction in the tourism industry such as customers' expectations, previous experience and customer behaviour during the on-tour process, the perception of equity and unforeseen able events.

Tour guides are one of the key front-line players not only floating market but in the tourism industry. Through their knowledge and interpretation of a destination's attractions and culture, and their communication and service skills, they have the ability to transform the tourists' visit from a tour into an experience (AP & Wong, 2001). Therefore, the success of the service in the tourism industry very much depends on the performance of tour guides (Köroğlu, 2009).

Chapter 3

Research Methodology

3. Research Methodology Measurement

This research, five dimensions of tourists' satisfaction at Cai Rang floating market were used to investigate the relationship between service of accommodation, infrastructure, means of transportation, tour guides, and sightseeing – shopping. The Population and Data collection This study is documentary and quantitative research that uses a questionnaire as a main research instrument. In line with this, the study is designed to identify the relationships among independent variables and dependent variables.

The survey is conducted for one month at Cai Rang floating market about 6 km from the city center by road, and about 30 minutes by boat from Ninh Kieu Pier. It is open from 4 pm to about 10 pm., the amounts of 200 questionnaires were prepared to obtain relevant data in the Cai Rang floating market.

The respondents in this research will focus on the visitors who visit the Cai Rang floating market during October 2018. To achieve this research, domestic and international visitors are selected to be the respondents to participate in the survey, thus the respondents are selected by using quota sampling approach.

This survey divided the respondents into two groups, which were the respondents who travelled for one day trip and the respondents who stayed over night trip. Distribution of questionnaire which was conducted, start from 4 pm to 10 pm on Friday to Sunday during Cai Rang floating market opened.

The visitors who were under eight teen years old were automatic rejected to respond this study. The preparation of 300 questionnaires for the respondent at Cai Rang floating market; 150 questionnaires were returned, 125 questionnaires were analyzed. Unused questionnaires included unfinished and missing sections either part of the questionnaire were dropped out.

3.1 Qualitative Research

Qualitative research is essentially exploratory research. It is utilized to pick up a comprehension of basic reasons, sentiments, and inspirations. This type of research strategies includes portraying in subtle elements particular circumstance utilizing research instruments like meetings, reviews, and observations. It gives bits of knowledge into the issue or creates thoughts or theories for potential quantitative research.

Qualitative Research is likewise used to reveal drifts in thought and suppositions, and plunge further into the issue. Qualitative information gathering strategies fluctuate utilizing unstructured or semi-organized methods. Some normal techniques incorporate concentration gatherings (amass talks), singular meetings, and cooperation and perceptions. The example estimate is commonly little, and respondents are chosen to satisfy a given quantity.

3.1.2 Quantitative research

Quantitative Research is utilized to evaluate the issue by method for producing numerical information or information that can be changed into useable insights. This kind of research strategies requires quantifiable information including numerical and factual clarifications. It is utilized to evaluate states of mind, feelings, practices, and other characterized variables– and sum up comes about because of a bigger specimen populace. Quantitative Research utilizes quantifiable information to define actualities and reveal designs in look into.

Quantitative data collecting techniques are considerably more organized than Qualitative data accumulation strategies. Quantitative data accumulation strategies incorporate different types of studies – online reviews, paper studies, portable overviews and stand studies, up close and personal meetings, phone interviews, longitudinal investigations, site interceptors, online surveys, and orderly perceptions. The methodology of this research has two kinds such Research Design and Data collection.

3.2 Research Design

A research design is the report of the investigation. The outline of an examination characterizes the investigation sort (engaging, correlational, semi-test, trial, survey, meta-systematic) and sub-sort (e.g., spellbinding longitudinal contextual investigation), look into research questions, hypotheses, independent and dependent variables, exploratory outline, and if pertinent, information accumulation strategies and a factual investigation design.

Research design is the framework that has been made to look for answers to research questions. A research design will ordinarily incorporate how information is to be gathered, what instruments will be utilized, how the instruments will be utilized and the proposed implies for breaking down information collected.

Burns and Grove (2003:195) define a research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. Parahoo (1997:142) describes a research design as “a plan that describes how, when and where data are to be collected and analyses”. Polit et al (2001:167) define a research design as “the researcher’s overall for answering the research question or testing the research”.

This study focuses on “tourism towards royal initiative to promote the relationship between china and Thailand”. The research approach for this exploration is "Descriptive Research", which is an examination intended to demonstrate the members in clear way. All the more basically, enlightening examination is tied in with depicting individuals who participate in the investigation.

Descriptive research can be clarified as an announcement of issues as they are at give the analyst having no power over factor. In addition, "descriptive research might be portrayed as essentially the endeavor to decide, depict or distinguish what is, while expository research endeavors to build up why it is that way or how it became" (Ethridge, 2004).

Descriptive studies can contain the elements of both, qualitative and quantitative methods within a single research. In descriptive studies data

collection is facilitated without changing the environments. An important distinctive trait of descriptive research compared to alternative types of studies relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study.

3.2.1 Survey Method

The method can be explained as “questioning individuals on a topic or topics and then describing their responses” (Jackson, 2011, p.17). In business studies survey method of primary data collection is used in order to test concepts, reflect attitude of people, establish the level of Tourists’ satisfaction Cai Rang Floating Market towards at Can Tho City in Vietnam and conduct segmentation research and a set of other purposes.

3.3 Method of Inquiry

The quantitative method to deal with larger sample space and which involved in counting, measuring and analysis of a causal relationship between variable, the process is the explanation the phenomenon (Denzin & Lincoln, 2000; Holme & Sovang, 1996; Gillham, 2001). As the students need to analyze “tourism towards royal initiative to promote the relationship between china and Thailand” the factor and approach is most appropriate to the study to gather the primary data, collected by research questions and the survey are employed in this study to via questionnaire to collect the data from Grand Palace in Bangkok dealing with “tourism towards royal initiative to promote the relationship between china and Thailand”.

One of the most important decisions a researcher have to make is the way in which the data will be collected. Factors affecting the choice of method should be taken into account. Aaker et al (2001) mentions several factors affecting the choice of method: sampling type of population, question forms, question contest, response rate, cost available facilities and duration of data collection. In this study quantitative study is employed as the method is best suited for the research need.

3.4 Data Collection

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. The objective for all information accumulation is to catch quality proof that at that point means rich information examination and permits the working of a persuading and valid response to questions that have been postured.

3.5 The Statistic of Analysis

To determine the relationship between service of accommodation, infrastructure, means of transportation, tour guides, and sightseeing – shopping and tourists' satisfaction towards Cai Rang floating market in Can Tho City in Vietnam in this research, Descriptive analysis, and Pearson's correlation analysis were used to analyze the data which gathered from the visitors at Cai Rang floating market. The results of analysis describing the relationship between service of accommodation, infrastructure, means of transportation, tour guides, and sightseeing – shopping and tourists' satisfaction Cai Rang floating market.

3.6 Sample structure

The research location is Cai Rang floating market in Can Tho city. The samples for each study area were collected based on the data from 2010 to 2018. The percentage of international tourists to this market is about 20% of the total tourists; the remaining percentage was made of domestic tourists (80%). Thus, the ratio of the samples of foreign and domestic tourists was 2:8 respectively.

3.7 Sample size

There are observed variables included in the factor analysis and which in turn are divided into five factors such as accommodation services, infrastructure, means of transportation, tour guides, sightseeing/ shopping. Normally, the number of observations must be higher than the number of variables in the factor analysis by at least five times (Trong and Ngoc, 2008). Thus, the requirement for the smallest sample size is about five times of its resulting in 110 samples, so this study conducted 125 samples.

3.8 Sampling Technique

. Sample technique is a methodology which the sample is selected from a population. Sample design can be classified into two categories: probability and nonprobability sampling design (Martin, 1996). Probability sampling enables researches to estimate the amount of error of the sample represented toward the population, while the nonprobability sampling lacks in such capability (Malhotra, 2002).

Probability sampling techniques are categorized into four types of probability sampling technique such as Simple Random Sampling, Systematic Sampling, Stratified Sampling and Cluster Sampling

Simple Random Sampling uses unbiased device such as computer or an advance calculator to assign numbers according to the amount of the population, and then select each number at random to form a sample without creating any subsets.

Systematic sampling requires finding sampling ratio by dividing the sample required for the population to create subsets of equal proportion, then select sample out from each subset based on the ration.

Stratified sampling separates population into subsets according to the homogeneity among the unit within a particular subset and heterogeneity between different subsets.

Cluster Sampling is the last techniques which subsets are determined by the proximity between units. (Saifuddin, 2009).

Nonprobability Sample: It has also four types of nonprobability Sample; Convenience or Haphazard sampling chooses the sample were chosen in any convenient manner specified by the researcher. Positive or Judgments sampling chooses according to the researcher's background knowledge and experience regarding the population.

Quota sampling is the subtype of the Judgmental sampling (Martin, 1996) in which researchers has the knowledge about different types of sampling units present within the population and divide the sample according to the percentage of the amount of sampling unit within the

population. The last is the snowball sampling in which researcher asks the respondent to recommend another member of the same population and possible location to find them.

3.9 Secondary data

The study relied on documentary research, including articles, official documents, reliable reports, books, research works and websites about floating markets and floating market tourism. In addition, the information from General Department of Tourism, Mekong Delta Tourism Association, Can Tho Department of Culture - Sport and Tourism, Can Tho Tourism Association, Can Tho Investment - Trade - Tourism Promotion Center, Tourism Promotion Center of Cai Rang district and other related organizations used in this study.

3.10 Primary data

The questionnaires were designed to gain a better understanding about tourists' satisfaction on floating market in Can Tho City. Researcher asked visitors who visited at Cai Rang floating market – not only local people but also foreigners. It took about 5 minutes per person. The study applied the five-level Likert scale (Harry and Deborah, 2012) to measure tourists' satisfaction:

1_ Strongly disagree, 2_ Disagree, 3_ Neutral, 4_ Agree, 5_ Strongly agree.

This research used five criteria to measure tourists' satisfaction:

1. Accommodation services;
 - 2) Infrastructure;
 - 3) Means of transportation;
 - 4) Tour guides;
 - 5); Sightseeing – shopping.
- The aim of

this method is to examine the tourists' satisfaction towards Cai Rang floating market at Can Tho City in Vietnam.



Chapter 4

4. Finding and results

In this study, researcher describes the analysis of data and the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, according to gender, age, income, education level related to accommodation service, infrastructure, transportation, sightseeing and shopping in line with how relationship between tourists' satisfaction and those factors.

Firstly, this study use Descriptive statistical tests to analysis Mean and Deviation of tourists' satisfaction who visited at Cai Rang floating market in Can Tho City. Furthermore, a frequency analysis was determined by distribution of the respondents' the conception local tourists and foreign tourists at Cai Rang floating market in Vietnam.

Secondly, the researcher explain the Independent Sample Mean correlation and S.D to analysis the Mean how relationship between tourists satisfaction and factors at Cai Rang floating market.

Finally, one way Analysis of Variances identifies to assess in the point of view of research at tourists' satisfaction of demographic outline. And then correlation Standard Mean and reliability analysis was used to be statistical tests for main effects.

4.1 Data analysis

In this study, researcher describes descriptive statistics and correlations the results of Independent variables of Cai Rang Floating Market towards Tourists' satisfaction at Can Tho City in Vietnam dealing with service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping were statistically significance at the 0.01 level, show

confidence interval of the differences according to SPSS software's statistics dealing with their perceptions such as satisfied, very satisfied, moderate, dissatisfied and very dissatisfied. The satisfaction of tourists at Cai Rang floating market's decision use to be analyzed of average Mean and Std. deviation of descriptive statistics and correlations describe as following Tables.

4.2 Descriptive Analysis

According to respondents' demographic background, data analysis describe in term of gender, age, income, education level of local visitors and foreign tourists satisfactions are reported in this research.

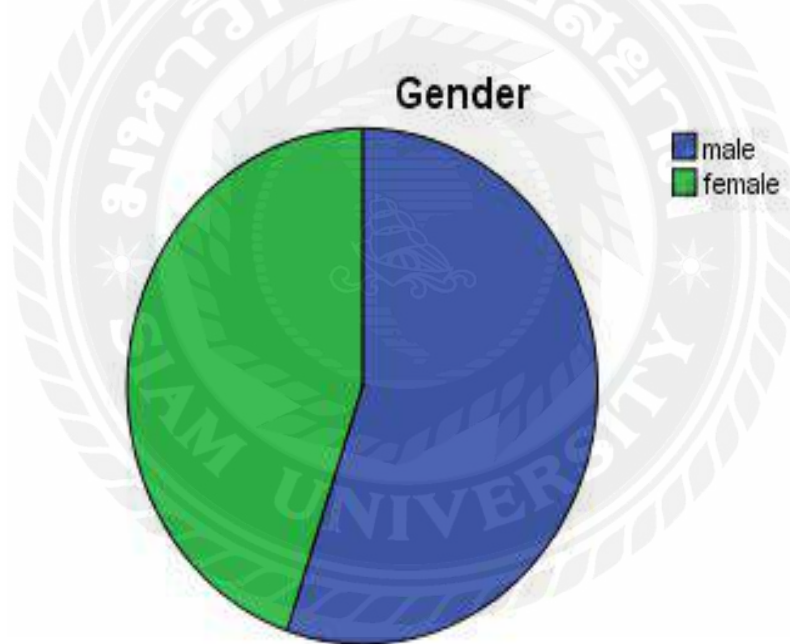


Table 4.1 Frequency table of gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	69	55.2	55.2	55.2
	female	56	44.8	44.8	100.0
	Total	125	100.0	100.0	

In this survey according to table 4.1 show that male respondents were 69 frequency or 55.2% and while the other female respondents were 66 frequency or 44.8%. It means male tourists were more than female in this survey.

Table 4.2 Frequency of age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	15	12.0	12.0	12.0
	21-30	28	22.4	22.4	34.4
	31-40	38	30.4	30.4	64.8
	41-50	21	16.8	16.8	81.6
	over 50 years	23	18.4	18.4	100.0
	Total	125	100.0	100.0	

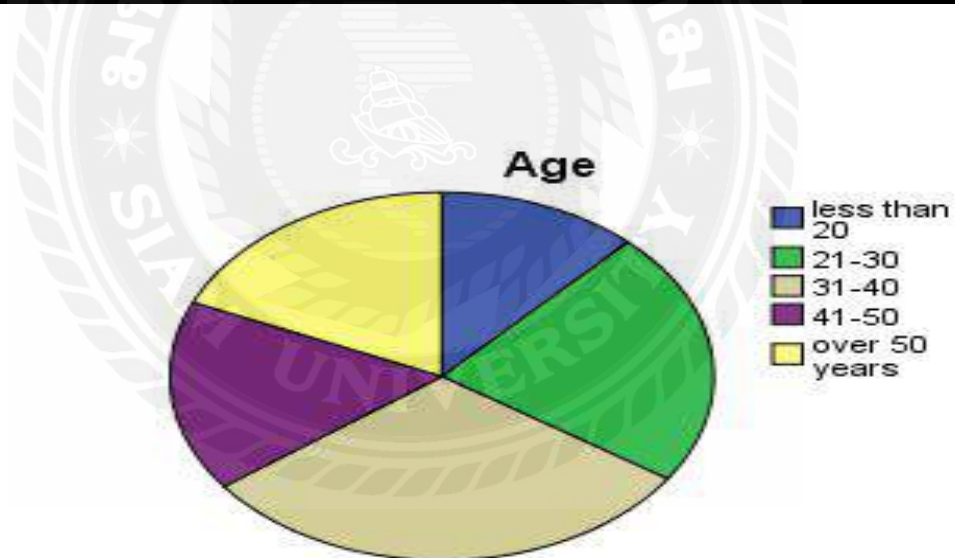


Table 4.1 frequency of age shows that the majority of respondents who were the age of between 31 to 40 were 38 frequency or 30.4%, second most respondents the age of between 21 to 30 were 28 frequency or 22.4%, the age of between 41 to 50 were 21 frequency or 16.8%, the rest of respondents who were the age of over 50 years and less than 20 were 23 frequency or 18.4% and 15 frequency or 12% respectively in this study.

Table 4.3 Frequency of marital status

		What is your marital Status?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	100	80.0	80.0	80.0
	married	25	20.0	20.0	100.0
	Total	125	100.0	100.0	

According to table 4.3 of marital status the respondents of single visitors were 100 frequency or 80% and while other were 25 frequency of married or 20%. So in this study, single tourists were more than married tourists in Cai Rang floating market in Can Tho City.

Table 4.4 Frequency of occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	general worker	110	88.0	88.0	88.0
	Company worker	15	12.0	12.0	100.0
	Total	125	100.0	100.0	

Table 4.4 describes that occupation of tourists who visited at Cai Rang floating market. The most majority of tourists of general workers were 110 frequency or 88% and company workers were 15 frequency or 12% in this survey.

Table 4.5 Frequency of monthly income

		Monthly Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 700 USD	7	5.6	5.6	5.6
	7,01-1,000 USD	43	34.4	34.4	40.0
	1,001-2,500 USD	60	48.0	48.0	88.0
	upper 2,500	15	12.0	12.0	100.0
	Total	125	100.0	100.0	

Frequency table 4.5 of monthly income calculate that the majority of tourists who had monthly income between 1001 to 2500 USD were 60 frequency or 48% respondent, second majority of income between 701 to 1000 USD were 43 frequency or 34.4%, upper 2,500 income and less than 700 were 15 frequency or 12% and 7 frequency or 5.6% respondents respectively at Cai Rang floating market in Can Tho City.

Table 4.6 Frequency of educational level

		Education Level			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not graduated	31	24.8	24.8	24.8
	Graduated	84	67.2	67.2	92.0
	Post Graduated	10	8.0	8.0	100.0
	Total	125	100.0	100.0	

According to frequency table 4.6 of educational level, tourists who visited at Cai Rang floating market of graduated people were most respondents of 84 frequency or 67.2%, on the other hand not graduated and post graduated

people were 31 frequency or 24.8% and 10 frequency or 8% according to data collection in this research.

Table 4.7 Descriptive statistics and correlating of tourists' satisfaction at Cai Rang floating market

Descriptive Statistics

	Mean	Std. Deviation	N
Are you satisfied witty service of accommodation at Cai Rang floating market?	1.2000	.40161	125
Are you satisfied witty service of transportation at Cai Rang floating market?	1.2240	.41860	125
Are you satisfied witty service of tourist guide at Cai Rang floating market?	1.2240	.41860	125

Correlations

		service of accommodation	service of transportation	service of tourist guide
Are you satisfied witty service of accommodation at Cai Rang floating market?	Pearson Correlation	1	.547**	.547**
	Sig. (2-tailed)		.000	.000
	N	125	125	125
Are you satisfied witty service of transportation at Cai Rang floating market?	Pearson Correlation	.547**	1	1.000**
	Sig. (2-tailed)	.000		.000
	N	125	125	125
Are you satisfied witty service of tourist guide at Cai Rang floating market?	Pearson Correlation	.547**	1.000**	1
	Sig. (2-tailed)	.000	.000	
	N	125	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Referring to table 4.7, Descriptive statistics was total sample size of 125 population, out of 125 sample size, tourists' satisfaction statistics dealing with accommodation at Cai Rang floating market were 1.2000 (x) and .40161 (SD), on the other hand, witty service of transportation at Cai Rang floating market statistics were 1.2240 (x) and .41860 (SD) and service of tourist guide at Cai Rang floating market were 1.2240 (x) and .41860 (SD) related to tourist satisfaction at Cai Rang floating market in Can Tho City in Vietnam.

The Pearson's correlation analysis illustrate that tourists' satisfaction where visited at Cai Rang floating market of their opinion that satisfaction level of statistics the service of accommodation at Cai Rang floating market ($r = 1, p < .000$), and service of transportation statistics were ($r = .547^{**} p < .000$) and service of tourist guide were ($r = 1.000^{**} p < .000$) Therefore, service of accommodation, infrastructure, means of transportation, tour guides, sightseeing and shopping and tourists' satisfaction at Cai Rang floating market were positively relationship with each other according to SPSS calculation in this research.

Chapter 5

Conclusion and Recommendation

5. Conclusion

The research shows that despite considerable numbers of tourists were satisfaction to visit Cai Rang floating market, tourism does not bring much revenue to the local people or the local government. As a result, accommodation service do not have plans to develop the Cai Rang floating market into more of a tourist product. The findings of this study, however, show that other stakeholders believe there is potential to develop the Cai Rang floating market further, especially as a tourism resource. However, the market also faces pressure from the growing number of people using road transport and the development of roadside markets. It may be that an increase in tourist numbers, and subsequent income from these visitors, could offset some loss of local revenue to roadside markets.

The research results suggest that Can Tho city needs to find unique tourism products with rare qualities in order to attract more tourists and gain more tourism benefits for local people. Local communities also need to become more involved in tourism activities. Can Tho city could learn from successful tourism development cases in other countries. However, it should not copy these — Can Tho must develop tourism based on its own unique attractions, such as infrastructure, tourist guides and shopping center at the Cai Rang floating market.

To sum up, the findings of this study offer some explanations for the limited links currently existing between tourists' satisfaction and alleviation in the Cai Rang floating market. These explanations include lack of appropriate skills and only basic involvement in tourism by local people, lack of awareness

of tourists' satisfaction and tourist demand by local stallholders, and officials. Furthermore, among other key shortcomings resulting in the under-performance of tourism as a potential services are duplicate tourism products, inappropriate tourism development plans and lack of local participation in tourism development strategies as well as weak linkages between the tourism and non-tourism economic sectors and the absence of appropriate so-called enabling policies.

The study found that the identity of the floating market community has been constructed through several meanings dependent upon the changes of social and economic development in the community. Thus, the Cain Rang Floating Market community does not have a fixed meaning or identity, but rather it depends on the standpoint of the actor who describes it, whether from the government, the community itself, or the people outside the community who get involved in the community. In this case, the three meanings of each era that the actor constructed are:

The symbol that combines all three meanings together is the community's traditional way of life: the use of boats to make a living (use a rowing boat as a shop to sell their products along the canal) and the use of boats to visit each other (use a rowing boat as a vehicle for traveling to the surrounding areas). A visual representative of the fact, that conveys the identity to conform to the changes from both inside and outside the community, will be modified and added in each area.

5.2 Recommendation

This study suggests that it is possible to adapt tourism to make it more service industry in the case of Cain Rang floating market. Certainly it is possible to include more shops in the provision of tourism commodities such as vegetables, meat, eggs, fruit, honey, handicrafts and so on. It is also possible to

involve them in cultural shows, floating market tours and in unskilled casual labor; for example, as boatmen. To better achieve more infrastructure through tourism, it will be necessary to both increase awareness and improve the attitudes of all tourism stakeholders towards tourists' satisfaction practices. The emphasis is on the commitment and ability of the government to harness tourism industry.

In Can Tho city, efforts need to be focused on tourists' satisfaction at the destination, in order to raise their capacity to provide the services and products required by the tourism industry. The secret tourists' satisfaction is to develop local quality service products. In addition, local communities need to train and upgrade their tourist's guide's skills so that they can market themselves to tourists and participate in tourism development strategies. Furthermore, there needs to be co-ordination between tourists' satisfaction as well as between the tourism and Cai Rang floating market in Can Tho city, Vietnam.

In addition, Cai Rang floating market in Can Tho city has apparently become one form of tourism business. Thus, it is important that the stakeholders should take the principles and application of sustainable tourism into account in their tourism business management. We should study the economic, cultural, social, and environmental dimensions.

For example, we should study in detail employment and income creation; participation enhancement; and awareness creation toward the conservation of the environment and culture, together with the development of sustainable tourism regarding the principles of being environmentally friendly, community friendly, and tourists friendly.

These principles will be taken into consideration to create the guidelines for Cai Rang floating market in Can Tho city sustainable development. Following the guidelines requires both attention and application: The tourist's

social security, such as entrepreneurs have a better service mind and better behavior in selling commodities. The value of Cai Rang floating market in Can Tho city, such as the rowing boats and waterway trading can be maintained in the floating market by the stakeholders. These sustainable development principles do not only apply to the Cai Rang floating market in Can Tho city.

If those tourists' satisfaction accurately understand and accept these principles, each community can construct its own identity which will conform to the true identity of that tourist's satisfaction. They still can attract new and old groups of tourists to come and experience their unique way of life.

5.3 Future Research

This study provides a baseline set of information that gives preliminary perspectives on the links between tourist's satisfaction and Cai Rang floating market. This was a small study of a particular research. Logistical constraints mean that it is only a start in terms of tourist's satisfaction research at the Cai Rang floating market, in particular, and in Can Tho city, in general. My hope is that I may be able to pursue further research in this area and that others may also begin work in this important area.

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APPENDIX QUESTIONARE

Part – 1

Domographic Gender

1. Are you?

- Male
- Female

2. Age

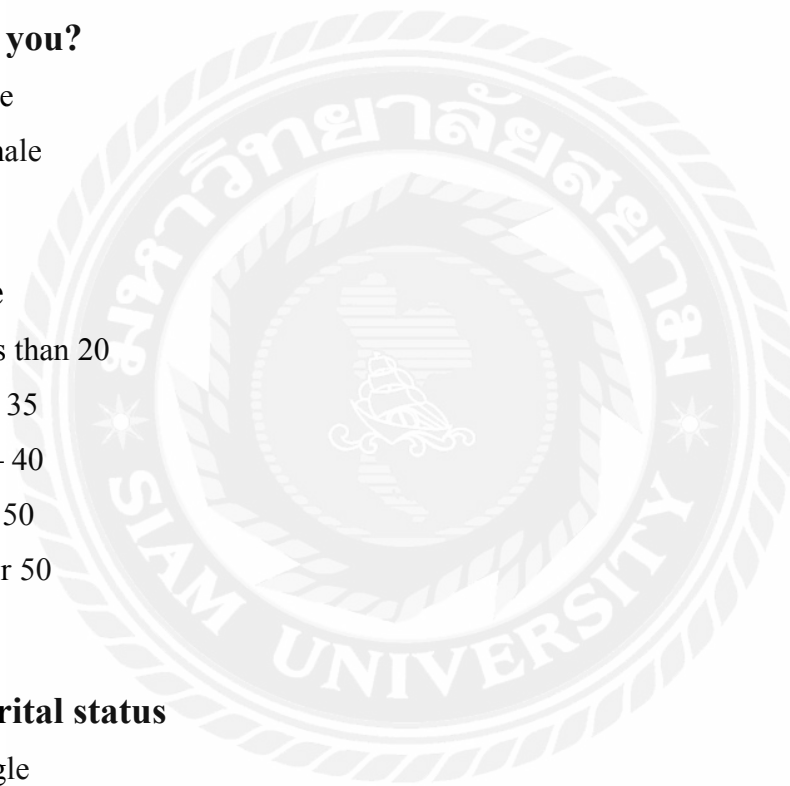
- Less than 20
- 21 - 35
- 36 – 40
- 41- 50
- Over 50

3. Marital status

- Single
- Married

4. Occupation

- Student
- Workers
- Retired person



5. Education

- Ungraduated
- Graduated
- Post graduated

Part-2**6. How do you like your traveling?**

- Alone
- With family
- With friend
- With couple

7. What is your purpose to travel for?

- For Leisure
- For Business
- Others

8. How many times visit at Cai Rang floating market?

- First time
- Second times
- Third times and over

9. What are your main interested activites?

- Taking photo
- Culture
- Sightseeing
- Eating Food

10. Are you satisfied with service of accommodation at Cai Rang floating market?

- Yes
- No

11. Are you satisfied with service of transportation at Cai Rang floating market?

- Yes
- No

12. Are you satisfied with service of tourist guide at Cai Rang floating market?

- Yes
- No

13. Are you satisfied with sightseeing and shopping at Cai Rang floating market?

- Yes
- No

Part -3

Overall Satisfaction

Please choose only one the followings

14. How did you get satisfaction with visited at Cai Rang floating market?

	Strongly satisfied,	Satisfied	Moderate	Dissatisfied	Strongly dissatisfied
1. Service of accommodation					
2. Infrastructure					
3. Service of Transportation					
4. Service Tour guides					
5. Sightseeing and shopping					

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