

Research on Factors Affecting Tourist Loyalty to Hanoi's Old Quarter: The Mediating Role of Satisfaction

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ABSTRACT

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This research explores the factors that influence tourists' loyalty towards Hanoi Old Quarter, with tourist satisfaction as the mediating role. Following a survey, 467 responses were gathered, of which 18 were deemed invalid and excluded, resulting in 449 valid responses for analyze Cronbach's Alpha reliability and EFA discovery factors through SPSS. Consequently, six hypotheses were formulated and all were found to be supported. Factors such as "Attraction", "Safety", and "Food and Beverage" indirectly impact tourists' inclination to revisit through their satisfaction levels. Although the "transportation" system has an indirect effect on tourist loyalty, it is not deemed significant. Interestingly, while "accommodation" directly affects tourist satisfaction, it does not influence their decision to return to Hanoi Old Quarter. Additionally, the study offers recommendations for Vietnamese tourism enterprises to enhance tourist footfall in Hanoi Old Quarter, as well as better destination management strategies for this destination for governmental and relevant entities.

Keywords: A Tourism Destination; Destination's Loyalty; Hanoi Old Quarter; Tourism; Tourists' Satisfaction.

INTRODUCTION

Cooper et al. (1998) define a tourist destination as a location equipped with sufficient facilities and services to cater to the diverse needs of travelers. Typically, such destinations have distinct geographical and administrative boundaries for efficient management. Various scholars offer differing perspectives on satisfaction. Oliver (2010) views it as the positive response of consumers when their expectations are fully met, a sentiment echoed by Kotler (2000), who describes customer satisfaction as the result of comparing service performance with expectations, categorized into three levels: dissatisfaction, satisfaction, and very satisfaction. In tourism, attitudinal loyalty is commonly used to gauge tourists' loyalty to a destination (Chi and Qu, 2008; Wang et al., 2019; Yoon and Uysal, 2005). This reflects tourists' intentions to revisit a destination based on their past experiences (Chi and Qu, 2008; Oppermann, 2000).

The Hanoi Old Quarter, also referred to as "Hanoi's 36 streets," holds a wealth of tangible cultural heritage, encompassing various religious sites such as communal houses, temples, pagodas, and assembly halls, alongside preserved mosques and ancient houses. Moreover, it boasts intangible values exhibited through daily street activities, culinary diversity, and traditional festivals, attracting numerous tourists, both local and international (Tran Thi Thuy Lan, 2023). This study aims to analyze and assess the influencing factors—such as attraction, accommodation, safety, transportation, and food services—on tourist loyalty within the Hanoi Old Quarter. Additionally, it explores the role and impact of satisfaction on the loyalty of both domestic and foreign tourists. Furthermore, the authors offer recommendations and solutions for stakeholders including the tourism industry, travel businesses, destination managers (such as the Hoan Kiem Lake and Hanoi Old Quarter Management Board), and governmental bodies to address, mitigate, and enhance the quality of factors affecting tourist loyalty in exploring and experiencing the Hanoi Old Quarter destination.

LITERATURE REVIEW

The authors propose a comprehensive research model by integrating insights from the key studies of Meizing Jhou and Hu Yu (2022), Biswas et al. (2020), and Le Chi Cong (2014). Jhou and Yu (2022) explore how tourist engagement influences destination loyalty through factors such as functional, perceived, and social value, as well as tourist satisfaction. They emphasize the role of tourist engagement in enhancing infrastructure quality, tourism services, and community interaction, thereby promoting satisfaction and loyalty. Similarly, Biswas et al. (2020) investigate how tourists' emotional attachment mediates the relationship between destination attributes and satisfaction, highlighting the impact of attractions, accommodation, transportation, and dining services on satisfaction, thereby enhancing the overall tourism experience. Le Chi Cong (2014) examines the relationship between destination quality

factors, satisfaction, and tourist loyalty, finding that satisfaction significantly influences loyalty intentions towards the destination. Both domestic and international studies emphasize the importance of factors such as "Attractions," "Accommodation," "Safety," "Transportation System," and "Dining Services" in assessing customer satisfaction, which affects tourists' decision to return. The proposed research model aims to understand the factors influencing "Tourist Satisfaction" as an intermediary variable in evaluating and its impact on "Destination Loyalty" of tourists in Hanoi's Old Quarter.

As tangible and intangible cultural heritage site rich in national identity, applying these variables in research at Hanoi's Old Quarter not only aims to maintain the area's valuable cultural traditions but also proposes the development of a sustainable tourism industry, enhancing potential for both domestic and international customers. Applying these variables in research at Hanoi's Old Quarter is a novel approach, as it has not been previously implemented by any authors domestically or internationally.

Through the review of domestic and international literature on tourism, particularly studies related to "tourism destinations," it is evident that most research focuses on factors such as "loyalty," "quality of tourism services," and "customer satisfaction," without a thorough evaluation of the "tourism destination" factor. Analyzing and evaluating existing research on the factors affecting tourists' loyalty to destinations, with satisfaction as an intermediary variable, reveals that many studies have addressed the analysis of factors impacting tourist satisfaction. However, in the context of Vietnam's developing economy, there remain many limitations and gaps in the research to explain these factors more accurately.

Firstly, studies on the factors influencing tourists' loyalty with satisfaction as an intermediary variable often lack clarity and consistency in defining loyalty and customer satisfaction. Each study may use different criteria to measure loyalty and satisfaction, leading to difficulties in comparing results across studies. Loyalty is a subjective perception influenced by many factors and cannot be accurately quantified.

Common measurement methods such as surveys and interviews, while useful, have certain limitations: surveys can be affected by tourists' ability to express and recall, as well as the objectivity of the questions, while interviews are time-consuming and costly, and challenging for collecting data from a large number of tourists. The criteria for evaluating tourists' loyalty can vary between individuals, depending on their preferences, needs, and travel experiences, making these measurement methods unsuitable for all types of tourism.

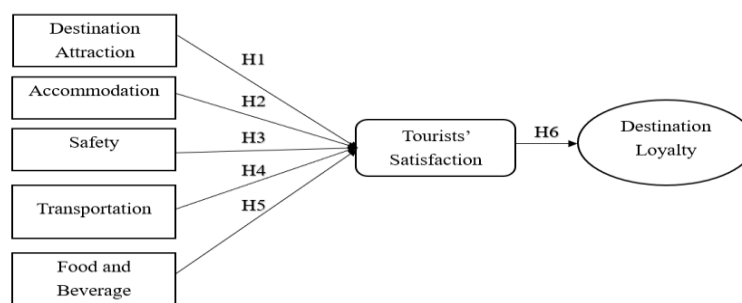
Secondly, studies on the impact of factors affecting tourists' loyalty with satisfaction as an intermediary variable can change over time due to external factors such as traffic, weather, and epidemics. Changes in personal preferences, needs, and culture can alter the prioritization in measurement scales. Measurement methods such as surveys and interviews can be influenced by various factors such as tourists' moods and previous travel experiences.

Thirdly, many research results from one tourism destination cannot be applied to another. For example, mountain tourism and beach tourism are two types of environments and terrains that are entirely different, with distinct advantages and challenges, leading to unique tourist perceptions for each destination. Although recommendations from previous studies can be applied and implemented, cost, resource, and resource constraints can impact the data collection and survey process.

RESEARCH HYPOTHESIS

Most studies by authors both domestically and internationally suggest that "Attraction", "Accommodation", "Safety", "Transportation System", and "Food and Dining Services" are important variables in assessing customer satisfaction. Consequently, tourists may choose to revisit the destination in the future based on these factors. The aim of the author group in applying these variables to the proposed research model is to discuss the factors influencing "Tourist Satisfaction" as intermediate variables in assessing the impact between these independent variables on "Destination Loyalty" of tourists in Hanoi's Old Quarter.

Figure 1. Research model



Source: Research model proposed by the author group

In a study conducted by Eusebio and Vieira (2011), it was demonstrated that various destination attributes such as accommodation, safety, transportation, attractions, and cuisine significantly affect guest satisfaction in tourism. Additionally, findings indicate that the appeal of a destination strongly influences tourist satisfaction, as highlighted by research conducted by Vengesai et al. (2009). Moreover, Söderlund and Julander (2009) underscore the positive impact of attraction on customer satisfaction. Furthermore, their research suggests that exposure to an appealing service employee triggers an evaluation process, wherein perceptions of attractiveness influence attitudes towards the service provided, ultimately leading to increased customer satisfaction. Drawing from these findings, the team proposed the following hypothesis:

H1: Destination attractions have a positive impact on tourist satisfaction in Hanoi's Old Quarter.

According to Pizam et al. (1978), tourist satisfaction is influenced by various factors, with any change in these factors affecting overall satisfaction. This includes accommodation, which is considered a crucial aspect of the customer experience (Goss-Turner, 1996). Similarly, Shin and colleagues (2020) share this viewpoint, as they identify 11 factors related to accommodation that impact customer satisfaction in their study on short-term residence services. It can be argued that the place of accommodation is a significant determinant not only of satisfaction but also of future behaviors among tourists (Christina and Qu, 2009). Based on the insights from prior research, the research team formulated the following hypothesis.

H2: Accommodation has a positive impact on tourist satisfaction in Hanoi's Old Quarter.

In the tourism sector, it is imperative for every destination to prioritize and uphold safety standards to attract visitors (Pizam et al., 1997). As highlighted by Hermawan et al. (2019), tourists often base their decision to visit a destination on its ability to provide adequate security. When a destination fails to assure the safety of tourists, it leads to dissatisfaction as visitors constantly worry about their well-being. Neumayer's study (2004) echoes similar sentiments, indicating that tourists are more inclined to travel in large numbers to destinations where safety is guaranteed in terms of tour itineraries and duration of stay. Conversely, if a destination poses a threat or falls short of safety expectations, tourists opt for alternative locations with comparable attributes but higher safety standards (Neumayer, 2004). Hence, the pivotal role of safety in tourism cannot be overlooked. Drawing from the insights of these research articles, the authors propose the following hypothesis:

H3: Destination safety has a positive impact on tourist satisfaction in Hanoi's Old Quarter.

In their research, Eusebio and Vieira (2011) underscored the significance of the transportation system as one of the five key attributes of a destination that substantially impacts tourist satisfaction levels. Beerli and Martin (2004) similarly affirm that the transportation infrastructure of a tourist destination significantly influences the overall travel experience, dictating vacation choices, destinations, and modes of travel. Moreover, Diana (2012) highlights the importance of studying and implementing strategies to enhance tourist satisfaction with transportation services within the tourism industry. To enhance services and attract more tourists, service providers and local authorities must gauge the extent to which they meet tourists' expectations (Diana, 2012). Culpán's (1987) research identifies transportation systems and management as integral components of the international tourism system, emphasizing the critical role of air, sea, and land routes, along with ancillary services such as fuel stations, vehicle repairs, motels, and rest areas for road travel. Based on these scholarly inquiries, the authors propose the following hypothesis.

H4: The transportation system has a positive impact on tourist satisfaction in Hanoi's Old Quarter.

Research indicates that culinary experiences significantly impact tourist satisfaction with a destination (Babolian Hendijani et al., 2013; Hall et al., 2003; Kivela and Crofts, 2006; Smith et al., 2010). Food not only enhances vacation satisfaction but also attracts tourists to destinations by creating enjoyable and memorable experiences (Mitchell and Hall, 2003). Dining facilities and food service experiences are recognized as crucial factors contributing to overall tourist satisfaction during their travels (Mike Rimmington and Atilla Yuksel, 1998). Numerous studies have acknowledged the importance of food service in the tourism industry and its role in shaping vacation satisfaction (Acheson, 1990; Belisle, 1983; Elmont, 1995; Finkelstein, 1988; Fox and Sheldon, 1988; Marris, 1986). Quality food and catering services are particularly influential in shaping visitors' overall satisfaction and lasting impressions of their vacation experiences (Ross, 1995). Consequently, the authors have formulated the following hypothesis.

H5: Food and catering services have a positive impact on tourist satisfaction.

Oliver (1999) contends that satisfaction with a destination is a crucial precursor to establishing tourist loyalty. Moreover, numerous studies have indicated a significant positive correlation between tourist satisfaction and loyalty (Chen and Tsai, 2007; Chi and Qu, 2008; Lee et al., 2011; Prayag, 2009; Prayag and Ryan, 2012). Satisfied tourists often engage in positive word-of-mouth sharing and are more likely to make repeat purchases of products/services (Beeho and Prentice, 1997; Bigné et al., 2005; Hallowell, 1996; Kozac and Rimmington, 2000; Lee and Lee, 2005; Pizam, 1994).

Previous research has demonstrated that customer loyalty is frequently influenced by satisfaction levels (Bitner, 1990; Bosque and Martin, 2008; Dick and Basu, 1994; Gallarza and Saura, 2006; Oliver, 1999; Yoon and Uysal, 2005). The significance of customer satisfaction and dissatisfaction underscores the anticipated impact on repeat purchase behavior and brand loyalty. Within marketing and tourism analyses, the return of tourists is often deemed advantageous (Oppermann, 2000). This is evaluated primarily because, firstly, marketing expenses to attract returning visitors are typically lower than those to attract first-time visitors; secondly, return visits signify a positive level of satisfaction; thirdly, the positive attitudes of repeat customers can enhance the likelihood of their return (Chi and Qu, 2008; Hong et al., 2009). Consequently, the authors have posited the following hypothesis.

H6: Tourist satisfaction has a positive impact on tourist loyalty to the destination.

STUDY RESULTS

Table 1. Research scale

Constructs	Items	References
Attraction	"Availability of historical sites" "Availability of natural and scenic attractions" "Variety of unique architectural style" "Availability of festivals and concerts"	Suanmali (2014), Ahn (2010)
Accommodation	"The rooms are clean" "The staff provides prompt, reliable and friendly service" "Lodging cost is in accordance with quality" "All basic facilities are available in rooms"	Omar et al. (2017), Malodia & Singla (2017), Chan (2016)
Safety	"I feel safe when I visit tourist destinations in the daytime" "I feel safe when I walk streets after dark at the destinations" "I feel safe when I use public transport for visiting" "I feel safe when I stay in accommodation at the tourist destination"	Manui & Wongsai (2017), George (2003)
Transportation	"The drivers provide prompt, reliable and friendly service" "It is easy to use local transport" "It is easy to find enough information needed to make journeys by public transport" "It was easy to buy tickets"	Bagri & Kala (2015), Truong & Foster (2006), Yuksel et al. (2016)
Food and Beverage	"Food and beverages are costly" "Food and beverages are tasty" "There is the availability of fast food in Hanoi Old Quarter" "Eating places/restaurants are clean"	Sukiman et al. (2013), Malodia & Singla (2017), Omar et al. (2017)
Tourists' Satisfaction	"I enjoy it when I visit tourist destinations in Hanoi Old Quarter" "I am satisfied with my visit to the destination" "I am pleased to have visited some places in Hanoi Old Quarter" "The trip in Hanoi Old Quarter is a good experience"	Oliver (1997), Yao (2013), Biodun (2014), Aliman et al. (2014)
Destination Loyalty	"I have the intention to revisit the Hanoi Old Quarter" "I am very likely to visit Hanoi Old Quarter again" "I will say positive things about the Hanoi Old Quarter to others"	Meijing Zhou & Hu Yu (2022)

“I am happy to recommend Hanoi Old Quarter to others”

Description of the research sample

The research involved both local and international tourists who engaged in destination tourism within Hanoi's Old Quarter. Questionnaires were distributed to gather data, resulting in 467 responses. Following screening procedures that identified and excluded 18 invalid responses, the total number of valid responses utilized for formal analysis amounted to 449.

Table 2. Research sample

No	Characteristics	Variable	Number of customers	Rate (%)
1	Gender	Male	236	52.6
		Female	213	47.4
2	Age	16-22 years old	74	16.5
		22-40 years old	176	39.2
		40-65 years old	135	30.1
		Over 65 years old	64	14.2
3	Job	Student	52	11.6
		Office staff	124	27.6
		Worker	45	10.0
		Business	106	23.6
		Other	122	27.2
4	Income	No income yet	31	6.9
		Under 500 USD	91	20.3
		500 – 1000 USD	134	29.8
		1000 – 2000 USD	124	27.6
		Over 2000 USD	69	15.4
5	Marital status	Single	70	15.6
		Dating	164	36.5
		Married	171	38.1
		Divorced	27	6.0
		Other	17	3.8

Source: Summary of survey results by the author group

The survey included 449 participants, consisting of 165 international tourists (36.7%) and 284 domestic tourists (63.3%).

Regarding gender distribution, there were a total of 236 male respondents (52.6%) and 213 female respondents (47.4%). Among international tourists, 87 were male (52.7%) and 78 were female (47.3%), while among domestic tourists, there were 149 male respondents (52.5%) and 135 female respondents (47.5%). This indicates a relatively balanced representation of genders in the survey sample.

In terms of age, the majority of tourists fell within the 22 to 40 age brackets, constituting 39.2% of the total. The next largest age group was between 40 and 65 years old, accounting for 30.1%, followed by the 16 to 22 age group at 16.5%, and those over 65 years old at 14.2%. Among international tourists, the age group of 22 to 40 was the most prevalent, making up 54.6% of respondents. This was followed by the over 65 age group at 23.0%, the 16 to 22 age group at 12.1%, and the 40 to 65 age group at 10.3%.

Regarding occupations, office workers comprised the largest segment at 27.6%, followed by other occupational groups at 27.2%, business professionals at 23.6%, students at 11.6%, and workers at 10.0%.

The data revealed that tourists came from various income brackets, with the majority falling into the upper middle-income bracket (20 - 40 million VND) and the high-income bracket (over 40 million VND). However, a significant proportion belonged to the low-income bracket (under 10 million VND) at 20.3%, and 6.9% reported having no income.

In terms of marital status, the majority of respondents were either married (38.1%) or in a relationship (36.5%). Singles accounted for 15.6%, while divorced individuals made up 6.0%, and others comprised 3.8% of the sample.

Reliability testing is based on Cronbach's Alpha scale

Table 3. Cronbach's Alpha scale

Symbol	Observed variables	Cronbach's Alpha
TH	Attraction	.799
LT	Accommodation	.866
AT	Safety	.852
GT	Transportation	.878
TP	Food and Beverage	.805
HL	Tourist satisfaction	.878
TT	Destination loyalty	.871

Source: Results obtained after running the model by the authors

For a scale to be considered effective, Cronbach's Alpha needs to be 0.7 or higher, and the Corrected Item total correlation value of the observed variables needs to be 0.3 or higher. The results of the study were very positive with all scales having Cronbach's Alpha coefficients of about 0.8 or higher. Specifically, "Attraction" reached 0.799, "Accommodation" reached 0.866, "Safety" reached 0.852, "Food, catering services" reached 0.805, both factors "Transportation system" and "Tourist satisfaction" both reached 0.878, and "Destination loyalty" reached 0.871.

Results of EFA exploratory factor testing

The proposed research model includes 7 factors along with 28 observed variables. Cronbach's Alpha test was performed to evaluate the reliability of the scales, and all observed variables were included to analyze their correlation and appropriateness. The results of KMO and Bartlett's tests are as follows:

Table 4. KMO and Bartlett's testing

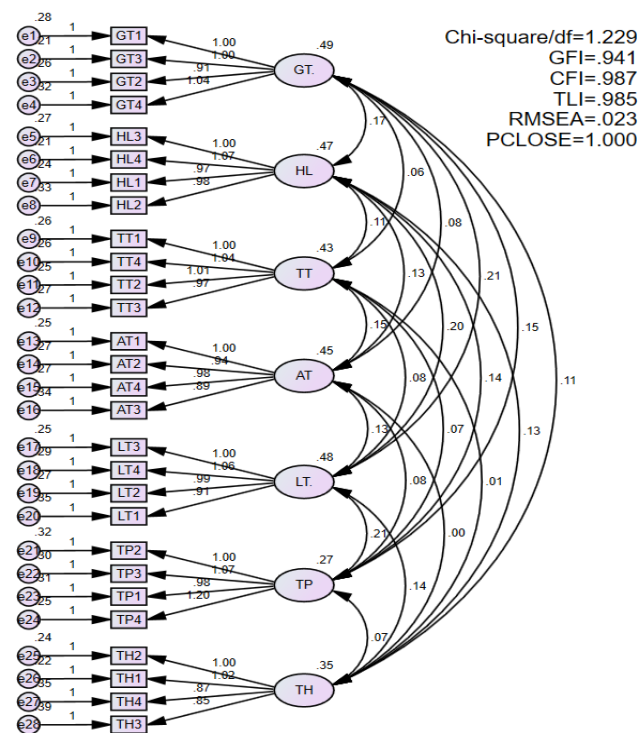
KMO Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	6067.057
	Df	378
	Sig.	.000

Source: Results obtained after running the model by the authors

The Kaiser-Meyer-Olkin (KMO) measure yielded a value of 0.870, surpassing the acceptable threshold of 0.5, indicating the suitability of the data for exploratory factor analysis (EFA). Additionally, Bartlett's Test of Sphericity returned a significance value of 0.000, lower than the standard threshold of 0.05, further confirming the adequacy of the data for EFA. Seven factors were extracted based on the criterion of Eigenvalues greater than 1, with the cumulative explained variance totaling 69.803%, exceeding the minimum threshold of 50%. This indicates a strong correlation between the observed variables and a significant ability to explain the majority of data variance (69.803%) among the 28 observed variables included in the EFA.

Following the initial EFA, the rotated factor matrix revealed that all 28 observed variables were classified into seven distinct factors. Each observed variable exhibited Factor Loading coefficients exceeding 0.5, indicating strong associations with their respective factors. No variables were eliminated during the analysis, affirming the convergent validity of the scale, and demonstrating that all observed variables contribute meaningfully to the concept under measurement.

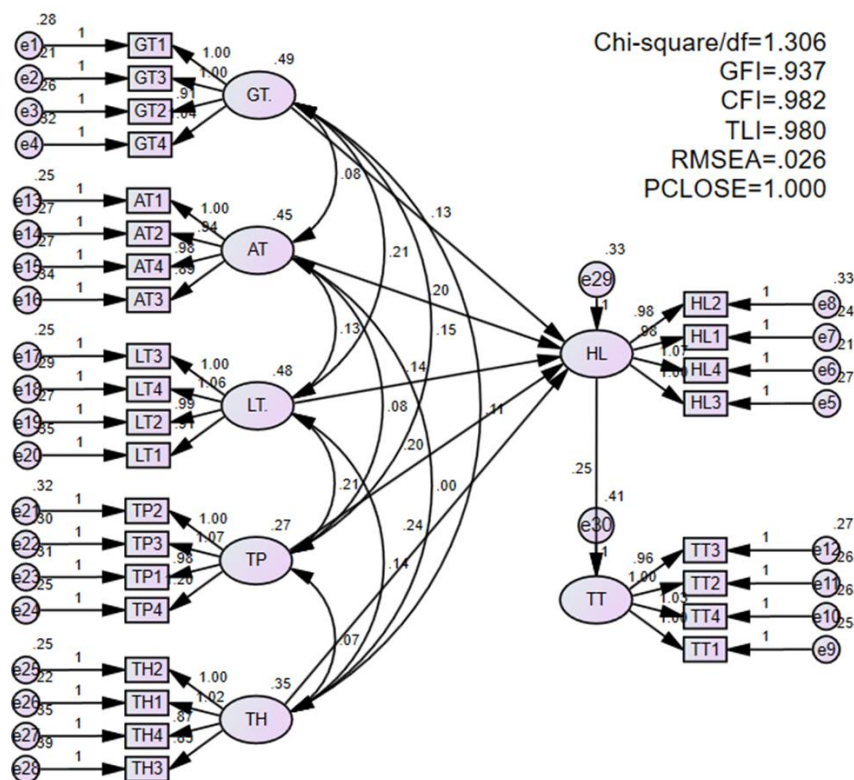
Figure 2. Results of CFA confirmatory factor testing



Source: Results obtained after running the model by the authors

Analysis results show that the CMIN/df value reaches $1.229 < 3$; CFI index reached $0.987 > 0.9$; GFI reached $0.941 > 0.8$; RMSEA is $0.023 < 0.06$, showing that the model has very good significance. Thereby, the results reflect that the proposed model is very suitable.

Figure 3. SEM analysis results with standardized coefficients



Source: Results obtained after running the model by the authors

After performing the analysis, the results were: CMIN/df value reached $2.045 < 3$; CFI index reached $0.905 > 0.9$; GFI reached $0.807 > 0.8$; RMSEA is $0.058 < 0.06$. Thus, we conclude that the research model is consistent with market data.

Table 5. Results of direct impact testing

Direct impact	Non-standardized coefficients	S.E.	C.R.	P-Value	Standardized coefficients
HL <--- GT	.133	.054	2.452	.014	.137
HL <--- AT	.199	.053	3.777	***	.195
HL <--- LT	.143	.069	2.082	.037	.145
HL <--- TP	.200	.090	2.219	.027	.152
HL <--- TH	.236	.064	3.684	***	.203
TT <--- HL	.246	.052	4.701	***	.253

Source: Results obtained after running the model by the authors

P: level of significance; *** = $p < 0,001$

All relationships within the model exhibit a p-value below 0.05, indicating their statistical significance. "Tourists' satisfaction" significantly influences "Destination loyalty" with a coefficient of 0.253. Among the factors contributing to "Tourists' satisfaction," the strongest correlation is observed with "Attraction" (0.203), followed by "Safety" (0.195), "Food and catering services" (0.152), "Accommodation" (0.145), and lastly "Transportation" (0.137).

Table 6. Results of testing intermediate effects

Direct impact	Non-standardized coefficients	Lower	Upper	P-Value	Standardized coefficients
GT --> HL --> TT	.033	.006	.071	.049	.035*
AT --> HL --> TT	.049	.024	.086	.001	.049***
LT --> HL --> TT	.035	.002	.078	.081	.037†
TP --> HL --> TT	.049	.009	.113	.039	.038*
TH --> HL --> TT	.058	.027	.102	.001	.052**

Source: Results obtained after running the model by the authors

Note: *** $p < 0.001$

** $p < 0.010$

* $p < 0.050$

† $p < 0.100$

The results show that the indirect relationship between "Accommodation" and "Destination loyalty" through "Tourist satisfaction" has P-Value index = $0.081 > 0.05$, the above data proves that this relationship is not meaningful. That is, the factor "Accommodation" has a direct impact on "Tourist satisfaction" but does not indirectly affect "Destination loyalty". On the contrary, the other P-Value indexes are all < 0.05 , showing statistical significance between the factors, meaning that these variables all have an indirect impact on tourists' "Destination Loyalty". The two variables with the biggest impact are "Attractiveness" and "Safety" both reaching 0.001.

Table 7. Results of testing the research hypotheses

Hypothesis	Items	Impact coefficient (β)	Sig coefficient (P-Value)	Inspection results
H1	Destination attraction has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.203	***	Accepted
H2	Accommodation has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.145	.037	Accepted
H3	Safety has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.195	***	Accepted

H4	Transportation has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.137	.014	Accepted
H5	Food and Beverage has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.252	.027	Accepted
H6	Tourists' Satisfaction has a positive impact on tourist satisfaction in Hanoi's Old Quarter.	.253	***	Accepted

Source: Results obtained after running the model by the authors

P: level of significance; *** = $p < 0,001$

DISCUSSION AND IMPLICATIONS

Recommendations for business strategies for travel and tourism companies in Vietnam

To start with, cultural immersion is paramount. By designing tour packages that seamlessly blend visits to historical sites with local festivals and cultural experiences, tourists can fully appreciate the rich heritage of Hanoi. Activities like lantern making and traditional cooking classes offer hands-on opportunities for tourists to engage with the city's vibrant traditions. These experiences not only deepen visitors' understanding of Hanoi's culture but also create lasting memories.

Also, ensuring tourist safety is essential. Implementing comprehensive safety protocols is crucial to safeguarding the well-being of visitors. This includes providing detailed tour itineraries that highlight potential risks, training guides in first aid and emergency response, and collaborating with reputable transportation and accommodation providers. By prioritizing safety, businesses can instill confidence in tourists and enhance their overall experience.

Moreover, culinary delights play a significant role in attracting tourists. Showcasing Hanoi's diverse cuisine through curated food tours and street food experiences can be a major draw. Emphasizing food safety and hygiene while promoting the unique flavors of Vietnamese dishes can appeal to food-loving travelers. By offering authentic culinary experiences, businesses can leave a lasting impression on visitors and encourage them to return.

Fourthly, the quality of accommodation is key to a positive tourist experience. Partnering with accommodations that prioritize cleanliness, comfort, and professionalism is essential. Transparent pricing, essential amenities, and accommodations that blend modern convenience with traditional Vietnamese design can enhance the overall stay for tourists. By providing a comfortable and welcoming environment, businesses can ensure that visitors have a memorable and enjoyable stay in Hanoi's Old Quarter.

To sum up, improving the transportation system can further enhance the tourist experience. Collaborating with reputable taxi companies, providing shuttle services, and promoting awareness of traffic laws are important steps. Offering convenient mobile applications for route lookup and ticket purchasing can also streamline the travel experience for tourists. By prioritizing convenience and safety in transportation, businesses can contribute to a seamless and enjoyable visit to Hanoi's Old Quarter.

Recommendations for the state and management agencies of Hanoi Old Quarter

To begin with, it's essential to develop high-quality human resources, especially tour guides, who play a crucial role in conveying information and creating impressions about the tourism destination. This involves comprehensive training in cultural and historical knowledge, communication skills, and proficiency in languages like English and other popular languages to meet the diverse needs of international tourists. Additionally, training programs should focus on enhancing professional skills and service attitudes for staff in related tourism fields.

In the second place, effective promotion and marketing are vital. Utilizing online channels such as tourism websites, social media platforms, and video platforms to reach potential tourists is crucial. Building engaging content and high-quality imagery/videos to showcase the attractions, experiential activities, and unique cultural beauty of Hanoi's Old Quarter is important. Moreover, strategies for international market communication, participation in international tourism fairs, and collaborations with foreign travel companies are essential. Developing unique souvenir products and utilizing technologies like chatbots for quick and convenient tourist interactions are also recommended.

Besides, improving tourism service quality through product diversification and upgrading infrastructure is key. Enhancing the quality of tour products, upgrading transportation and communication infrastructure, and improving the quality of accommodation and dining services are essential to attract and impress tourists. This includes combining traditional cultural experiences with modern activities, ensuring transportation and environmental hygiene meet tourist demands, and upgrading historical sites and accommodations.

Fourthly, preserving and promoting the heritage and cultural values of Hanoi's Old Quarter is crucial. Specific plans for conserving and revitalizing historical and cultural heritage sites need to be implemented, along with community education programs to raise awareness and encourage participation in heritage preservation activities. Traditional cultural events and festivals should also be organized to showcase the unique cultural identity of the Old Quarter to tourists.

Additionally, innovation and creativity in tourism activities, organizing unique events, and integrating technology into tourism activities or linking with nearby tourist destinations are recommended. Continuously improving and enhancing the quality of street festivals, traditional art performances, and developing mobile applications for tourism information and booking services can set the destination apart and attract tourists. Additionally, developing tour programs that combine visits to the Old Quarter with other attractive destinations in Hanoi can enrich the tourist experience.

Sixthly, encouraging the participation of organizations, individuals, and the local community in tourism development in Hanoi's Old Quarter is essential. Providing financial support, technical assistance, and training for businesses, individuals, and community members involved in tourism development, such as homestay owners, restaurants, and cafes, can help enhance the tourism offerings. Encouraging locals to participate in tourism activities, such as teaching cooking classes or traditional crafts, can provide tourists with authentic cultural experiences.

As a result, enhancing destination management and creating a safe and tourist-friendly tourism environment is crucial. Strictly monitoring and evaluating the quality of tourism services, implementing measures to prevent social ills, and ensuring a safe and clean tourism environment are essential. Enforcing laws and regulations and taking strict action against violations, such as suspending business operations or revoking licenses for serious offenses, are necessary to maintain a healthy and safe tourism environment.

LIMITATIONS AND DIRECTIONS FOR THE FURTHER STUDIES

Current research on tourist loyalty in Hanoi's Old Quarter, while valuable, suffers from two main limitations. First, the lack of variety in research methods and locations makes the findings less applicable to a wider audience. Second, these studies haven't fully explored the cultural and social factors that influence both tourists and the local community. To address these limitations, future research should focus on understanding the role of cultural value and cultural tourism in fostering visitor loyalty. This can be accomplished by combining approaches to evaluate tourist experiences with investigations into tourist behavior. Such an approach will yield a richer comprehension of how cultural experiences influence tourist loyalty and aid in the preservation of culture in Hanoi's Old Quarter.

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