

Studying Taiwanese Tourists' Satisfaction with Da Nang Beach Tourism Products - Vietnam



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ABSTRACT: Da Nang beach is very famous not only in Vietnam but all over the world. Da Nang beach tourism products are increasingly attracting international tourists, typically the market with high paying ability such as Taiwanese tourists. Studying satisfaction to improve the quality of Da Nang beach tourism products helps increase loyalty and attract visitors from the Taiwanese market. This is very necessary to promote the development of marine tourism - which is a potential tourism market to thrive in the current new normal period.

KEYWORDS: Taiwanese tourists, Da Nang beach tourism products, beach tourism development, tourism market, international tourists

1. STATEMENT OF THE PROBLEM

According to the Master Plan until 2030, the Culture, Sports and Tourism sector of Da Nang city will focus on developing strengths including resort tourism, eco-tourism and especially beach tourism. In 2005, readers of a famous US business magazine - Forbes Magazine, voted My Khe beach in Da Nang as one of the 5 most attractive beaches on the planet. Readers of TripAdvisor, a website of an American Travel Company specializing in providing travel-related reviews, voted Da Nang as "a trending destination in the world in 2020". This proves that Da Nang tourism in general, and Da Nang beach tourism in particular, are very attractive to international tourists. According to the Department of Culture, Sports and Tourism of Da Nang, in 2019, the number of international visitors reached more than 3.5 million, an increase of 22.5% compared to 2018, of which Chinese-speaking tourists are the second market, accounting for 26.55% of total visitors. Taiwanese visitors alone reached 81,114 arrivals, growing more than 2 times, rising 2 places to 6th place. Taiwanese visitors are a high-paying tourist line among the overall Chinese-speaking tourist flow and have made a significant contribution to the revenue of the tourism industry and other related industries. Most Taiwanese visitors to Da Nang participate in various types of beach tourism.

2. RESEARCH RESULTS

The survey results reflect the average value of Taiwanese tourists' satisfaction scales with Da Nang beach tourism products as assessed by 210 tourists (using a Likert scale of 1-5 corresponding to 1 is very dissatisfied, 2 is dissatisfied, 3 is average, 4 is satisfied, 5 is very satisfied). The results show that the average value of the scales ranges from average to very satisfied (ranging from 2.78 to 4.95 points), with a relatively low standard deviation – showing quite a level of concentration in tourists' answers. These results also show similarities as well as accurately reflect the results in the analysis and assessment of Taiwanese tourists' satisfaction with Da Nang beach tourism products through data analysis.

Regarding the scale "*Marine resources and infrastructure*": The results show that tourists rate satisfaction with 3.82 points, in which the observed variable: "The sea has fresh air, lots of sunshine" is the highest rating at 4.64 points. Typically, My Khe beach stretches more than 30km with fine sand, ideal curves to capture the most beautiful strips of natural sunlight. The climate in Da Nang is very suitable for tourists to visit and swim, the morning sun is mild and mild, and from about 4:00 p.m., the wind brings in sea air, making the temperature much cooler. At the same time, industrial parks are located far from residential areas and sea areas, so the sea air is always fresh, low in dust and mild.

"Clean and beautiful beach" at 4.63 points. The beaches in Da Nang are always praised for their clear blue beauty, the sea surface does not have the phenomenon of bottles or plastic floating on the sea surface, along the beach there are always many public trash bins everywhere. Coastal cleanup workers keep the seascape clean. The hotel system must also apply special wastewater treatment systems before discharging into the environment, all a closed process to keep the image of the beach clean and beautiful in the eyes of tourists. This is a plus point that helps the beach in Da Nang attract more and more Taiwanese tourists. However, the observed variable "Many types of sports and diving to see coral at sea" is only evaluated at an average level with 2.78 points. This

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shows that although Da Nang has many advantages in marine resources, the city has not yet fully exploited the sea's potential. Most Taiwanese tourists come to Da Nang beach on a tour, they just walk, swim or simply take photos, quickly check in with the sea view and then move on. At the same time, the lack of games on the sea surface, artistic photography services at sea... also reduces the attraction of sea tourism, not fully exploiting the marine economic potential. The promotion of diving tours to see coral at Bai But Son Tra is still weak, has not been promoted so few tourists know about it, plus diving costs are high so it is not as popular as other attractions. Therefore, this is also a factor to pay attention to in the future to have solutions to develop and exploit the strengths of various types of sports and diving to see coral at sea.

“Construction on the beach is suitable for the landscape” and “Ensured public toilet” scores are 3.84 points and 3.21 points for satisfaction and average, respectively. The current situation of Da Nang city in recent years has been that many coastal hotels, resorts, commercial and entertainment centers have been built, but all of them ensure the safety of construction, handling, and inspection. Control the issue of construction waste into the environment, while speeding up the construction process to minimize noise pollution. Because there are few public toilets around the beach area, and the toilets do not ensure quality and cleanliness, causing inconvenience to tourists, the public toilet factor only received an average score.

Regarding the scale "*Sea tourism environment*": The results show that tourists rate it at Satisfaction with a rating of 3.90 points. In which, observed variable:

“Friendly and hospitable people” and “Security and order in the maritime area are guaranteed” were rated very satisfied with scores of 4.95 points and 4.92 points respectively. The Central region is sunny and windy, but the people of the Central region are simple, honest and hospitable. Specific evidence for this is that Taiwanese tourists always appreciate the fact that they always receive smiles, hugs, and a warm, considerate, and polite welcome when coming to Da Nang - "city of 5 no's, 3 yes's and 4 security's". The variable "Street vendors in the beach area do not bother tourists" scored 4.35 points. According to Da Nang's policy, the entire city controls and manages so that there are no beggars, no street vendors soliciting customers, and especially on the beaches. Thanks to that, visitors can freely have fun without worrying about being bothered by street vendors. The number of Taiwanese tourists coming to this city is increasing, proving that they are very satisfied and completely assured when traveling to Da Nang because of social factors, security and safety. This is also the strength of developing Da Nang tourism in particular and Vietnam tourism in general.

However, the 4 factors Taiwanese tourists rated on average were "No garbage pollution or noise pollution" with a score of 3.20 points; "There are utility services in the surrounding area" with a score of 3.35 points; "Clean marine area" with a score of 3.32 points; "The beach is not crowded" with a score of 3.22 points. The main reason for this is that hotels and entertainment complexes around the beach are being built massively by investors, causing noise pollution, pollution from construction materials, and air pollution...; Around Da Nang beach area, there are mostly hotels and large restaurants, with few convenience stores next to the beach or along the coast. If you want to buy goods, you have to travel about 3 - 5 km away to buy them. Around the beach there are no motorbike or bicycle rental services or automatic water vending points. Furthermore, during peak hours in Da Nang, there is a phenomenon of jostling at public beaches. The number of people flocking to the beach in the early morning and late afternoon is very crowded, causing freshwater white beaches to be overloaded. Coastal parking lots have crowds waiting to pick up and park cars. Life jacket rental services also require people to wait in line to pick up items. Therefore, it is necessary to pay more attention to business management, landscape protection planning, and hygiene around the marine environment.

Regarding the scale "*Entertainment, dining, sightseeing and shopping services in the beach area*", the results show that tourists rate it at satisfaction with a score of 3.79 points. Observed variables are rated highly at a very satisfied level such as: "Abundant local sea food" is rated highest at 4.35 points - very satisfied. Da Nang is located in Central Vietnam and is the intersection of Northern and Southern cuisine, so most of Da Nang's local dishes such as pork rice paper rolls, grilled pork vermicelli, banh xeo... have the same flavor. The taste is very rich, unique and delicious. At the same time, Da Nang is also favored by nature because it has a variety of different and fresh seafood, which is a favorite dish of Taiwanese visitors to this city. "Payment via ATM card" if the customer does not have enough cash, or wants to pay via bank card, restaurants and hotels have applied payment via ATM by swiping the card. You can pay for services quickly and conveniently with a bank card. "Serving food and drinks on the sidewalk at the beach" in the evening along the beach of Da Nang, many sidewalk restaurants will appear along the beach, prices at these restaurants are often much cheaper than large restaurants, although the menu does not have a variety of options but is no less fresh than a restaurant. The owner processes the ingredients on site to suit the customer's taste. Visitors can comfortably watch the sea while enjoying local food.

The three variables that Taiwanese tourists consider satisfied are: "Prices of beach area services are listed"; "Waiting in line for service at point-of-service points"; "Diverse local specialty stores". Firstly, all restaurants, hotels, and shops selling food along the coast have specific price menus for customers, with clear preferential prices to help increase customers' choices. Secondly, although Da Nang only has 2-3 specialty stores near the beach, they are all large stores, prices are listed, products are diverse, and packaging quality is guaranteed, so customers are satisfied. It's nice to be on duty at the same time and choose to buy many different local products as gifts. Thirdly, for Taiwanese tourists, the services they choose are all high-class services, with careful preparation at each step in the travel organization process, so it is rare to wait in line for service at some spots on the beach.

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Taiwanese tourists rated 3.17 points for "The restaurant in the coastal area is clean and hygienic"; 3.02 points for "Vibrant beach area night activities" - corresponding to the average rating. Restaurants and eateries along the coast have unattractive food displays and decorations, lack of professionalism in service, there are a few popular restaurants whose floors are slippery and wet, bowls, chopsticks, cups and glasses still smell fishy or are cracked, chipping, due to the large number of customers. Customers have to wait a long time to get food are quite big minus points for this factor. Most of Da Nang's coastal areas are restaurants and hotels that operate until 11pm. The busiest evening is the East Sea Park area at My Khe beach with music and dancing activities but only last until 11pm. At night, tourists often go to the city center to have fun at bars, pubs & bistros, clubs... This shows that in the coming time, it is necessary to focus on entertainment activities, especially nighttime entertainment activities to increase the attractiveness of the destination, as well as contribute to increasing marine service revenue for Da Nang.

Regarding the scale "*Accommodation services for beach tourism*", the results show that Taiwanese tourists feel very satisfied with a rating of 4.36 points.

"Call home, use the internet easily" – 4.78 points. Most Taiwanese tourists when coming to Da Nang choose 4-5 star coastal hotels and resorts and most of these hotels are equipped with modern equipment and furniture, meeting international standards. Ensuring that office counters with computers connected to the internet or wifi signal at the hotel is always stable is always a plus point that makes Taiwanese guests satisfied when traveling, meeting their essential information exchange needs.

"Accommodation facilities suitable to guests' needs" – 4.57 points. Most Taiwanese tourists are very careful in choosing hotels. Before traveling, they receive advice from the travel agency and carefully review the facilities and amenities at the accommodation to suit their wishes. Most of Da Nang's coastal resorts and hotels have spacious, quiet, luxurious natural spaces with promotional and actual images that always meet customer expectations.

"Interior equipment in the room is comfortable and complete" – 4.49 points. "Reasonable prices at accommodation facilities" – 4.34 points. Furniture and equipment in the hotel are always imported to European standards, comfortable and in harmony with the overall context and area of the hotel and are rated very satisfied by tourists. In addition, the prices at the accommodation areas are reasonable, along with the prices are always equivalent service quality and professional service attitude; plus many incentives for customers to experience such as free airport shuttle, free breakfast, welcome fruit.... This proves that the accommodation service in Da Nang is getting better and better, meeting the conditions to meet tourists' needs.

However, the observed variable "Hotel and resort architecture is harmonious and suitable for the sea" is 4.15 points; "Medical services and customer care" are rated at 3.87 points – both at a satisfactory level. All hotels are built according to regulations facing the sea, resorts are planned to build low-rise architecture that does not obscure the sea view or be too close to the beach. Services and equipment in accommodation facilities all have colors close to nature, gently creating a pleasant feeling for customers, these are advantages that win the sympathy of customers when staying. However, at 4-5 star hotels and resorts, most only have 1-2 medical staff per shift, the shortage of medical staff limits care for tourists. Lack of basic first aid medical equipment is also a minus point for hotels. This shows that it is necessary to improve the quality of medical services serving tourists.

Regarding the scale "*Transportation services and traffic in coastal areas*", the results show that Taiwanese tourists feel satisfied with the service at a rating of 3.81 points. In which the observed variable "Safe and convenient means of transportation" is rated very satisfied by tourists - 4.21 points; "Convenient traffic" – 4.20 points. Da Nang's sea roads are all big roads, 5-star roads such as Nguyen Tat Thanh sea road, Vo Nguyen Giap sea road, Truong Sa road, Nhu Nguyet street, these are all roads that gather hotels, resorts, convenience stores, restaurants or places to organize music, dance and entertainment activities, convenient for tourists to travel and consume. Most of these roads have traffic monitoring cameras, signs prohibiting parking on even days and odd days, and trucks are regulated to operate according to hours and speed limits, ensuring safety for travelers. At the same time, transportation in Da Nang is very diverse with more than 10 large and small taxi companies serving passengers 24/7, combined with electric cars and cyclos to bring the most convenient service to customers.

Taiwanese tourists feel satisfied with the observation variable "Convenient to travel around the beach area" - 3.43 points; "Popular motorbike and bicycle rental service" – 3.41 points. This shows that traffic in the Da Nang coastal area is quite convenient, customers can rent motorbikes and bicycles at hotels and shops with rental services at reasonable prices per day, per hour but not recommended because foreign tourists do not understand Vietnam's roads and traffic culture, only a small number of young tourists will enjoy this experience. Although Taiwanese customers feel satisfied with shipping services and traffic in coastal areas, we still need to improve the quality of more professional transportation services to meet this demanding customer flow when coming to Da Nang.

The scale "*Taiwanese tourists' satisfaction with Da Nang beach tourism products*" is rated Satisfied at 3.97 points. Among them, tourists are very satisfied with the experience of beach tourism - 4.22 points. In fact, tourists most appreciate the feeling when experiencing the beauty of the beach, accommodation services, security and safety at the beach. The beach or local food are all plus points that leave a good impression in the hearts of visitors. However, the assessment scores for the observed variables "Tourists return to use beach tourism products" and "Tourists positively introduce beach tourism products to others about beach tourism products" are not high - 3.83 points and 3.87 points. This means that Da Nang beach tourism only brings Taiwanese guests experience and satisfaction when they participate in using the service. In addition, there has not been a strong impression to retain

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customers, the service is still quite simple, not yet diverse, without any highlights, customers who come once will understand everything and there are not many things left to explore and attract again and again. After that, the customer came back again. Thus, from the results, it is necessary to have policies to develop unique, new, and more attractive marine tourism products so that tourists are truly impressed, satisfied, and always want to return to use Danang beach tourism products.

3. CONCLUSION

The results of evaluating the average values of the scales as assessed by Taiwanese tourists have contributed to accurately reflecting the factors affecting Taiwanese tourists' satisfaction with Da Nang beach tourism products from average to very satisfied. Some variables observed by tourists are still underestimated such as: "Many types of sports and diving to see coral at sea"; "Vibrant night activities in the sea area"; "There is no waste pollution, no noise pollution".... This shows that there is a need for solutions to overcome limitations, focusing on increasing marine tourism activities and products that contribute to attracting tourists. This result is a scientific and practical basis for proposing solutions and recommendations to improve Taiwanese tourists' satisfaction with Da Nang beach tourism products in the near future.

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