

STUDY ABOUT THE QUALITY OF SPORT TOURISM, SATISFACTION AND FUTURE BEHAVIOR OF TOURISTS IN LAM DONG PROVINCE

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Abstract:

Using scientific research methods in Physical Training and Sport to assess the quality of sport-tourism products, satisfaction and future behavior of tourists in Lam Dong Province, as a basis for proposing a sustainable development model for sport tourism in Lam Dong Province.

Keywords: Quality, sport tourism, satisfaction, future behavior, tourists, Lam Dong province ...

INTRODUCTION

In the world, sport tourism has professionally developed and affirmed its high tourist attraction and bringing great business efficiency. Although the benefits of sport tourism have been affirmed, there are many challenges gradually appears as sport tourism appears on different scales but it is repetitive and boring. (Stevens, 2016); therefore, more in-depth studies are needed to develop sport tourism in accordance with the potential, conditions of tourism facilities and sports activities as well as destination location. Sport tourism has also begun to develop in some areas in Vietnam in recent years. However, sport tourism has not been deeply studied on the nature, model, product system and development principles, so the exploitation of this type is merely in a few monotonous products such as: Adventure sport

tourism, sports event tourism ... so the sport tourism is still a mystery that has not found a solution. Therefore, researching the quality of sport - tourism products, satisfaction and future behavior of tourists in Lam Dong Province is necessary in developing local sport tourism.

RESEARCH METHODS

During the research, we used following research methods: document analysis and synthesis, interview method, pedagogical observation method and statistical mathematical method.

RESULTS AND DISCUSSION

1. Evaluate the tourist satisfaction in the Lam Dong sport-tourism products

Survey on tourists' satisfaction in sport - tourism products in Lam Dong province through a survey of 611 visitors basing on a Liket measuring scale. The result is shown in Chart 1.

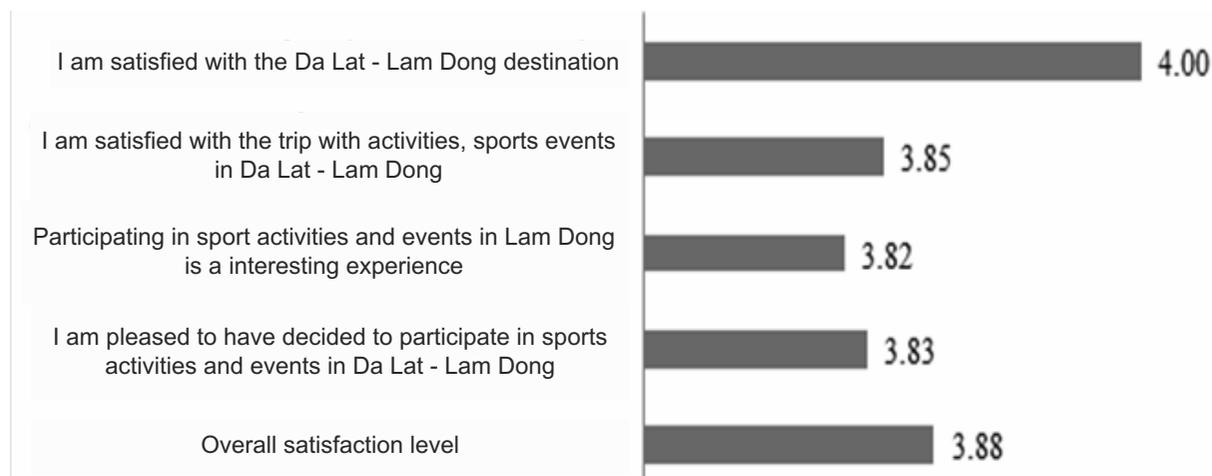


Chart 1. Tourist satisfaction in sport tourism in Lam Dong (n = 611)

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The result shows: The tourists' satisfaction level in Lam Dong sport - tourism products is quite equivalent to product's quality. Tourists are most satisfied with the Da Lat - Lam Dong destination with 4/5 points. Visitors are relatively satisfied with their trip including sport activities and events. For them, participating in sport activities and events in Lam Dong is a relatively interesting experience, the score is

3.82 / 5. Tourists were also satisfied with their decision in participating in sport activities and events in Lam Dong. In general, visitors expressed a relatively satisfaction level in sport - tourism products in Da Lat - Lam Dong.

In order to examine the influence of factors on overall visitor satisfaction, linear regression analysis was performed. The result is shown in Table 1.

Table 1. Results of linear regression analysis in sport-tourism product quality and visitor satisfaction (n = 611)

Model	b	SE	β	t	p
(Constant)	3.875	0.017		229.685	.000*
Information and organization	0.218	0.038	0.307	5.680	.000*
Destination's quality	0.33	0.028	0.451	11.929	.000*
Sport-activity organizing location	0.074	0.033	0.101	2.216	.027**
Public utilities	0.015	0.028	0.021	0.534	0.593
R ² = 0.654; R ² adjust = 0.652; F = 271.661; p = 0.000*					

* Mean p<0.005; ** Mean p<0.05

It can be seen that there are only 3 factor groups that show a statistically significant correlation and explain the level of tourists' satisfaction in sport-tourism products. The correlation level is R² = .654 with sig = 0.000 <0.005. Thus, the group of factors related to public utilities is eliminated from the research model.

The most satisfaction-influential group is the destination quality with value t = 11,929, equally 45.1% of satisfaction level. Next is information and organization. This factor group equals to 30.7% of visitors' satisfaction. The group of sport-activity organizing location only equals to 10.1% of the visitors' satisfaction with a statistical significance of 0.027 <0.05.

Thus, it can be seen that the quality of Lam Dong sport-tourism products is only above average level and depends heavily on destination quality and information - organization factor; in other words, the professional in providing products and services.

2. Assessing the future behavior of tourists about the sport-tourism in Lam Dong province

Assess the future behavior of visitors through a survey of 611 visitors basing on Likert measuring scale. Descriptive statistical results are shown in Chart 2.

Chart 2 shows that the rate, which indicates visitors are willing to return and recommend the destination of Dalat - Lam Dong, is high.

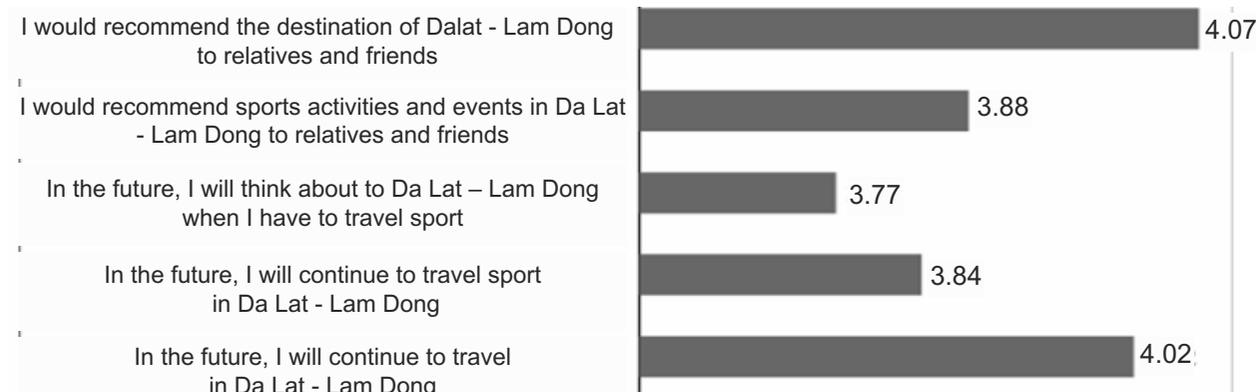


Chart 2. Future behavior of visitors to sport tourism in Lam Dong (n = 611)

However, for sport-tourism products, this level is lower, which is also fully consistent with the existing quality of products.

The research conducted regression analysis of linear correlation between satisfaction level and 3 types of behavior including return

behavior, destination-remembering behavior and friend-referring behavior. It is obvious that the tourist's satisfaction in Lam Dong's sport-tourism products has a highly-influential and direct impact on visitors' future behavior. Details are presented in Table 2.

Table 2. Results of linear regression analysis between satisfaction in sport-tourism products and visitors' future behavior (n = 611)

Model	b	SE	β	t	p
Impact of satisfaction on return behavior					
(Constant)	0.903	0.13		6.954	0
Overall satisfaction	0.781	0.033	0.701	23.665	0
R ² = 0.492; R ² ajust = 0.49; F = 560.010; p = 0.000*					
Impact of satisfaction on destination-remembering behavior					
(Constant)	0.661	0.156		4.251	0
Overall satisfaction	0.801	0.04	0.644	20.272	0
R ² = 0.415; R ² ajust = 0.414; F = 410.938; p = 0.000*					
Impact of satisfaction on friend/relatives referring behavior					
(Constant)	0.775	0.115		6.731	0
Overall satisfaction	0.826	0.029	0.761	28.249	0
R ² = 0.580; R ² ajust = 0.579; F = 797.986; p = 0.000*					

* Mean p < 0.005

Through Table 2, the correlation ranges from 41.5% to 58%. Obviously, this level is not high. Overall satisfaction level equals to 70.1% ($\beta = 0.701$) intention to return to Lam Dong 's sport tourism, 64.4% ($\beta = 0.644$) of behavior that remembers Lam Dong as a tourist destination and 76.1% ($\beta = 0.761$) of behavior that recommends Lam Dong's sport tourism to relatives and friends.

CONCLUSION

1. The satisfaction level of tourists on sport-tourism products in Lam Dong is quite similar to the product's quality. Tourists are most satisfied with the Da Lat - Lam Dong destination with 4/5 points. Visitors are relatively satisfied with their trip including sport activities and events.

2. The quality of Lam Dong's sport-tourism products is only evaluated as above the average and is highly dependent on the quality of the destination and information-organization factors, in other words, the service-providing professionalism. The tourists' satisfaction level in tourism products is much higher than that in sport-tourism.

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