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Tourists' satisfaction on cultural heritage tourism quality: An empirical study Hanoi, Vietnam

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Abstract Based on the additional Functioning Tourism System (FTS) model of Gunn (Gunn, 1988; Gunn & Var, 2002; Herrin, 2015; Huyen, 2020), the concepts of service quality and tourist satisfaction, this study proposes a model to assess tourists' satisfaction on service quality at the cultural heritage tourist destinations. The research model includes the following factors: Cuisine service, Entertainment service, Accommodation service, Transportation service, Cultural heritage knowledge service and Heritage characteristics. The study used a quantitative research method with a sample of 400 responses from domestic and international tourists. The research results show that the overall level of tourists' satisfaction about the tourist destination as well as the quality of cultural heritage tourism services in the Van Mieu - Quoc Tu Giam heritage site is good. The most satisfied tourists are the nature and characteristics of the Van Mieu - Quoc Tu Giam, followed by the cuisine service factor at this heritage site, then the cultural heritage knowledge service about the Van Mieu - Quoc Tu Giam, accommodation service and entertainment service and finally transportation service.

Keywords: tourism satisfaction, service quality, cultural heritage tourism, FTS system, the Van Mieu - Quoc Tu Giam, Vietnam

1. Introduction

To survive and develop sustainably, companies in the tourism industry must build a suitable business strategy, have a vast network, and create a reputation and customer satisfaction. Besides offering many products and preferential policies to attract customers, improving customer service quality is an essential business strategy (Parasuraman et al., 1985). Customer satisfaction is both a prerequisite for ensuring the success of companies and a manifestation of success and a point to distinguish a company from its competitors. Service quality is essential to customer satisfaction (Bharwana et al., 2013). Excellence in customer service is a sign of success in the service industry (Zeithaml, 2009). Service quality, customer satisfaction, and loyalty programs are important factors that can increase customer loyalty (Hafeez & Muhammad, 2012; Liang Kheng et al., 2010). The quality of tourism services, like services in general, is a balance between customers' perceptions and expectations (Vieira, 2005).

Hanoi is not only the capital, the political, economic, cultural, commercial and tourist centre of Vietnam, but Hanoi is also an ancient city with a history of nearly 1000 years of civilization. The Van Mieu - Quoc Tu Giam (Temple of Literature - Imperial Academy) is a charming temple complex in the centre of Hanoi and a remarkable national relic of Vietnam. The Van Mieu is a place to worship Confucius, sages and scholars, founded in 1070 at the time of Emperor Ly Thanh Tong. The temple is located south of the Imperial Citadel of Thang Long. The various pavilions, halls, statues and stone doctorate steles are places where offering ceremonies, study sessions, and the strict exams of the Dai Viet took place. The Quoc Tu Giam is Vietnam's first university which was founded in 1076, under the reign of King Ly Nhan Tong, opening an academic education in Viet Nam. For over 700 years, the Quoc Tu Giam has been the most critical education centre for training talented men nationwide. Thousands of talents have been trained from here.

The Van Mieu - Quoc Tu Giam is a well-known cultural tourism location, attracting many foreign tourists and domestic tourists. The Van Mieu - Quoc Tu Giam and 82 stone doctorate steles here are always treasures of a nation recording the tradition of the fondness of study, the practice of respecting the teachers and the talents. In March 2010, 82 doctorate steles in the Van Mieu - Quoc Tu Giam were recognized by UNESCO as a World Documentary Heritage in the Asia-Pacific region. In July 2011, they were again recognized as a World Documentary Heritage globally under Memory of the World. Although the Van Mieu - Quoc Tu Giam has such outstanding historical and cultural values, it has been more than a thousand years since the relic site is still like a hidden gem that has not been precisely planned and fully exploited its tangible and intangible cultural heritage values.

Cultural heritage tourism is a part of tourism activities and is the oldest form of tourism, having existed since the earliest days of leisure tourism. To promote the value of the Van Mieu - Quoc Tu Giam relic site and let the relic become an attractive

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historical-cultural tourist destination, connecting with other charming and tourist attractions of Hanoi city, in addition to the Government's efforts in planning, preserving, renovating, and to restore the monument, it is necessary to have in-depth studies on this relic. Besides, to understand the strengths, weaknesses, outstanding points, and advantages of this relic that satisfy tourists, it is necessary to have in-depth studies on the satisfaction of tourists when visiting this place.

Inheriting previous studies, our study will combine the factors affecting visitor satisfaction with the quality of cultural heritage tourism products. Up to now, the number of studies on cultural heritage tourism development has not been much, especially the model to assess visitor satisfaction with the quality of this type of tourism.

Our following empirical study aims to examine and evaluate the factors affecting tourist satisfaction with the quality of cultural heritage tourism in Vietnam in general and in the Van Mieu - Quoc Tu Giam relic in particular. This study proposes a model to assess tourists' satisfaction with service quality at cultural heritage tourist destinations. Most importantly, this is an overview model that can be applied to evaluate tourist satisfaction with all cultural heritage sites in the world. The research model includes the following factors: Cuisine service, Entertainment service, Accommodation service, Transportation service, Cultural heritage knowledge service, and Heritage characteristics. To conduct this study, the authors worked on a convenient sampling technique for 400 international and domestic tourists visiting this site.

We believe that our results of research contribute to the State and Vietnam tourism companies and the treasure trove of documents on the conservation and development of world cultural heritage tourism, the necessary experiences and lessons to satisfy visitors, the factors that affect visitor satisfaction on cultural heritage tourism, improve tourism quality, and ensure the maintenance and positive growth.

The structure of this article consists of five parts. After the introduction will come the research overview, methods, results, and finally, the conclusion.

2. Literature review

2.1. Cultural heritage tourism

Heritage tourism has grown exponentially over the past several decades. It is a multifaceted term manifested with a wide range of meanings, and therefore, it is not uncommon to find sometimes polarized views of it in published literature. The term cultural tourism encompasses historical sites, arts and craft fairs and festivals, museums of all kinds, the performing arts and the visual arts and other heritage sites which tourists enjoy visiting in pursuit of cultural experiences (Tighe, 1985). Heritage tourism, synonymous with cultural tourism, is experiential tourism related to visiting preferred landscape, historic sites, buildings or monuments and seeking an encounter, involvement and stimulation with nature or feeling part of the history of a place (Hall & Zeppel, 1990). Many authors have closely associated heritage tourism with the rise of postmodern tourism (Rojek, 1993; Urry, 1990). Heritage tourism sometimes overlaps with general cultural activities, but has a distinct and separate identity (Beyrouty & Tessler, 2013). Linking tourism with heritage and culture will be a benefit for the local people and the local economy. The main idea in cultural heritage tourism is to save urban heritage and culture, to share it with visitors, and to get economic benefits from tourism (Lussetyowati, 2015).

Heritage tourism is a type of tourism for practical experiences and knowledge of all that belongs to the past in relation to human life or human physical and mental activities. It is the connection of ideas in reality with what happened in the past, creating feelings of respect, pride and gratitude for the values of the past (Huyen, 2020). Furthermore, Huyen demonstrated that the potential for heritage tourism relies on the components that form the tourism system as outlined in the FTS model, including destination/attractions, transportation, information, promotion, service systems, community travel needs, and notably, safety and security. These elements are interconnected, and the absence of any one of them would hinder the existence and growth of the tourism system, affecting not only the specific tourist destination but the entire country as well.

A strong link between cultural heritage and tourism is undeniable and widely recognized by national, international and supranational institutions. The cultural heritage holds the potential to significantly influence the flow of international tourism. Beyond serving as an enrichment for individuals and communities and providing a platform for diverse cultural interactions, tourism also stands as a substantial industry contributing to the economies of European nations (Panzera et al., 2020).

Cultural heritage as part of the cultural economy is recognized for its economic value as an important source of revenue generation through tourism. There is a need to ensure that, cultural heritage and tourism assume a symbiotic relationship to achieve sustainability of the resource. The exploitation of heritage resources brings about as many pitfalls as benefits. Hence, there is a need to adopt sustainable tourism practices when dealing with heritage assets (Gurira & Ngulube, 2016).

When using services and products, any customer wants high quality. Tourism product quality differs between tourists' expectations or desires and their perceived level. This quality can be realized by providing outstanding services through competent human resources supported by appropriate infrastructure or facilities capable of delivering value (Rahmiati et al., 2020). Quality is created by providing superior products and consistently meeting or exceeding consumer expectations (Gallarza et al., 2017).

According to (Azhar et al., 2019), the company must always provide the best service to its customers, and the level of quality can be consistently achieved by improving the service and paying particular attention to the implementation of a good

service standard both internal service standards and external service standards. (Al-jazzazi & Sultan, 2017) suggest that a customer's appreciation for a particular service and their satisfaction according to expectations represents the quality of the service provided. (Mauri et al., 2013) assert that service quality is a multidimensional concept, evaluated and perceived by consumers after using the service, representing customers' basic expectations. (Bharwana et al., 2013) also find that quality is crucial in attracting new customers. Consumers not only remember excellent friendly service but also retain memories of bad experiences, and these bad experiences can strongly influence the evaluation of the overall service quality (Ghylin et al., 2008a).

Quality is vital to an enterprise, helping enterprises control their competitive position and determine market share and profits. The survival and growth of a business depend heavily on its ability to respond to changing requirements and interact with quality.

2.2. Visitor satisfaction

Visitor satisfaction is paramount to tourism (Rahmiati et al., 2020). Kotler and Keller (2021) argue that providing facilities for customers to use is to achieve the highest level of satisfaction on their part. Visitor satisfaction is the most critical component in the analysis of tourism behavior, since it affects the choice of tourism destination, the consumption of products, and the tourist's future decision to revisit the destination. Tourism satisfaction is considered the key to the success of the tourism industry. It considerably impacts the tourist's choice of the destination (Ahmed, 1991), the consumption of products and services and the decision to visit the destination in the future (Stevens, 1992). As a result, tourist satisfaction is one of the most often studied topics in the tourism industry literature due to its importance in the survival and future of tourism products and services (Gursoy et al., 2007).

Tourism satisfaction has been perceived as the result comparing the tourists' perception of the goods and services they receive and the expectation generated before and during the trip. Tourism satisfaction has been associated with quality and commitment (Parasuraman et al., 1985). Tourists assess the quality of a service or product in connection with satisfying their primary and secondary needs. Recent research shows that meeting basic tourism needs is insufficient to retain customers. More is needed, particularly the satisfaction of secondary needs - mainly social and psychological – so travelers will be loyal to a tourism services business. Tourism businesses must cause "excitement" to customers, exceeding their expectations and desires.

Tribe and Snaith (1998) define tourists' satisfaction with a destination as the degree to which a tourist's assessment of the attributes of a destination exceeds his or her expectations for those attributes. Sukiman et al., (2013) confirm as a post-purchase construct is related to how much a consumer likes or dislikes a service or product after experiencing it (Pizam et al., 1978) also define tourist satisfaction as the results of the comparison between "a tourist's experience at the destination visited and the expectations about the destination". Kozak and Rimmington (2000) state tourist satisfaction with a destination rather than with a facility might create repeat visits. This highlights the importance of destination management in directing tourism supply and ensuring the needs of tourists.

Service quality is an essential tool for a firm to strive to differentiate itself from its competitors (Ladhari, 2008). Ghylin et al., (2008b) state that, by determining service quality, companies can provide services with a higher level of quality, thereby increasing customer satisfaction. According to (Parasuraman et al., 1985) and (Ladhari, 2008), service quality is expressed through intangibility, heterogeneity and inseparability.

Service quality evaluation is based on customer expectations (Asubonteng et al., 1996). Customer expectations are the consumer's desires, which they feel the service provider should provide rather than provide (Parasuraman et al., 1988).

Douglas and Connor (2003) emphasizes that consumers' perception of quality has increased and as a result, quality requirements have become more stringent and they are less tolerant of quality deficiencies. Service quality is assessed not only on the final outcome but also on how it is provided and its ultimate impact on consumer perception.

2.3. Measuring visitor satisfaction

Based on three components: technical quality, functional quality and image, with the argument that the customer expectations are influenced by traditional marketing and other external influences, (Gronroos, 1984) formulated a service quality research model. Because only three criteria affect service quality, measurement based on this model is challenging to implement and often does not go into specific details. Based on (Gronroos, 1984)'s model idea, (Parasuraman et al., 1985) established a model to measure perceived service quality called SERVQUAL with ten determinants. The model was revised in 1988 with five components: tangible media, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Afterward, (Cronin & Taylor, 1992, 1994) proposed the SERVPERF model, suggesting that perceived differences in customer service ratios best reflect service quality.

In addition to the above models, (Gunn & Var, 2020) built the functioning tourism system model from the tourism supply and demand perspective. The sphere is determined by measuring interest, desire, financial capacity, time and physical ability to travel. The supply side is determined through the following five critical macro-level components: (1) Destinations/Attractions are cultural heritage with evaluation criteria: historical specificity, cultural values, types of tourism, attractive scenery,

indigenous peoples, instructions and notes of artifacts, tour guide visit, introduce the heritage; (2) Service is a system of services to meet tourists' needs for cuisine, entertainment, accommodation and other needs with the following evaluation criteria: diversity of services (many choices); service cost (high, low, medium), services quality; (3) Traffic includes transport infrastructure (highways, waterways, airways) and means of transport for tourists, with the following evaluation criteria: convenience, reasonable prices; multiple vehicles, driver's demeanour and professionalism, and safety; (4) Information and promotion with evaluation criteria: frequency of communication and promotion, various types of advertising and promotion, ease access; perceptions of the local people; (5) Safety and security with evaluation criteria: good safety and security, do not steal or rob, not life-threatening, there is no thrust when using the services.

Considering theoretical studies and empirical models to evaluate service quality, the authors used the functional tourism system model (Gunn & Var, 2020) to assess the impact of cultural heritage tourism service quality on customer satisfaction when using the service. We believe this model has many advantages, has undergone specific evaluations and tests, and has been chosen by many authors as a research model in recent years. Using this model will give better results because it has a shorter set of questions, is not dull and saves visitors time to answer.

3. Research method

3.1. Research hypotheses and model

Based on a research overview on the impact of factors on tourist satisfaction, our research proposes the following hypotheses:

- H1: Characteristics and properties of cultural heritage sites positively influence visitor satisfaction.

The characteristics and properties of cultural heritage sites are reflected in historical traits, cultural values, tourism types, exciting landscapes and indigenous peoples. Most studies have found a positive impact of destinations (including cultural heritage destinations) on visitor satisfaction (Aprilia et al., 2022; Giao et al., 2021; Kozak & Rimmington, 2000; Lopez-Guzman et al., 2018; Saleem & Umar, 2023; Sangpikul, 2018; Yap et al., 2018).

- H2: Cuisine service positively influences visitor satisfaction.

At tourist attractions, culinary services always play an essential role in satisfying visitors. The richness of types, the content of dishes, service prices, service quality, food hygiene and safety ... are the criteria for assessing the quality of culinary services at the destination. Most studies have found a positive impact of this factor on visitors (Giao et al., 2021; Kozak & Rimmington, 2000; Nguyen, 2021; Piramanayagam et al., 2020; Saleem & Umar, 2023).

- H3: Entertainment services positively affect visitor tourist satisfaction.

Tourism is itself a recreational activity. Therefore, the variety of service types, entertainment content, service prices and service quality at the destination always attracts and increases visitor satisfaction. Previous studies have found a positive relationship between entertainment services and visitor satisfaction (Giao et al., 2021; Nguyen, 2021).

- H4: Accommodation services positively affect visitor satisfaction.

Accommodation is one of the basic human needs. Therefore, anywhere, visitors are also interested in accommodation services. That has made accommodation quality an essential determinant of tourist satisfaction. Visitors are interested in the variety (variety of options) of accommodation facilities, service prices (high, low and medium), quality of accommodation facilities and customer support services. A positive relationship between accommodation facilities and visitor satisfaction can be found in the studies of (Grobelna & Marciszewska, 2013; Kozak & Rimmington, 2000).

- H5: Transportation services positively affects visitor satisfaction.

Means of transport serving the needs of travel in general and moving at the destination is also a critical factor that strongly influences the satisfaction of tourists. The convenience and variety of means of transport, service prices, vehicle types, drivers and safety are always appreciated. Many studies have also confirmed the positive relationship between transportation services and visitor satisfaction (Giao et al., 2021; Martin et al., 2021; Nguyen, 2021; Smith, 2009).

- H6: Cultural heritage knowledge services positively influence visitor satisfaction.

Satisfying the need for a deep understanding of the destination, especially the cultural heritage, is one factor that increases visitor satisfaction. Therefore, knowledge about cultural heritage must be provided simultaneously from many sides, such as from the communication system, guides, presenters, narrators, and demonstrators at heritage sites. This service is evaluated through the criteria of frequency of advertising, information channels, events, awareness of indigenous people on heritage conservation, indications, annotations of artefacts, gender, etc. Several studies have confirmed the positive relationship between cultural heritage knowledge services to visitor satisfaction (Saleem & Umar, 2023).

Based on the above research hypotheses, the proposed research model is as follows:

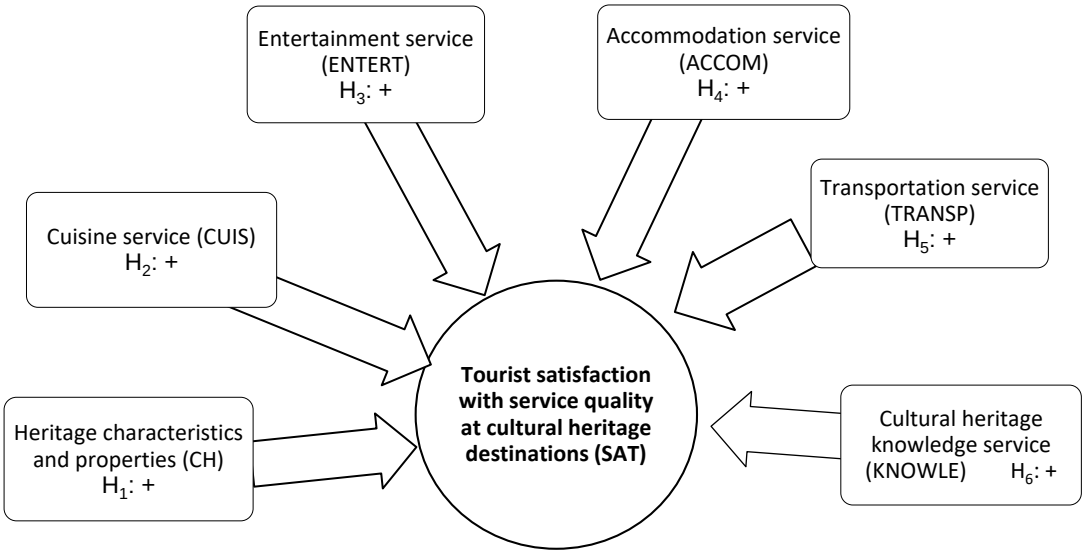


Figure 1 Overview of the research model.

3.2. Research sample

The data collection process is conducted according to the following steps: The authors arranged a time to go to the Van Mieu - Quoc Tu Giam on Saturdays and Sundays of the weekend from 8 am to 10 a.m and 3 pm to 5 pm. The authors approached tourists to this relic and interviewed and filled out questionnaires. On average, each author reached 20 people per day. The authors spent 6 days from June to October (2019) to collect data.

To ensure the necessary sample size and increase the persuasiveness of the research results, the authors decided to ask 400 detailed questionnaires to 400 tourists visiting the Van Mieu - Quoc Tu Giam, Hanoi, Vietnam. Questionnaires were distributed to all tourists at the Van Mieu - Quoc Tu Giam heritage site until the required responses were collected, with five questions related to personal information surveyed (age, gender, nationality, occupation, visit to the heritage alone or with someone) and 39 questions related to 7 elements to assess cultural heritage tourism quality and visitor satisfaction at the Temple of Literature - Quoc Tu Giam. To collect research data, the authors interviewed each visitor through a detailed questionnaire to limit the understanding of the selected customer's questionnaire as well as they can give the most appropriate answer. Because some visitors who answered incompletely were excluded, to collect enough 400 valid votes, the authors asked 423 visitors who agreed to participate in the survey. The collected survey data were updated, cleaned and analyzed with the support of SPSS 20 software. Likert psychological scale with five typical levels of “1-Strongly disagree, 2-Disagree; 3-Neutral; 4-Agree; 5-Strongly agree” will be used for the survey questionnaire.

The steps for data analysis are as follows: Prepare the data file, making sure it is organized correctly with corresponding variables and values. Then, enter data directly in the Data Editor (can be edited to clarify more information). Then, choose appropriate commands to analyze data such as frequency statistical analysis, descriptive statistical analysis, reliability analysis, exploratory factor analysis, correlation analysis, regression analysis, and test the parameters. Finally, get the results and export the file.

The characteristics of the survey subjects are shown in Table 1.

Table 1 shows the characteristics of the respondents. The selected respondents consisted of 400 international and domestic visitors from 3 different national groups, of which 75.2% came from a group of countries with very high Human Development Index, 22.5% came from a group of countries with high Human Development Index, whereas 2.3% from a medium HDI national group, no visitors in the low Human Development Index group or the group of other countries or territories in this research sample. Respondents are in a variety of jobs; most of them were employees, followed by business managers and students. Most respondents went to the heritage for the first time accounting for 81.5%, whereas 6.5% went for the second time and 11.8% of visitors more than twice. The tourists who travelled to heritages with the primary purpose of discovering and admiring the heritage account for 78.5%, learning and researching about the heritage account for 70%, whereas 14.5% for rest and entertainment, 1% of respondents were looking for business opportunities and 1.3% for other purposes.

Table 1 Profiles of respondents.

Variable		Frequency (people)	Percent (%)
Gender			
	Male	179	44.8
	Female	220	55.0
	Others	1	0.3
Age			
	<24 years or less	144	36.0
	25 - 35 years	150	37.5
	36 - 55 years	59	14.8
	>56 years or more	47	11.8
National group (ranked by Human Development Index)			
	Very high	301	75.2
	High	90	22.5
	Medium	9	2.3
	Low	0	0
Occupation			
	Government officials	21	5.3
	Business Managers	86	21.5
	Staffs	141	35.2
	Students	79	19.8
	Unemployment	13	3.2
	Retirement	14	3.5
	Others	46	11.5
Visiting the heritage			
	Family	158	39.5
	Friends	178	44.5
	Colleagues	28	7.0
	Alone	36	9.0
Coming to the heritage			
	The first time	326	81.5
	The second	26	6.5
	>2	47	11.8
Length of stay (days)			
	1-2	109	27.3
	3-5	149	37.3
	5-7	42	10.5
	>7	100	25
Intends to return to heritage			
	Yes	201	50.3
	No	58	14.5
	Unknown	141	35.3
Willingness to recommend heritage to others			
	Yes	312	78
	No	15	3.8
	Unknown	73	18.3
Purpose of visiting heritage			
	Learn and research about the heritage	280	70.0
	Admire and explore the heritage	314	78.5
	Rest and entertainment	58	14.5
	Looking for business opportunities	4	1.0
	Others	5	1.3

Note: N is the number of samples = 400.
Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

4. Findings

4.1. Reliability analysis

The analysis results in Table 2 show that the lowest level of tourists' assessment of the Van Mieu – Quoc Tu Giam heritage site is 1, the highest level is 5, the mean values are more significant than 3, and the standard deviations are pretty

minor (are all less than 1). Only for the observed variable "safety" is the standard deviation greater than 1 showing that the safety assessments at this heritage site have a rather significant difference. Thus, the initial overview shows that the satisfaction level of tourists with the quality of services at the Van Mieu – Quoc Tu Giam is quite good.

Tourists' satisfaction with characteristics of heritage (SATI1), cuisine service (SATI2) and accommodation (SATI4) are good, with mean values of 4.4225, 4.1275 and 4.1375, higher than the remaining services. The satisfaction level of tourists with entertainment service (SATI3), transportation service (SATI5) and service heritage knowledge (SATI6) is quite good, with mean values of 3.9100, 3.6125 and 3.8075. However, the general satisfaction (SATIG) is reasonable, with a mean value of 4.2375. We need to find out which factor is the most influential and positively impacts tourists' overall satisfaction through the next EFA step.

Five observed variables from CUIS8 measure the cuisine service factor in the research model to CUIS12. The results in Table 2 show that Cronbach's Alpha is 0.8390 > 0.6, and the Corrected Item-Total Correlation of the observed variables are all greater than 0.3 (0.6633, 0.6390, 0.7167, 0.6666, 0.5358 respectively). The removal of observed variables does not increase Cronbach's Alpha coefficient anymore. So, the cuisine service factor scale is reliable when measured by five observed variables from CUIS8 to CUIS12.

Similar analysis with the remaining factors shows that the scales of factors entertainment service, accommodation service, transportation service, characteristics of heritage, and heritage knowledge service are reliable when measured by observed variables respectively from ENTERT14 to ENTERT18, ACCOM20 to ACCOM24, TRANSP26 to TRANSP30, CH1 to CH5 and KNOWLE32 to KNOWLE38.

Six observed variables from SATI1 to SATI6 measure the dependent variable (general satisfaction). The reliability statistics on SPSS 20 show that Cronbach's Alpha is 0.8850 > 0.6, and the Corrected Item-Total Correlation of the observed variables is more significant than 0.3. Removing the observed variable no longer increases Cronbach's Alpha coefficient anymore. So, the scale of this variable is reliable when measured by six observed variables from SATI1 to SATI6.

Table 2 Reliability Statistics of Scales.

Observed variables/ Scales	Code	Min	Max	Mean	Std. Deviation	N of items	Cronbach's Alpha (CA>=0.6)	Corrected Item-Total Correlation (>=0.3)	Cronbach's Alpha if Item deleted (CA>=0.6)
Characteristics of heritage						5	0.7330		
Special/ unique in heritage history	CH1	1	5	4.3825	0.69093			0.5286	0.6768
Rich cultural value	CH2	1	5	4.4400	0.67642			0.5449	0.6720
Numerous types of tourism	CH3	1	5	3.8625	0.88064			0.4522	0.7098
Attractive scenery	CH4	1	5	4.3325	0.73026			0.5061	0.6833
Indigenous peoples are friendly and hospitable	CH5	1	5	4.2350	0.81636			0.4702	0.6980
Cuisine service						5	0.8390		
Variety in terms of cuisine types	CUIS8	1	5	4.0700	.92587			0.6633	0.8005
Reasonable prices	CUIS9	1	5	4.2175	.83782			0.6390	0.8073
Attractive dishes	CUIS10	1	5	4.1125	.85830			0.7167	0.7858
Good service qualities	CUIS11	1	5	3.9600	.83074			0.6666	0.8002
Safety food	CUIS12	1	5	3.6875	.92030			0.5358	0.8366
Entertainment service						5	0.8830		
Variety of entertainment types	ENTERT14	1	5	3.8575	.83603			0.7414	0.8533
Reasonable prices	ENTERT15	1	5	4.0175	.84497			0.6395	0.8768
Intriguing entertainment content	ENTERT16	1	5	3.8600	.84983			0.7668	0.8472
Excellent folk arts	ENTERT17	1	5	3.8725	.87359			0.7415	0.8532
Good service qualities	ENTERT18	1	5	3.9325	.81215			0.7107	0.8606
Accommodation service						5	0.8810		
Variety of accommodation types (hotel, motel, home-stay, hostel…)	ACCOM20	1	5	4.3025	.80785			0.6902	0.8614
Reasonable prices	ACCOM21	1	5	4.2050	.78710			0.7369	0.8505
Full facilities	ACCOM22	1	5	4.0150	.81942			0.7222	0.8538
Good service qualities	ACCOM23	1	5	4.0850	.80896			0.7649	0.8435

Good customer service (Local tour connection, logistics, information…)	ACCOM24	1	5	4.1050	.78455			0.6610	0.8679
Transportation service						5	0.7700		
Advantage	TRANSP26	1	5	3.8975	.91053			0.5676	0.7194
Reasonable prices	TRANSP27	1	5	4.0750	.84627			0.5577	0.7244
Numerous vehicles (taxi, trams, motorcycle-taxi, trains…)	TRANSP28	1	5	4.0900	.89100			0.5326	0.7313
Behavior and professionalism of the drivers	TRANSP29	1	5	3.5975	.98637			0.5685	0.7186
Safety	TRANSP30	1	5	3.2900	1.03614			0.4925	0.7483
Heritage knowledge service						7	0.8480		
Frequency of the advertise about heritage destinations	KNOWLE32	1	5	3.7025	.87802			0.7023	0.8126
Rich information channels	KNOWLE33	1	5	3.5850	.88868			0.7626	0.8028
Easy access to information	KNOWLE34	1	5	3.9200	.83986			0.6738	0.8176
Numerous of heritage events	KNOWLE35	1	5	3.8075	.85280			0.6708	0.8178
Awareness of indigenous people about heritage conservation is high	KNOWLE36	1	5	3.7150	.87504			0.5757	0.8320
Instructions, notes of artifacts are clear, detailed and scientific	KNOWLE37	1	5	4.0200	0.84046			0.4126	0.8546
Tour guides present about heritages are qualified, clear and professional	KNOWLE38	1	5	3.8075	0.87025			0.4636	0.8483
General satisfaction						7	0.885		
Satisfied with heritage characteristics	SATI1	2	5	4.4250	.60439			0.7338	0.8458
Satisfied with the cuisine service	SATI2	2	5	4.0300	.48444			0.4320	0.8944
Satisfied with the entertainment service	SATI3	2	5	4.2350	.55727			0.6668	0.8693
Satisfied with the accommodation service	SATI4	2	5	4.2150	.58277			0.5898	0.8793
Satisfied with the transportation service	SATI5	2	5	4.2050	.55565			0.7577	0.8579
Satisfied with the heritage knowledge service	SATI6	2	5	4.2725	.61984			0.7229	0.8623
Satisfied with all of services	SATIG	3	5	4.1575	.48815			0.7274	0.8635

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

4.2. Exploratory factor analysis

The results of exploratory factor analysis (EFA) for 32 observed variables belonging to 6 components of the scale of cultural heritage tourism quality showed that the coefficient KMO = 0.914>0.5, p-value (sig.) = 0.000<0.05. The results demonstrate the suitability of the data used for exploratory factor analysis. The observed variables in the study are correlated and satisfy the conditions for factor analysis. Factor Loading FL>3 proves the correlation relationship between the observed variables and the independent variables.

Table 3 KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.914
Bartlett's Test of Sphericity	Approx. Chi-Square	6359.074
	df	496
	Sig.	.000

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Table 4 shows the results of the Total Variance Explained. Accordingly, the smallest value of Eigenvalue at factor 7 is 1,082 > 1, proving that all 7 factors are extracted and are consistent with the analytical model (showing the best data characteristics). Table 4 also shows the % cumulative variance as 63.976%>50%. Thus, the 7 factors extracted explain 63.976% of the data variability of all observed variables participating in EFA.

Table 4 Total Variance Explained.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.034	31.357	31.357	10.034	31.357	31.357	3.853	12.040	12.040
2	3.054	9.544	40.901	3.054	9.544	40.901	3.622	11.317	23.357
3	1.930	6.031	46.932	1.930	6.031	46.932	3.480	10.877	34.233
4	1.647	5.147	52.079	1.647	5.147	52.079	3.066	9.582	43.815
5	1.460	4.563	56.642	1.460	4.563	56.642	2.655	8.296	52.111
6	1.265	3.953	60.595	1.265	3.953	60.595	2.244	7.012	59.123
7	1.082	3.381	63.976	1.082	3.381	63.976	1.553	4.853	63.976

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Table 5 shows the results of the Rotated Component Matrix. Accordingly, there are 7 factors representing the characteristics of the extracted data. In which, the 7th factor contains 4 observed variables that are in other groups which are variables KNOWLE38, CUIS12, TRANSP29 and TRANSP30. KNOWLE38 loaded onto 3 factor groups 1, 5, 7 with FL coefficients of 0.395, 0.304 and 0.305 respectively; CUIS12 loaded onto 3 factor groups 1, 5, 7 with FL coefficients of 0.319, 0.537 and 0.376 respectively; CH3 loaded onto 3 factor groups 1, 3, 5 with FL coefficients of 0.333, 0.347 and 0.415 respectively; TRANSP29 loaded onto two factor groups 6 and 7 with FL coefficients of 0.492 and 0.566, respectively. Matt C. Howard (2016) believes that, if an observed variable loads on two factors but the difference in the loading factor is less than 0.2, the observed variable should be considered for removal. Therefore, all observed variables KNOWLE38, CUIS12, CH3 and TRANSP29 will be removed from the model.

The 7th group of factors remains a TRANSP30 variable. According to Trong & Ngoc (2008), the minimum number of observations required for a factor will be 2 observations and also according to these 2 authors, 3 is the minimum number of observations to ensure sufficient conditions to implement Cronbach's Alpha. Therefore, with only one observed variable TRANSP30, the 7th group of factors in the rotated component matrix will be removed from the model.

Thus, the observed variables have formed 6 most suitable factors are (1) the first factor group "Heritage knowledge service" with 5 observed variables KNOWLE32 "Frequency of the advertising about heritage destinations", KNOWLE33 "Rich information channels", KNOWLE34 "Easy access to information", KNOWLE35 "Numerous of heritage events", KNOWLE36 "Awareness of indigenous people about heritage conservation is high".

The second factor group "accommodation service" with 5 variables ACCOM20 "Variety of accommodation types (hotel, motel, home-stay, hostel…)", ACCOM21 "Reasonable prices", ACCOM22 "Full facilities", ACCOM23 "Good service qualities", ACCOM24 "Good customer service (Local tour connection, logistics, information…)".

The third factor group "entertainment service" includes 5 observed variables ENTERT14 "Variety of entertainment types", ENTERT15 "Reasonable prices", ENTERT16 "Intriguing entertainment content", ENTERT17 "Excellent folk arts", ENTERT18 "Good service qualities".

The fourth factor group "cuisine service" with CUIS8 "Variety in terms of cuisine types", CUIS9 "Reasonable prices", CUIS10 "Attractive dishes", CUIS11 "Good service qualities".

The fifth factor group "Characteristics of heritage" includes CH1 "Special/ unique in heritage history", CH2 "Rich cultural value", CH4 "Attractive scenery", CH5 "Indigenous peoples are friendly and hospitable" and KNOWLE37 "Instructions, notes of artifacts are clear, detailed and scientific" (this variable best describes the characteristics of the fifth factor group, not the first factor group's characteristics as initially assumed).

The sixth factor "transportation service" includes 3 observed variables TRANSP26 "Advantage", TRANSP27 "Reasonable prices", TRANSP28 "Numerous of vehicles (taxi, trams, motorcycle-taxi, trains…)".

Table 5 Rotated Component Matrix.

	Component						
	1	2	3	4	5	6	7
KNOWLE33	0.830						
KNOWLE32	0.778						
KNOWLE34	0.755						
KNOWLE35	0.746						
KNOWLE36	0.681						
KNOWLE38	0.395				0.304		0.305
ACCOM23		0.811					
ACCOM24		0.781					
ACCOM21		0.774				0.306	
ACCOM22		0.737					
ACCOM20		0.715					
ENTERT14			0.776				
ENTERT16			0.773				
ENTERT17	0.335		0.722				
ENTERT15			0.706				
ENTERT18			0.677				
CUIS10				0.802			
CUIS8				0.721			
CUIS9				0.719			
CUIS11				0.688			
CUIS12	0.319			0.573			0.376
CH2					0.763		
CH1					0.738		
CH4					0.595		
CH5					0.486		
KNOWLE37					0.462		
CH3	0.333		0.347		0.415		
TRANSP28						0.705	
TRANSP27						0.700	
TRANSP26						0.589	
TRANSP30						0.373	0.746
TRANSP29						0.492	0.566

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 11 iterations.

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Exploratory factor analysis EFA with dependent variable "general satisfaction"

The results of exploratory factor analysis EFA from data with dependent variable "general satisfaction" form only one factor, with KMO = 0.891>0.5 (Appendix 1), p-value (sig.) = 0.000 < 0.05, Factor loading coefficients of all variables are greater than 0.3, total variance extracted = 59.929% >50% (Appendix 2). Thus, the "general satisfaction" scale is a unidirectional scale that only forms a single factor with 6 observed variables: SATI1 "Satisfied with heritage characteristics", SATI2 "Satisfied with the cuisine service", SATI3 "Satisfied with the entertainment service", SATI4 "Satisfied with the accommodation service", SATI5 "Satisfied with the transportation service" and SATI6 "Satisfied with the heritage knowledge service" (Appendix 3).

So, after the results of exploratory factor analysis EFA, the proposed research model and initial research hypotheses are found to be completely appropriate.

4.3. Evaluation of the correlation between concepts

Table 6 shows the results of Pearson correlation analysis that the values of Sig. (2-tailed) are all less than 0.05, therefore, the independent variables SATI1 to SATI6 are all correlated with each other and linearly correlated with the dependent variable SATIG "general satisfaction" at the 99% confidence level (corresponding to the significance level 1%=0.01). Therefore, when building the regression equation, we need to consider whether the phenomenon of autocorrelation and multicollinearity occurs in the research model or not.

Table 6 Correlations.

		SATIG	SATI1	SATI2	SATI3	SATI4	SATI5	SATI6
SATIG	Pearson Correlation	1	0.608**	0.588**	0.553**	0.486**	0.467**	0.496**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	400	400	400	400	400	400	400
SATI1	Pearson Correlation	0.608**	1	0.376**	0.434**	0.325**	0.320**	0.264**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000
	N	400	400	400	400	400	400	400
SATI2	Pearson Correlation	0.588**	0.376**	1	0.424**	0.326**	0.384**	0.361**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000
	N	400	400	400	400	400	400	400
SATI3	Pearson Correlation	0.553**	0.434**	0.424**	1	0.437**	0.346**	0.276**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000
	N	400	400	400	400	400	400	400
SATI4	Pearson Correlation	0.486**	0.325**	0.326**	0.437**	1	0.238**	0.276**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000
	N	400	400	400	400	400	400	400
SATI5	Pearson Correlation	0.467**	0.320**	0.384**	0.346**	0.238**	1	0.398**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000
	N	400	400	400	400	400	400	400
SATI6	Pearson Correlation	0.496**	0.264**	0.361**	0.276**	0.276**	0.398**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	400	400	400	400	400	400	400

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

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

4.4. The standardized regression equation

With Enter method, suppose Y is the overall satisfaction, X1 is the satisfaction with heritage characteristics, X2 is the satisfaction with the cuisine service, X3 is the satisfaction with the entertainment service, X4 is the satisfaction with accommodation, X5 is the satisfaction with transportation service, X6 is the satisfaction with heritage knowledge service and ε is error terms, we have the following standardized regression equation:

$Y=\beta 1.X1+\beta 2.X2+\beta 3.X3+\beta 4.X4+ \beta 5.X5+\beta 6.X6+\varepsilon$

Table 7 shows that Adjusted R Square is 0.636, it means that 6 independent variables X1, X2, X3, X4, X5, X6 affect 63,6% of dependent variable Y, the rest are due to out of model variables and error terms; Durbin-Watson =1.809 with N=400, k=6 (X1,X2, X3, X4, X5, X6), we apply the Durbin-Watson significance table with significance level of 0.05 (5%), find that 1.806<DW=1.809<1.866. Therefore, there is no first-order autocorrelation in the model.

Table 7 Model Summary[b].

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.801[a]	.641	.636	.41640	1.809

a. Predictors: (Constant), SATI6, SATI1, SATI4, SATI5, SATI2, SATI3

b. Dependent Variable: SATIG

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Table 8 shows the Sig value of the F-test equals 0.000<0.05. So, the linear regression equation model is suitable for the population.

Table 8 ANOVA[a].

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.859	6	20.310	117.137	.000[b]
	Residual	68.141	393	.173		
	Total	190.000	399			

a. Dependent Variable: SATI

b. Predictors: (Constant), SATI6, SATI1, SATI4, SATI5, SATI2, SATI3

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Table 9 shows the Sig values of the t-test equals are all less than 0.05, the VIF coefficients are all less than 10, so the model does not have multicollinearity.

Table 9 Coefficients[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.271	.167		-1.624	.105		
	SATI1	.284	.032	.312	8.878	.000	.737	1.357
	SATI2	.201	.030	.241	6.657	.000	.695	1.439
	SATI3	.144	.035	.155	4.140	.000	.654	1.530
	SATI4	.125	.027	.159	4.587	.000	.759	1.318
	SATI5	.105	.035	.105	2.978	.003	.738	1.355
	SATI6	.191	.033	.198	5.743	.000	.770	1.299

a. Dependent Variable: SATIG

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

So, the standardized regression equation is shown as:

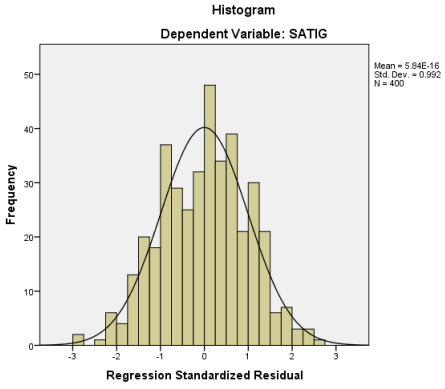
$Y = 0.312.X1 + 0.241.X2 + 0.155.X3 + 0.159.X4 + 0.105.X5 + 0.198.X6 + \varepsilon$

4.5. Testing the research model

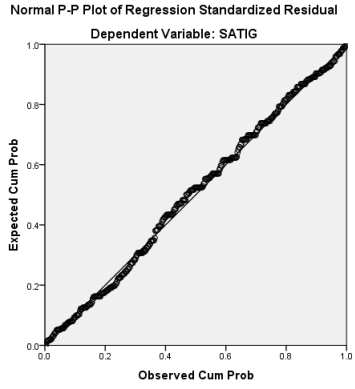
(i) Testing for the standard normal distribution of residual

From the frequency histogram of the standardized residual (HR1) we can see, a standard normal distribution curve is superimposed on the histogram. This curve is bell-shaped, which is consistent with the graph of the standard normal distribution. The mean is approximately equal to 0, the standard deviation of 0.992 is approximately equal to 1, so it can be said that the residual distribution is approximately standard. Therefore, it is concluded that the assumption of the normal distribution of the residuals is not violated. Besides, from the Normal P-Plot of Regression Standardized Residual (HR2), we see that the dots are concentrated in the form of a diagonal line quite close to the expected line. Thus, there is no violation of the normal distribution hypothesis.

Graph 1 Histogram and Normal P-Plot.



HR1. Histogram of standardized Residual



HR2. Normal P-Plot of Regression Standardized Redual

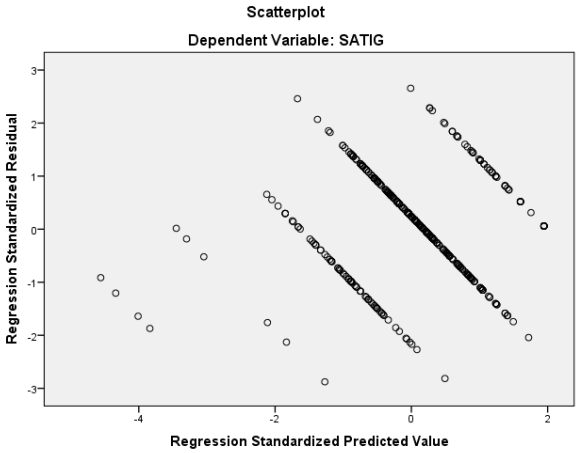
Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

(ii) Testing for the violation of the linear relationship of the residuals of independent variables

The Scatterplot (HR3) shows that the normalized residuals are distributed centered surround the zero horizontal line

and the points of the residual distribution have no other graphs but straight lines, and we do not see the residuals "dots" fanning out in any triangular fashion. So, both linearity and equal variance assumptions are met.

Graph 2 Scatterplot.



HR3. Scatterplot – dependent variable SATIG

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

(iii) Testing for the violation of the assumption of constant variance

The results of the Spearman correlation analysis in Table 10 between the standardized normal residuals and the independent variables show that the Sig. (2-tailed) values between ABSRES and independent variables X1, X2, X3, X4, X5, X6 are 0.015, 0.401, 0.632, 0.302, 0.608 and 0.205 respectively, all greater than 0.05. Therefore, the residual variance is uniform. So, the assumption of constant variance is not violated.

Table 10 Correlations.

			ABSRES	X1	X2	X3	X4	X5	X6
Spearman's rho	ABSRES	Correlation Coefficient	1.000	.142*	-.052	-.022	-.061	.029	-.078
		Sig. (2-tailed)	.	.015	.401	.632	.302	.608	.205
		N	400	400	400	400	400	400	400
	X1	Correlation Coefficient	.142*	1.000	.390**	.337**	.271**	.243**	.211**
		Sig. (2-tailed)	.015	.	.000	.000	.000	.000	.001
		N	400	400	400	400	400	400	400
	X2	Correlation Coefficient	-.052	.390**	1.000	.366**	.318**	.323**	.377**
		Sig. (2-tailed)	.401	.000	.	.000	.000	.000	.000
		N	400	400	400	400	400	400	400
	X3	Correlation Coefficient	-.022	.337**	.366**	1.000	.369**	.228**	.281**
		Sig. (2-tailed)	.632	.000	.000	.	.000	.000	.000
		N	400	400	400	400	400	400	400
	X4	Correlation Coefficient	-.061	.271**	.318**	.369**	1.000	.263**	.261**
		Sig. (2-tailed)	.302	.000	.000	.000	.	.000	.000
		N	400	400	400	400	400	400	400
	X5	Correlation Coefficient	.029	.243**	.323**	.228**	.263**	1.000	.197**
		Sig. (2-tailed)	.608	.000	.000	.000	.000	.	.002
		N	400	400	400	400	400	400	400
	X6	Correlation Coefficient	-.078	.211**	.377**	.281**	.261**	.197**	1.000
		Sig. (2-tailed)	.205	.001	.000	.000	.000	.002	.
		N	400	400	400	400	400	400	400

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

4.6. Testing of research hypothesis

Table 11 Estimating the Beta coefficient of the model by the Enter method.

Hypothesis	Sig. (<0.005)	Beta (>0)	Influence	Conclusion
H1	0.000	β1=0.312	The independent variable X1 has a positive influence on the dependent variable Y	H1 hypothesis is accepted
H2	0.000	β2=0.241	The independent variable X2 has a positive influence on the dependent variable Y	H2 hypothesis is accepted
H3	0.000	β3=0.155	The independent variable X3 has a positive influence on the dependent variable Y	H3 hypothesis is accepted
H4	0.000	β4=0.159	The independent variable X4 has a positive influence on the dependent variable Y	H4 hypothesis is accepted
H5	0.000	β5=0.105	The independent variable X5 has a positive influence on the dependent variable Y	H5 hypothesis is accepted
H6	0.000	β6=0.198	The independent variable X6 has a positive influence on the dependent variable Y	H6 hypothesis is accepted

Source: Results of survey data analysis in Hoi An on SPSS 20, 2023.

Statistical estimation results (Table 11) show that the coefficients Beta β1, β2, β3, β4, β5, β6 are all positive, so the hypotheses are accepted.

4.7. Role of independent variables

The standardized regression equation is

$Y = 0.312.X1+0.241.X2+0.155.X3+0.159.X4+0.105.X5+0.198.X6 + \varepsilon$

It shows that the importance of the independent variables on the dependent variable Y is different. The larger the Beta standardized coefficient of any variable, the greater the influence of that variable on the dependent variable, which means the greater the importance to the variation of the dependent variable. Thus, we can see in the model that the most important variable is X1 (0.312), followed by X2 (0.241), X6 (0.198) and X4 (0.159), X3 (0.155) and X5 (0.105) at the end. In other words, affecting the overall satisfaction of tourists on the quality of cultural heritage tourism service in the Van Mieu - Quoc Tu Giam, the most influential factor is the characteristics of the heritage; followed by the cuisine service, the heritage knowledge service, accommodation service, entertainment services and finally transportation service.

5. Conclusions

Research results have shown that the overall quality of services provided at the Van Mieu - Quoc Tu Giam heritage site is good. The level of tourists' satisfaction with the quality of services at the Temple of Literature heritage site is quite good. The most satisfied tourists is the factor of characteristics and properties of the Temple of Literature, followed by the factor of cuisine service at the Temple of Literature heritage site and the service of cultural heritage knowledge about the Temple of Literature heritage site. Then there is accommodation service, entertainment service and finally transportation service in the area of the heritage.

Service factors have a positive influence on the overall satisfaction of tourists about the quality of services at the Temple of Literature. The two factors "characteristics and properties of heritage" and "cuisine service" are more influential than the others. Besides, the satisfaction of tourists also has a positive effect on the intention to return to the heritage of tourists and the willingness to recommend the heritage to others. Research results show that the greater the satisfaction of tourists, the higher the intention to return to the heritage site.

The current status of service business at the Temple of Literature is quite good, achieving efficiency and showing the potential to achieve even higher efficiency in the future. However, besides that, the Temple of Literature still exists a number of limitations and weaknesses that will negatively affect tourists' perceptions and further affect satisfaction of tourists such as the phenomenon of attracting customers, the phenomenon of customer discrimination or the foreign language skills of the narrators or demonstrators are not good and some problems about the living environment are not good.

The results of the regression analysis are quite compatible with the original prediction when the author went on the field survey. There are two factors "characteristics and properties of heritage site" and "the service of cultural heritage knowledge", before the regression analysis, the author expects these two factors will have the greatest impact and most positively to the satisfaction of service quality of tourists. However, the results of regression model analysis show that the factor "service of cultural heritage knowledge" has a lower influence on overall satisfaction than the factor "cuisine service".

The results of the field survey with nearly 100% of tourists rated the Temple of Literature heritage site as unique, rich cultural value and rich information channels. With the greatest influence of the factor "characteristics and properties of heritage site" on tourist satisfaction, the research results show that the management agencies of the Temple of Literature

heritage site can increase tourists' satisfaction about the quality of services here by further enhancing the unique level of historical and cultural value of the Temple of Literature as well as the element of "the service of cultural heritage knowledge about the Temple of Literature".

Besides, the satisfaction of tourists also increases if cuisine service is further improved in terms of quality and quantity. Most of the heritage sites in Vietnam in general, in the Temple of Literature heritage site in particular, local cuisine often has its own unique characteristics, attractions. Regional cuisine makes visitors get more experience. Therefore, the more diverse and richer the cuisine, the more delicious and fancy it will make visitors feel more satisfied, even exceeding their expectations. Therefore, the satisfaction of the quality of cuisine service at the Temple of Literature heritage site has a great influence on the satisfaction of tourists about the overall quality of services, only after the characteristics and properties of the heritage. In addition, the remaining services such as accommodation, transportation and entertainment also need to be improved and changed to meet the needs of tourists, thereby increasing tourists' satisfaction in terms of quality services at the heritage site.

In order to increase tourists' satisfaction about the quality of services at the Temple of Literature heritage site, the management agencies of the heritage site should promote more strongly conservation activities and develop cultural and historical values of the Temple of Literature with stricter policies, regulations or laws on heritage protection and conservation, which should be clear, specific, and have strict sanctions if there are violations in the regulations of heritage management. In addition, it is necessary to propagate and promote more about the responsibility and sense of local people or the community about the protection and conservation of heritages. Otherwise, the team of guides and speakers about the heritage needs to be improved in terms of qualifications, knowledge and expertise in order to better perform the work and increase the connection between the heritage and the tourists. Heritage management agencies should promote the development of heritage sites with collaborative programs; closely link services at the Temple of Literature in other sites; create certain standards of services and develop into a professional system while enhancing the local service chain. The service system at the Temple of Literature heritage site needs to be linked and reciprocal with the service system in other heritage sites. Parallel with this is the improvement of regulations on management of tourism services, prevention and elimination of illegal tour organization, along with improving the quality and efficiency of tourism services of tour organizations. In order to highlight the good image of the friendly and hospitable tradition of the Vietnamese people in general, in the Temple of Literature heritage site in particular, the management board of the Temple of Literature needs to have training programs, popularize and propagate to the people about the cultural consciousness and self-respect of the locality and the country, and at the same time organize and expand programs to open and develop "the pride in the nation's heritage" in the world community in general, the people of Hanoi and Vietnam in particular.

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Ethical considerations

The study carefully followed ethical protocols for doing research with human beings, guaranteeing explicit agreement from all of interview participants. Details of them are in the section 3.2.

Conflict of Interest

The authors declare no conflicts of interest.

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