Measuring the satisfaction of tourists from tourist residences of Gilan province in Iran using the HOLSAT model

Hossein Mousazadeh

Ph.D. student, Department of Regional Science, Eotvos Lorand University, Faculty of science, Budapest, Hungary

Seyed Mohammad Mousavi Parsaei

M.s of Geography and Rural Planning, University of Golestan, Gorgan, Iran

Mohammad Amiari

Ph.D. Student of Geography and Urban Planning, Chabahar International Branch, Islamic Azad University, Chabahar, Iran

Salman Asadpour

Ph.D. Student of Geography and Urban Planning, Chabahar International Branch, Islamic Azad University, Chabahar, Iran

Abstract

Today, one of the methods of assessing the efficiency of services and facilities in one area is to evaluate the views of the users and users of this service. The high quality of tourism services is a destination, the satisfaction of tourists, and ultimately leads to the growth of a destination's tourism. Hence, identifying the real level of service quality offered to tourists will be the first step to increase their satisfaction and thus sustainable development of the tourism economy. For this purpose, and according to the importance of research, the purpose of this study is measuring the satisfaction of tourists from tourist residences of Gilan province in Iran using the HOLSAT model. A survey population of tourists are those who spend their leisure time in a period of six months in order to familiarize visited Eco-tourism resorts. Sample size of 351 people is circular canvas that have been selected by simple random sampling. The results of this survey show that tourism product in the eco-tourism resorts and attractions to the Gilan province, including the environment, access to, facilitate, consumer spending and the image of the destination. The results show different views of satisfied tourists' tourism product dimensions in the studied area is eco-tourism resorts and directly and significantly affect the satisfaction of tourists.

Keywords: Satisfaction of Tourists, Tourist residences, Gilan province in Iran, HOLSAT model.

Introduction

By the emergence of tourism as an industry to develop nature tourism destinations and product concept also has become a challenge for communities and by the passage of time the researchers failed to achieve reasons such as expectations of tourists and tourism marketing, a comprehensive definition of its purpose and the nature of technological change (Noori et al., 2011). Today, the global spread of tourism has led to economic growth and employment in many related sectors, from construction to agriculture (Buhalis, 2011 & Darcy) and many countries have developed strategies to effectively increase the number of tourists (domestic and foreign), one of the strategies planned for eco-tourism is pushing tourists to the resorts (Horng et al, 2012).

A destination tourism product, contains five components, environmental and destination attractions, facilities and services to access the destination is the image of the destination and consumer spending (Middelton & Clark, 2001).

The subject of competition increase in the global tourism industry has made up hoteliers and agencies to look for new strategies to increase domestic and foreign tourists (Barutcu et al, 2011), certainly, issues related to improving the quality, lies at the heart of sustainability and should improve the quality of all elements and aspects of the tourism industry such as transport, hospitality and hospitality, residential areas etc., to ensure tourist satisfaction (Gee., 2004).

Because tourist satisfaction figure prominently in tourism marketing plan for the services and products and is considered as the most important source of competitive advantage (Barutcu et al, 2011).

Recently, researchers, have been studied various factors influencing satisfaction of tourists in tourist destinations and stated, destination tourism product (Truong & King, 2009; Vetitnev et al, 2013), Quality of Service (Butnaru & Miller, 2012), Security, previous experience, the image of the destination (Vetitnev et al, 2013), attractions

(Nowacki , 2013), transportation (Thompson & Schofield, 2004), residence, costs (Craggs & Schofield, 2011) and socio-demographic characteristics directly or indirectly affect tourist satisfaction (Zeinali et al, 2014).

However, the researchers emphasize that their findings are not globally generalizable because the nature satisfaction factors depends on the size / features of purposes such as hotels, attractions, spending at the destination, etc. (Craggs & Schofield, 2011).

Iranian Tourism Literature tourist destinations in the nature of services and satisfaction of tourists in resorts eco-tourism is less important for researchers and up to now a comprehensive analysis of the nature of tourism destinations and tourist satisfaction of Eco-tourism resorts in northern Iran has been done.

The study area in this study is Gilan province with an approximate area of 14042 square kilometers in the northern region of Iran. The Eco touristic attractions of the province, such as the Caspian Sea coast, forest areas, rivers, waterfalls, caves as well as other historical, cultural and architectural attractions, due to its impressive influence on the creation of a tourism market at the national level and the significant attraction of foreign tourists, given the importance of the impact of climate change on tourism in this area is doubled.

Shape 1: map of the study area

Over the past decade several studies have been conducted by different researchers, in which that Tidtichumrernporn et al (2010) to measure the satisfaction of domestic and international tourists of cultural tourism products in Thailand showed that international tourists have been more satisfied than domestic tourists of cultural products and services as well as the research of Badarneh and Matt Sam (2011) in the design of a new and comprehensive model for measuring satisfaction of tourists show, that there is relation between the visitor experience with the consent and willingness to visit the destination again. In another study Haku and Khan (2013) in Malaysia investigate the factors affecting tourism destination tourist loyalty and shows the image of the destination, perceived value and quality of service has a positive relationship with loyalty and satisfaction of tourists. Considering that the aim of this study provide a theoretical framework approach in the field of tourism products and tourist satisfaction of tourism products in the Eco-tourism resorts have been given attention. Because at first it examined this issue then it had given explanations and doing theory to access the answer to the question which we will study.

- Approach to tourism product
This approach includes research in the field of tourism products, the production, marketing and finally consumption of these products (Geoldner & Ritchie, 2003). Sovarbrook and Horner (2007), believe in tourism product reflects the wants and needs of tourists which including tangible manifestations, services and brand elements that purpose, according to Armstrong opinion (2004), the product is what can be used to attract attention, use or consumption on the market and satisfy the want or need. The product includes physical items, services, people, places, organizations and ideas.
Venho (2005), believes that the tourism product is a combination of what tourists can do in a destination and services that he uses it and have been prepared for him possibly. This product mix includes attractions, access, facilities (accommodations, dining, entertainment, transportation and communications, domestic tour operators, etc.) and intangible elements (the atmosphere or the atmosphere, friendliness and behavior of the local community, make space and etc.) as well as

other noteworthy is that these elements work together and communicate with each other.

- Satisfactory approach tourists

Several studies, various factors influencing satisfaction and desire have studied the behavior of tourists on holiday purposes (Craggs & Schofield, 2011). So customer satisfaction is defined as access after consumption (Butnaru & Miller, 2012) which of the two factors, expectations and performance of services or products affected by experienced products (Matzler et al 2007; Alama and Nokte dan, 2010). About tourism as well as examination of consumer satisfaction in relation to a specific product or service and also is defined as a key judging by tourists to the tourism product or service (Song & Cheung, 2010).

Motinho also believes that consent is largely a function of the relationship between expectations and experiences before the trip after trip (Troung & King, 2009; Sadeh et al, 2012). According to the latest research conducted in tourist destinations, satisfying the cognitive state - emotional derived from personal experience tourists have been described (quoted Mendes et al, 2010; Bowen & Schouten, 2008).

Today the satisfaction of tourists as the most important issue for the management of tourism destinations (Song et al, 2011), is Bbecause of its extraordinary success in destination marketing, its impact on the choice of destination, decided to return (Dmitrovic et al, 2009), provide positive quotes from Target (Tidtichumrernporn et al, 2010), consumption of goods and services on vacation (quoting Abu Ali & Howaidee, 2012), buy again, willing to pay more (Barutcu et al, 2011), modernization, reduction of price sensitivity (Matzler et al 2007), reputation (Song et al, 2011) and trust .

But the most important reason to consider a measure customer satisfaction in the tourism industry is due to the need to use competitive positioning in the global market (faith and eternal good-natured, 2011).

Research method

The methodology of the survey population of tourists are in a period of six months in order to spend their leisure time in eco-tourism residences were visited. A sample of 351 people around the country who have been selected by simple random sampling. Data analysis

was performed with HOLSAT model. It stands for "Holiday Satisfaction" by John Asnys combination and Team Estinsion for the first time in 1998, (Tribe & Snaith, 1998) that deals with the complexity of measuring tourist satisfaction in a destination (Truong & Foster, 2006) and to analyze the expectations and performance of a tourist destination.

Providers have also tried this approach on other constraints such as Servqual and Seroperf etc. When measuring the satisfaction of a destination are overcome (Truong & Foster, 2006). In fact Tribe and Asnis have defined tourist satisfaction degree evaluation as a tourist destination features beyond the expectations for those features.

So according to the model HOLSAT model, the tourist satisfaction is equal with the following equation (Tribe & Snaith, 1998):

Relationship satisfaction of tourists = (function of the destination) - (expectations of destination)

Also, the model includes three scenarios HOLSAT "Win, Draw, Lose" Based on the comparison and performance expectations for various features of the holiday experience in a tourist destination (Tribe & Snaith, 1998). In this scenario matrix "Win" reflects the expectations of tourists from tourist destination. The "Lose" scenario represents not meeting the expectations of tourists and tourist destination scenario "Draw" reflects the close fit between the expectations of tourists and the target function (Truong & Foster, 2006). In the second part, with regard to the design purpose of this section through statistical tests is going to obtain information in the questionnaires sent to achieve the second objective research that the statistical analysis using statistical software spss is taken and then analyzed according to the purpose of this research are addressed.

Discuss

- Socio-demographic characteristics of rotating canvas

In this section we briefly age, sex, marital status, education level, monthly income and employment status of the respondents were examined the results are listed in the table below. The findings show that 58.6% of respondents were male and 41.4 percent are women and the average age of respondents is 27.4 years, the youngest 18 and the oldest 79 years have been the most abundant undergraduate education rotating canvas.

Sex		Age		marital status		Level of Education		monthly income	
man	58.6%	-25 15	35.4%	Single	%62	%18	MA	39%	500-800
		-35 26	53.6%			%40	Bachelor	19.8%	800-1
		-55 36	12.5%			%15	Associate	13.9%	1-1.5
woman	41.4%	-70 56	8.5%	Married	%38	%24	Diploma	27.3%	more
						%3	High school diploma		
occupation		Expert	government's employee	Entrepreneur		Worker		Other cases	
		9.3%	21.6%	19.1%		%6		%44	

(Source: research findings)

Incentive tourism

The motivations of tourists to the canvas-round resorts in Gilan Province obtained through factor analysis test. Target charm, relaxation and escape from everyday life and spend time with the friends and relatives are the most important motivational factor. That each with different items have been studied. The results of factor analysis shows that three items to appeal to the "jungle overnight stay", "air conditioning" and "watch the sunrise and sunset" as the most attractive destination for tourists items. These three items total, 68.9% of the total variance of destination attractiveness (KMO = 0.656) determines the Cronbach's alpha 0.71. The results of the factor analysis techniques of relaxation and escape from everyday life to show that "Walking on the shore of the lake and Hyrcanian forest" and "the sound of sea waves and birds" are the most important factor.

These items have 57.3 percent of the total variance of relaxation and escape from everyday life with (KMO = 0.711) 0.656 Alpha explain. The results of the factor analysis for the presence of friends and relatives, show "together and spend time with a special person" and "Finding new friends" as the most important item whose 64.8% of the total variance explained with (KMO = 0.811) and Cronbach's alpha 0.77 to account for.

Table 2: incentives for tourists to travel to areas considered

Motivation	Item	Load factor
Target charm	There is a very good service in this residence.	0/564
	I have not seen any abnormal activities in the resort	0/644
	Shore of the lake and woods next to the resort is very clean.	0/345
	The natural environment is the only factor that led me to this destination.	0.854
	Clean air in the residence makes me forget the weariness of my daily activities	0.846
	Watch the beautiful sunrise and sunset along the lake's come to this coastal resort.	0.833
Relaxation and....	Over the years when I get tired I immediately go to these resorts.	0.544
	When walking along the shore of the lake and Hyrcanian forest I have a really good feeling.	0.734
	The sound of waves and birds along Lake Eco-tourism resorts gives me peace.	0.664
Accompanying with friends and....	Eco-tourism resorts in Gilan Province is a good place to spend time together and especially with a particular person.	0.854
	During leisure time I learn cooking food from the natives	0.654
	I make new friends in the eco-tourism resorts.	0.852

(Source: research findings)

Tourists' satisfaction with the HOLSAT

In order to calculate the satisfaction level of tourists to attractions component (forest, beach, weather, entertainment and beautiful scenery), the average of each of the factors in the "performance expectations" HOLSAT model were then calculated. Compare the average wait and attractions for component performance shows that the mean difference for items "forest, beach, weather and beautiful views" is positive the reason is that they have high expectations of the resort and also to meet the expectations of the performance of these resorts has been considered high. It is noteworthy that the combination and Asnis (1998) have insisted mean difference during high expectations and low performance is negative. Therefore, according to results presented in the table below the highest level of satisfaction with beautiful views of the components of satisfaction (1.23) and the lowest level of satisfaction is with the value of the component beach (0.12).

Table 3: Expectations, performance and satisfaction level of the destination attractions

Target attractions	Level of Satisfaction	Operation	Expectations
	Performance Expectations	Average	Average
(1)forest	0.12	1.61	1.49
(2)beach	0.62	2.21	1.59
(3) weather (sun, sea breeze and humidity)	0.24	2.57	2.33
(4) Beautiful views	1.23	2.43	1.2

(Source: research findings)

In order to clarify the expectations component tourists attractions of the destination, the matrix model HOLSAT the expectations of the performance matrix is used. Four items on the destination attractions

scenario (Win) have been set, the results show that the studied Eco-tourism resorts have been able to meet expectations circling the canvas and draw their consent.
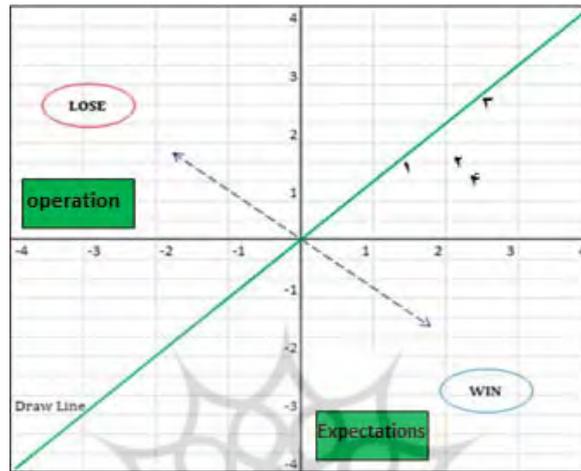

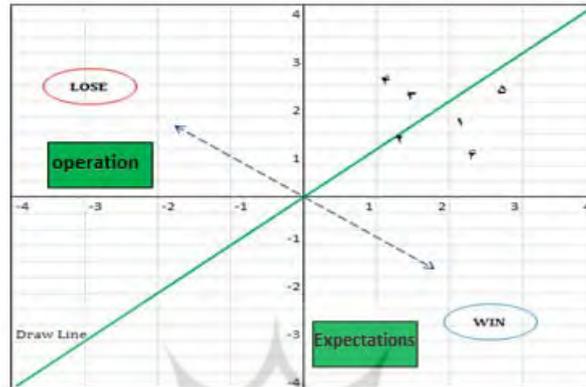**Figure 1: Chart expectations / performance attraction**   (Source: authors)

In order to calculate the component facilitate tourists' satisfaction levels (traditional home rental, local food, shop-made crafts, local sports costumes, and rural museums) first the average of each of the factors has been calculated the expectations and performance and the mean difference for items "local food, crafts and local sports store" is negative and the performance of the resorts to meet the expectations were too low. But in relation to items "traditional rental homes, jackets and rural museums" Eco-tourism resorts also have acceptable performance. Also the highest level of satisfaction related to the rural museums and the lowest level of satisfaction of local sports.

Target facilities	difference in averages	Operation	expectations
	Performance Expectations	Average	Average
(1) traditional rented houses	0.5	2.25	1.75
(2) local food	-0.01	1.33	1.34
(3) craft store	-0.74	1.47	2.21
(4) Local Sports	-1.42	1.22	2.64
(5) local clothing	0.53	2.77	2.24
(6) Rural Museum	1.33	2.33	1.0

(Source: research findings)

In accordance with the following matrix, crafts and local sports store on the scenario (Lose) are, in other words canvas-management expectations have not been met in this area. But traditional houses

rented, traditional food, costumes and rural museums have been set on the scenario (Win) that shows the canvas expectations have been met in this area.

Figure 2: Figure expectations / performance destination facility   (Source: authors)

In order to calculate the satisfaction level of tourists from component to access (public transportation, guide maps, signs to parking, traffic and parking) the average of each of the factors has calculated the expectations and performance of and then comparison of expectations and performance facilities for components indicate that the mean difference for the item "Help Map" is negative and the performance of the resorts to meet the expectations were too low. But in relation to items "means public transport, signs to get to the park, traffic and parking" Boom-round residences also have acceptable performance. The highest level of satisfaction of parking and the lowest level of satisfaction is related to maps.
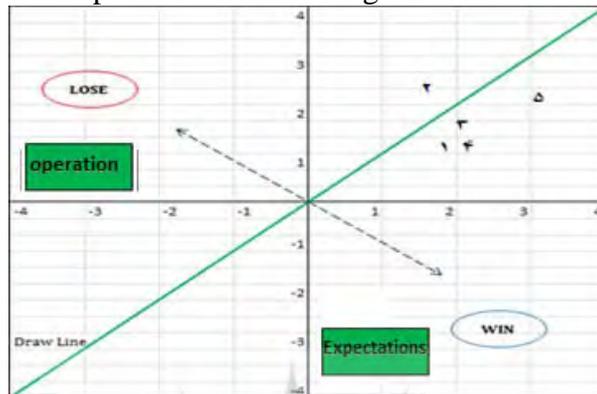
Table: Expectations, performance and satisfaction level of access to destination

Destination access	Level of Satisfaction	Operation	expectations
	Performance Expectations	Average	Average
(1) public transport	0.7	1.84	1.14
(2) Maps Help	-0.54	1.80	2.34
(3) signs to reach the Park	0.13	2.01	1.88
(4) traffic	1.01	2.1	1.09
(5) Parking	1.06	3.1	2.04

(Source: research findings)

Matrix according to expectations and access performance, items Maps Help on the scenario (Lose), which shows a rotating canvas expectations are not met in this area. But items means of public

transport, signs, traffic and parking have been in the scenario (Win) and that means expectations are rotating canvas.
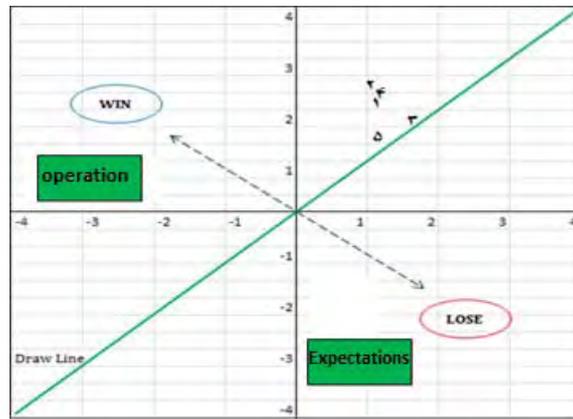

Figure 3: Chart expectations / performance destination access   (Source: authors)

Costs carried out by rotating the canvas, including accommodation costs, visit, local food, buy souvenirs and rental of recreational vehicles such as camel riding, horse riding and motorcyclists. Rotating the canvas calculated performance expectations and show that they have high expectations of the tourist destination therefore the canvas satisfaction is low compared to some of the costs.

Spending	Level of Satisfaction Performance Expectations	Operation Average	expectations Average
(1) accommodation	-0.95	1.10	2.05
(2) The cost of visiting	-1.64	1.06	2.7
(3) the cost of food and local drinks	-0.29	1.65	1.94
(4) Souvenirs	-1.18	1.12	2.3
(5) Hire amusement	-0.66	1.2	1.86

(Source: research findings)

The following matrix shows that the relatively high costs of some of the services offered at the residence of Eco-tourism caused the satisfaction of visitors decreasing.

Figure 4: Chart expectations / Performance spending   (Source: authors)

Assess the impact of satisfaction on behavioral tendencies future of tourism

To determine the relationship between tourist satisfaction (independent variable) and behavioral tendencies future of tourism like to visit again, compliments of Target and Target offer to others (dependent variables) regression model was used (Sangpikul, 2008).

1	R	R^2	Adjusted R^2	Std. Error
Tourist satisfaction about decision to come back again	0.361	0.127	0.109	0.896
ANOVA		F		Sig.
		9.867		0.001
Coefficients		Beta	T	Sig.
		0.361	3.620	0.001
2	R	R^2	Adjusted R^2	Std. Error
Satisfaction of tourists on providing positive quotes	0.36	0.129	0.1071	0.854
ANOVA		F		Sig.
		6.92		0.002
Coefficients		Beta	T	Sig.
		0.36	3.448	0.002
3	R	R^2	Adjusted R^2	Std. Error
Consent to the proposed tourist destination to others	0.393	0.157	0.139	1.0664
ANOVA		F		Sig.
		12.415		0.000
Coefficients		Beta	T	Sig.
		0.39	5.901	0.000

(Source: research findings)

According to the table above results show that, between satisfying tourists decide to come back again (R = 0.36, Sig <0.05), compliments of Target (R = 0.36, Sig <0.05) and recommend the destination to others (R = 0.39, Sig <0.05) there is a significant positive relationship

the coefficient of determination for the variable decided to return 13% of the variance, variable compliments of Target 13% and proposed changing to the other 16% of the variance is explained to itself. Adjusted coefficient of determination independent variable (satisfaction of tourists) 11% of the dependent variable "decided to come back again", 11% of "compliments of destination" and 14 percent "to offer to others" has explained. The standard error represents the predictive shows the power of each of the regression equations. F also represents the values that the independent variable in a good and significant way could explain the dependent variables (Sig <0.05). So now the models are regression models that have the ability to predict the dependent variable. Furthermore, tourist satisfaction beta value indicates a change in the standard deviation of the change to the specified value the standard deviation of variables decided to come back again, providing a positive quote from destination to destination and offer to others destination. T-statistic is also the relative importance of independent variables in the model. As can be seen the tourist satisfaction has a significant impact on all three dependent variables.

Conclusion

Rotating the canvas in order to measure satisfaction, the incentive travel destination attraction for tourists to the three components, brain refreshing and escape from the routine is intended. The results of factor analysis show that a large number of the components in each section with positive factor loadings and with a very high impact and low impact in attracting fewer and fewer with time factor is rounded canvas. Then, using the model HOLSAT, the satisfaction level canvas-management aspects of the tourism product in the Eco-tourism resort in Gilan province were evaluated. The results show that the satisfaction of canvas chairs in each of the components taken into account for the different HOLSAT and the ultimate in satisfaction to future behavior of eco-tourism Brigade battalion of simple regression analysis was used the results show that tourist satisfaction with the decision to come back again (R = 0.36, Sig <0.05), compliments of Target (R = 0.36, Sig <0.05) and recommend the destination to others (R = 0.39, Sig <0.05) and has significant positive relationship. Coefficient of determination tourist satisfaction on the dependent

variable has a total of 42% of the variance. The standard error represents the predictive power of each of the regression equations. In addition, the beta of satisfaction rotating canvas shows that a change in the standard deviation a change to the amount specified in the standard deviation of variables decided to return again, provide positive quotes from Target and Target offer to others.

According to the results of research to the development of Eco-tourism resorts in Iran these offers are presented in the following applications:

- Funding for the study, design and setting of Eco-tourism logo home products to enhance the positive perception and understanding of Eco-tourism resorts in the area of regional, national and international;

- Quantification of the cost of providing services in accordance with Eco-tourism resorts quality of service, product and time;

- Reconstruction, governance and infrastructure development;

- Due to environmental conservation with environmental education for tourists and local

community canvas possible.

References

1. Allameh, Mohsen, Noktehdan, Imaneh(2010), The effect of service quality on customer loyalty (case study of four and five star hotels). Business Administration, No. 5, 124-109.

2. Butnaru, G & Miller, A. (2012). Conceptual approaches on quality and theory of tourism services. Procedia Economics and Finance, No. 3, 375-380.

3. Barutcu, S, Dogan, H & Unguren, E. (2011). Tourists' perception and satisfaction of shopping in Alanya region: A comparative analysis of different nationalities. Procedia Social and Behavioral Sciences, No. 24, 1049-1059.

4. Bowen, D. & Schouten, F. A. (2008). Tourist satisfaction and beyond: tourist migrants in Mallorca. International Journal of Tourism Research, No. 10, 141-153.

5. Craggs, R. & Schofield, P. (2011). The Quays in SALFORD: an analysis of visitor perceptions, satisfaction and behavioral intention. International Journal of Tourism Research, No. 13, 583-599.

6. Dmitrovic, T et al. (2009). Conceptualizing tourist satisfaction at the destination level, International Journal of Culture. Tourism and Hospitality Research, No. 2, 116-126.

7. Gee, C. Y. (2004). International Tourism a global Perspective, UNWTO. Translated By Parsayan and Aarabi, Second Edition, Cultural Research Bureau.

8. Geoldner, C. R & Ritchie, J. B. (2003). Tourism-principles, practices, philosophies. 9th Edition. JOHN WILEY & SONS, INC. Hoboken, New Jersey.

9. Horng, J, Liu, C, Chou, H & Tasi, C. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. Tourism Management, No. 33, 815-824.

10. Haque, A. & Khan, H. A. (2013). Factors influencing of tourist loyalty: a study on tourist destinations in Malaysia. Proceeding of 3ʳᵈ Asia-Pacific Business Research Conference. Kuala Lumpur, Malaysia. ISBN: 987-1-922069-19-1.

11. Mat Som, A. P. & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. International Journal of Human and Social Sciences. No. 1, 38-45.

12. Matzler, K. et al. (2007). Customer satisfaction and loyalty to Alpine Ski resorts: moderating effect of lifestyle, spending and customers skiing skills. International Journal of Tourism Research, No. 9, 409-421.

13. Mendes, J. d. C. et al. (2010). The tourist experience: exploring the relationship between tourist satisfaction and destination loyalty. Journal of Tourism. No. 2, 111-126.

14. Mohammadhosein, Imanikhoshkho, Javedaneh, Ali(2011), Experience the satisfaction of European tourists traveling to Iran. Tourism and Development Journal, No. 1, 30-17.

15. Middleton, V. & Clarke, J. (2001). Marketing in travel and tourism. Third edition. Jordan Hill (Oxford): Butterworth-Heinemann Publication (Elsevier).

16. Nouri, Jafar, Zarei, Hadi, Mirhoseini, Abolghasem(2010), Feasibility attract ecotourism in desert areas (Case Study: Chairlifts Trzjan). Quarterly Journal of geographical space, Number 32, 93-75.

17. Nowacki, M. (2009). Quality of visitor attractions, satisfaction, benefits and behavioral intentions of visitors: verification of a model. International Journal of Tourism Research, (11), 297-309.

18. Sadeh, E. et al. (2012). Factors affecting tourist satisfaction and its consequences. Journal of basic and applied scientific research. No. 2. 1557-1560.

19. Sangpikul, A. (2008). Travel motivations of Japanese senior travellers to Thailand. International Journal of Tourism Research, No. 10, 81-94.

20. Schofield, P. & Thompson, K. (2007). Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar. International Journal of Tourism Research, No. 9, 329-344.

21. Song, H. & Cheung, C (2010). Attributes affecting the level of tourist satisfaction with and loyalty towards theatrical performance in china; evidence from a qualitative study. International Journal of Tourism Research, No. 12, 665-679.

22. Swarbrooke, J. & Horner, S. (2007). Consumer behavior in tourism. Second edition, Jordan Hill (Oxford): Butterworth-Heinemann Publication (Elsevier).

23. Song, H. et al. (2011). Assessing mainland chines tourists' satisfaction with Hong Kong using tourist satisfaction index. International Journal of Tourism Research, No. 13, 82-96.

24. Tidtichumrernporn, T et al. (2010). Measuring the Satisfaction of Domestic and International Tourists toward Lanna Cultural Tourism Products: A Study of

Progress in Chiang Mai Walking Street Activities. Journal of Business Studies Quarterly, No. 3, 31-52.
25. Truong, T. H. & King, B. (2009). An evaluation of satisfaction levels among Chines tourists in Vietnam. International Journal of Tourism Research, No. 11, 521-535.
26. Tribe, J. & Snaith, T. (1998). From SERVQUAL to HOLSAT: holiday Satisfaction in Varadero, Cuba. Tourism Management, 1998, No. 1, 25-34.
27. Troung, T, H & Foster, D. (2006). Using HOLSAT model to evaluate tourist satisfaction at destination: The case of Australian holidaymakers in Vietnam. Tourism Management, No. 27, 842-855.
28. Vetitnev, A. et al. (2013). Factors affecting domestic tourists' destination satisfaction: the case of Russia resorts. World applied sciences journal, No. 22, 1162-1173.
29. Vanhove, N. (2005). The economics of tourist destinations. First edition. Jordan Hill (Oxford): Butterworth-Heinemann Publication (Elsevier).
30. Zeinali, B. Jafarpour, M. Hessam, A. Shojaeivand, B. & Zolghadr, H. (2014). Tourists' Satisfaction with and Loyalty to Shopping Experience: A Socio-Demographic Analysis. International Journal of Academic Research in Business and Social Sciences, No. 6, 67-84.