



Research Article

**ASSESSMENT OF SERVICE QUALITY
OF CULTURAL TOURIST ATTRACTIONS: A CASE STUDY
OF NON NUOC VILLAGE IN DA NANG CITY**

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ABSTRACT

Cultural Tourist Attractions (CTAs) are becoming more popular since they preserve and represent indigenous people's culture and lifestyles while significantly contributing to the economy. Along with the current visitor surge, CTAs must improve service quality components to strengthen their attractiveness and competitiveness. Despite these significant advancements in CTAs assessment, very few studies have analyzed SQ based on an evaluation of the importance and performance of CTAs. Therefore, selecting a service quality measuring system for cultural tourist attractions plays an important role. To analyze the quality of tourism services given by the places, the study was done in Non Nuoc village in Da Nang city, a village with various unique cultural values. In this article, the research paradigm "Importance – Performance Analysis" (IPA) was used and combined with "SERVQUAL." Based on the research model, 23 indicators were established in the 5 groups, namely "Tangibles," "Reliability," "Behavior and Responsible," "Assurance," and "Empathy and Convenience." For these indicator groupings, a 5-level Likert scale is utilized. The result shows that tourists place a high value on most the indices showing the importance of service quality. Still, they underestimated the level of performance, especially in terms of public hygiene and empathy.

Keywords: assessment; CTAs; Da Nang city; Non Nuoc village; service quality

1. Introduction

Cultural tourism has recently been re-affirmed by the UNWTO as a significant element of international tourism consumption, accounting for over 39% of tourism arrivals. It is now the most popular form of special interest tourism (Brooker, 2016). Cultural tourism is a sub-category of tourism that relates to forms of culture in the urban and rural areas of a region or country. It is defined as a movement of people to cultural sites far from

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their usual place of residence to absorb knowledge and cultural experiences. Tourists interested in culture may seek exposure to local behaviors and attractions, to different ways of life, or to vestiges of vanishing lifestyles. Since then, tourists have grown to value Cultural Tourist Attractions (CTAs) more and more. As a result, many CTAs have become popular tourist destinations, and CTAs are viewed as an essential direction for improving the diversity and competitiveness of tourism products (Pham Hong et al., 2021), as well as promoting the image of countries and territories in the global tourism market (Phuc & Linh, 2019).

Service quality (SQ) as a metric for measuring business excellence is becoming increasingly popular, not just in corporate practice but also in academia. Many researchers have examined service quality as a precondition for corporate excellence and strategies. Prior studies have also shown that the quality of service impacts the quality of business performance. According to Berry et al. (1988), SQ is an important market differentiator and a formidable competitive weapon that all service firms should aspire. Better SQ leads to greater customer satisfaction and service quality, with customer satisfaction influencing customer loyalty. Loyal and committed long-term clients, as opposed to short-term customers, have a much greater inclination to buy more services, generate positive word-of-mouth communication, pay higher rates, and smooth the entire service process.

Review of related literature shows that the assessment of SQ for CTAs will provide management with a foundation on which to improve the destination's quality. Therefore, it is crucial to have a system for measuring the SQ of CTAs. This paper focuses on examining a system of evaluation indicators of SQ for CTAs, particularly in Non Nuoc village in Da Nang city, where a growing number of CTAs are being utilized for tourism development. The goal of the article was to: (1) identify the indicators measuring system of SQ for CTAs (Non Nuoc village) that visitors care about; (2) examine the indicators measuring system in Non Nuoc village in Da Nang city, and (3) identify the attribute role that requires management intervention to improve visitor satisfaction in CTAs in Non Nuoc village in Da Nang city.

2. Literature review

2.1. Cultural tourism and CTAs

Tourism and culture have always been intertwined. Tourism is often spurred on by cultural sights, attractions, and events, while travel creates culture. Some researchers defined cultural tourism as a tourism market for those who choose to travel according to their lifestyle or intelligent tourism-tourism linked to the increasing desire of tourists to learn something new while touring; this makes it a form of educational-cultural tourism (Richards & Richards, 1996). Cultural tourism is a significant topic in leisure history and sociology. It is related to cultural geography and studies of cultural motilities, cultural identities, and the link between societies at various stages of development. Cultural tourism is a sub-category

of tourism that relates to forms of culture in the urban and rural areas of a region or country, and it is defined as a movement of people to cultural sites far from their usual place of residence to absorb knowledge and cultural experiences (González Santa-Cruz & López-Guzmán, 2017). Tourists interested in culture may seek exposure to local behaviors and attractions, to different ways of life, or to vestiges of vanishing lifestyles. ACTARC (1989) defines the resources involved in cultural tourism as a) archaeological sites and museums; b) architecture (ruins, famous buildings, whole towns); c) art, sculpture, crafts, galleries, festivals, events; d) music and dance (classical, folk, contemporary); e) drama (theatre, films, dramatists); f) language and literature study, tours, events; g) religious festivals, pilgrimages; and i) complete (folk or primitive) cultures and sub-cultures (Cristobal-Fransi et al., 2020). From this perspective, traditional craft villages are crucial resources and as significant attractions of destinations.

2.2. *Tourism service quality*

In tourism, SQ plays a significant role in enhancing tourist satisfaction (Al-Ababneh, 2013). Tourism service quality (TSQ) is defined as the convenient service offered by travel service providers to meet the needs of tourists, or the discrepancy between visitors' perceptions and expectations of the specific travel services provided by the travel provider (Bhat, 2012). Tourism creates quality by delivering exceptional services in terms of hospitality, courtesy, efficient lodging, food, and recreation facilities. SQ directly affected tourist satisfaction through destination facilities, destination accessibility, and destination attraction (Al-Ababneh, 2013). Remarkably, there is a significant relationship between accommodation SQ, hospitality, entertainment, transportation, taxi SQ, and overall satisfaction. Therefore, continuously improving the quality of tourism services is one of the most important ways to boost visitor happiness (Madar, 2019).

2.3. *Measure tourism service quality*

Customer expectations before consumption and consumer experience after consumption are the foundations of SQ performance. SQ, according to Zeithaml (1988), is a cognitive quality of a product or service. The quality of service is derived from the quality of a physical product (Zeithaml, 1988; Parasuraman et al., 1994). These perceptions are based on the disparity between customer expectations and experienced service. There were ten SQ dimensions identified. These factors account for the difference between what clients expect and what they get. In addition, SQ dimensions assess the link between different SQ models. In 1985, Parasuraman et al. (1988) simplified the SQ assessment. The ten dimensions were whittled down to just five. They also created the SERVQUAL model, which comprises 22 SQ components and their dimensions: tangible, reliable, responsiveness, assurance, and empathy. SERVQUAL, which was first introduced in 1988 by Parasuraman et al. as a technique of measuring SQ, today has a wide range of applications in service science.

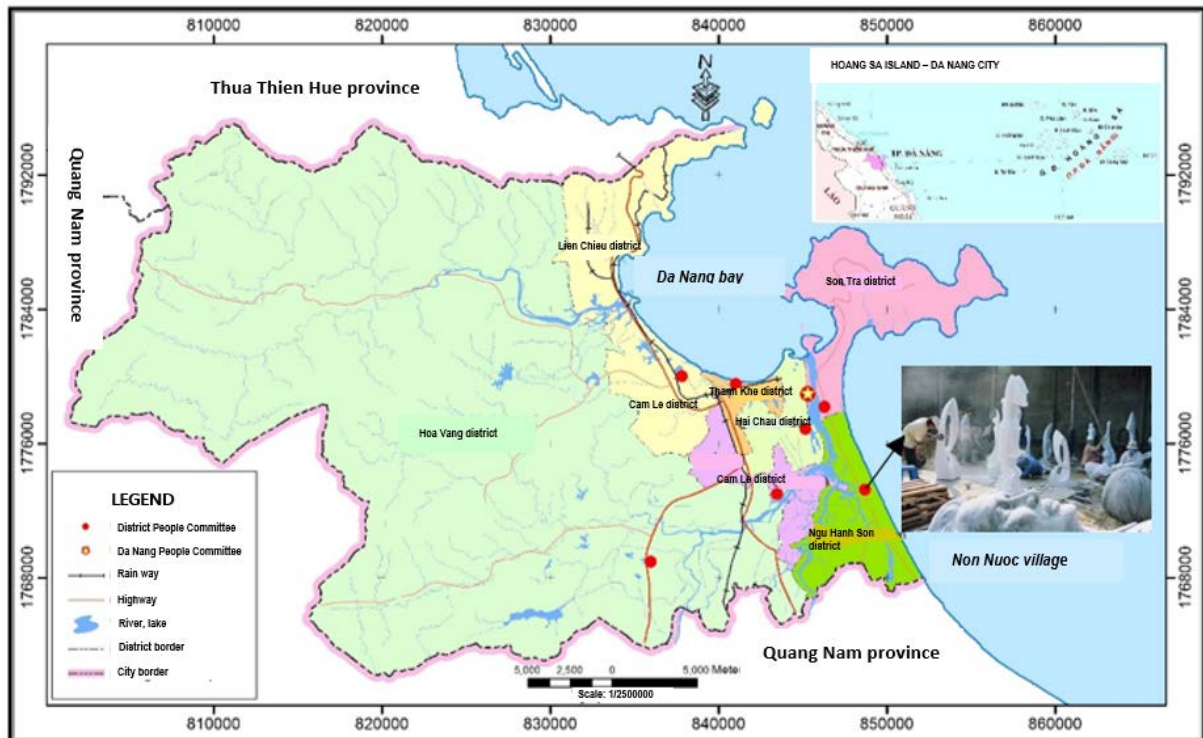
In addition to the SERVQUAL scale, the IPA model was used to assess the TSQ. Martilla and James proposed IPA in 1977 (Martilla & James, 1977). This analysis tool is frequently used to assess SQ. The IPA method is a performance evaluation technique that measures the level of service variables between importance and satisfaction in the service innovation process. IPA is a paradigm that assesses the quality of tourism services based on differences in visitor perceptions of the importance and service provider performance (I - P gaps). The IPA is calculated by comparing two criteria for the quality of tourism services. Specifically, the relative relevance of quality attributes and quality attribute performance. According to a study by Barsky (1995), the achievement of the results of implementing TSQ should be compared to their importance, and low-importance quality features have minimal impact on visitors' overall perception. If the quality trait is critical to them, it will significantly impact their perception. IPA also allows the researcher to calculate the properties of the sample based on the average values (Means).

3. Research area and method

3.1. Research area

The study was carried out in Da Nang city in Vietnam (Figure 1). The city has a total natural land area of 1,283.42 km² with urban districts covering 241.51 km² and rural districts covering 1,041.91 km². On the East Sea, Da Nang comprises a land area and an archipelago. Its latitude and longitude on the continent are 15° 55' to 16° 14' N and 107° 018' to 108° 020' E, respectively (Da Nang E-Portal, 2022).

Da Nang city is located in Vietnam's central region, connecting three UNESCO World Heritage sites such as Hue Citadel, Hoi An Ancient Town, and My Son Sanctuary. Tourists and travel companies have paid close attention to cultural tourist attractions in recent years, adding to the diversification of tourism products in the city. Thousands of visitors, especially international tourists, are welcomed each year (Da Nang Office of Tourism, 2020) thanks to the efforts of local governments to invest in infrastructure and services as well as attractive resources. One cultural attraction that attracts tourists to Da Nang is the Non Nuoc stone village.



Source: Edited from Da Nang city People Committee

Figure 1. Location of Non Nuoc village in Da Nang city

The Non Nuoc stone carving village, which sits at the base of the Ngu Hanh Son Mountains in Ngu Hanh Son district, is a well-known traditional community in Da Nang and is known for its high-quality stone engraving items. Initially, the village's handicrafts, which included rice mortars, grain grinders, and monument, had been designed to help the locals in their daily lives. They are currently regarded as some of the City's highest value exports due to the expansion of its product line in recent years. Stone carving was based on the experience and skills passed down from generation to generation, but there are now professional training courses. There are over 300 carving businesses in the village, with thousands of carvers.

3.2. Research method

The goal of this study was to look into the SQ in Non Nuoc village, a major tourist attraction in Da Nang city. As a questionnaire survey, this uses IPA and the SERVQUAL scale created by Parasuraman et al. (1988) with five SERVQUAL dimensions. Based on the research model of SERVQUAL scale and IPA mixed with earlier studies on measuring SQ at cultural tourist attractions (Luu, 2012; Thanh, 2012; Phuong & Thuan, 2013), the study built and recommended a set of indicators system for assessing SQ for CTAs in Da Nang city. Twenty-three indicators are divided into five main distinct groups and are coded explicitly in Table 1.

Table 1. The indicators for measuring SQ for CTAs

Indicator groups	Coded	Meaning
Tangible factors	Q1	The scenery in villages is clean and beautiful
	Q2	Craft villages have clean public buildings
	Q3	Artifacts on display are vivid and diverse, bearing the characteristics of the craft village
	Q4	Staff dressed politely, uniformly, and decent
	Q5	Craft villages have neat and easy-to-observe galleries
Reliability	Q6	Photos, movies, banners, and other media concerning artisan villages are presented in a visually appealing and colorful manner
	Q7	The information on the settlements is presented in a simple and comprehensive manner
	Q8	The village's historical re-enactment models are visually appealing and fascinating
	Q9	The village has rich traditions to learn, as well as numerous distinct cultural and historical qualities
	Q10	Villagers have a deep understanding of history and culture and have reliable explanations
Behavior and responsibility	Q11	Staff/guides were thoughtfully welcomed
	Q12	Staff and townspeople are eager to assist guests
	Q13	When guests require help, the staff and villagers are eager to assist them
	Q14	Visitors' difficulties are immediately resolved by staff and guides
Assurance	Q15	Visitors' safety on the grounds is ensured
	Q16	Visitors' food safety is ensured
	Q17	Visitors are impressed with the service manner
	Q18	Staff ensure the service process
	Q19	The staff explains in a straightforward and understandable manner
Empathy and advantages	Q20	Throughout the trip, staff is always attentive to visitors
	Q21	The staff is aware of what travelers require
	Q22	The inhabitants are always friendly with their visitors
	Q23	The Craft Village is open all year, making it easy for tourists

A discussion with five professionals with at least three years of experience working in the tourism business in Da Nang was used to review and adapt the indicators and questionnaire. Based on this, a preliminary questionnaire was created and evaluated with twenty tourists. Then, the official questionnaire was certified after it had been revised and redesigned. Its findings will show the priority order of SQ so that actions may be taken to improve them.

A survey was done to determine the elements influencing the SQ in Non Nuoc village in Da Nang city. The research design used a questionnaire survey method to assess SQ. The rating system is based on the Likert five-point scale, which has five scales: agree strongly, agree, neutral, disagree, disagree strongly, with 5 points, 4 points, 3

points, 2 points, and 1 point. Higher scores indicate a higher level of capability or involvement in a particular dimension, whereas lower points show a lesser level of capability or involvement. On this basis, to evaluate the mean at both the significance and performance of the criteria, the study used 5 likert scales with each interval having a value of 0.8. Thus, each scale will have the following corresponding values in Table 2.

Table 2. *The values of the scale*

Value	Importance (I)	Performance (P)
1 - 1,8	Extremely unimportant	Extremely low
1,81 – 2,6	Unimportant	Low
2,61 – 3,4	Medium	Medium
3,41 – 4,2	Important	High
4,21 – 5	Very important	Very high

A random sampling approach was used to measure the elements affecting the SQ in Non Nuoc village. One hundred fifty visitors who had visited the village were included in the survey. Finally, we received 120 questionnaires with complete answers (Table 3). The characteristics of respondents are shown in Table 3.

Table 3. *Demographic characteristics of respondents*

Variable	Sample size (n)	Percentage (%)
Gender		
Male	63	52.5
Female	57	47.5
Age		
17 and less	7	5.8
18 – 30	66	55.0
31 – 55	42	35.0
> 55	05	4.2
Education		
Secondary	7	5.8
College	14	11.7
Higher education	99	82.5
Employment		
Student	36	30.0
State employee	47	39.2
Business	27	22.5
Farmer, worker	6	5.0
Unemployment	4	3.3

4. Findings and discussion

Based on the application of the IPA model, the study has established the value of tourism service quality in Non Nuoc village. Table 4 shows the value of the importance (I)-performance (P) level and the gap value (P-I) based on the “Mean” values. Based on the results of Table 4, all observed variables are significant to explain the distance (sig. < 0.05).

Table 4. Importance – Performance and P-I

Variables	I	P	P-I	Sig. (2-tailed)
Q1	4.30	4.09	-0.21	0.000
Q2	4.36	3.69	-0.67	0.000
Q3	4.39	3.82	-0.58	0.000
Q4	4.21	3.88	-0.33	0.000
Q5	4.31	3.73	-0.58	0.000
Q6	4.24	3.70	-0.54	0.000
Q7	3.99	3.89	-0.10	0.000
Q8	4.25	3.80	-0.45	0.000
Q9	4.08	4.79	0.72	0.000
Q10	4.14	4.83	0.68	0.000
Q11	4.21	4.83	0.63	0.000
Q12	4.15	4.76	0.61	0.000
Q13	4.28	3.75	-0.53	0.000
Q14	4.10	4.78	0.68	0.000
Q15	4.45	3.95	-0.50	0.000
Q16	4.53	3.81	-0.73	0.000
Q17	4.43	3.94	-0.48	0.000
Q18	4.34	4.07	-0.28	0.000
Q19	4.14	4.54	0.40	0.000
Q20	3.98	3.62	-0.36	0.000
Q21	3.98	3.51	-0.48	0.000
Q22	4.17	3.84	-0.33	0.000
Q23	4.23	3.83	-0.39	0.000

For the importance level, Table 4 reveals that the means of the components in the TSQ are mainly in the "Important" and "Very important" scales, with 14 variables and 9 variables, respectively. This indicates that tourists place a high value on quality standards for tourism services. This also can be explained as visitors always expect to receive high-quality tourism services when visiting tourist destinations. As a result, they appreciated the value of these aspects as high.

The most valued importance criterion according to the responses is Q16 (Visitors' food safety is ensured) with a mean of 4.53, followed by "Property safety" criterion (Q15 with 4.45). The safety component is given the highest priority in visitor evaluations (Tasci & Boylu, 2010). When participating in events, visitors frequently emphasize the necessity of protecting the safety of both property and food.

Characteristics related to an employee such as Q17 (Visitors are impressed with the service manner), Q18 (Staff ensures the service process), and Q13 (When guests require help, the staff and villagers are eager to assist them) are also important (scores ranging from

4.28 to 4.43). This finding continues to support the crucial part that human resources play in determining the caliber of tourist services. It is in line with many ideas put up in earlier research (Al-Ababneh, 2013; Madar, 2019; Rahmiati et al., 2020). The attitude and capacity of personnel in business services are vital. Tourists will receive excellent service from well-trained service providers who have a positive attitude.

In contrast, tourists will receive poor treatment, harming the reputation of craft communities. Generally, employee attitudes and behavior are crucial for organizational success in service organizations and the tourism and hospitality industries in particular. The staff's service attitude significantly impacts visitor satisfaction, while timely assistance from the staff to solve problems that arise during the trip brings a lot of sympathy from visitors. As a result, tourists frequently have high expectations for staff-related characteristic.

For the importance of the assessment, there are three criteria in the group with the lowest value, two of which are in the group of "empathy" factors, including Q20 (Throughout the trip, staff is always attentive to visitors) with a mean of 3.98 and Q21 (The staff is aware of what travelers require) with a mean of 3.98. In the study of Non Nuoc village in Da Nang city, because most tourists prefer privacy when self-organizing, the factor of "empathy" is less valued than other factors. For tourists traveling on tour or on a business trip, the tour guide has provided information related to the destination. Because the previous information has been researched in preparation or provided by the travel agency in the guided tour, the information about the destination (Q7-The information on the settlements is presented simply and comprehensively) is of little interest.

For performance level, the results reveals that the average value ranged from 3.51 to 4.83 for execution, with most of the criteria that tourists evaluate at the "High" level. This shows that the elements associated with the quality of tourism services in Da Nang city's traditional craft villages have not yet matched tourist expectations and numerous constraints must be overcome and improved. There are three "high" criteria included Q11 (Tourists were thoughtfully welcomed by staff/villagers), Q9 (The CTAs have rich traditions to learn, as well as numerous distinct cultural and historical qualities), and Q10 (There are numerous pleasant types of exchange between CTAs and tourists). Employees are also related to factors with a high value, such as Q12 (Staff and townspeople are eager to assist guests), Q14 (Visitors' difficulties are immediately resolved by staff and guides), and Q19 (The staff explains in a straightforward and understandable manner), which have an average value of 4.54 to 4.79. The implementation's lowest value factors are Q2 (Craft villages have clean public buildings), Q20 (Throughout the trip, the staff is always attentive to visitors), and Q21 (The staff is aware of what travelers require). This is because public restrooms in craft villages have yet to be invested in and are therefore unresponsive to visitors (Da Nang Office of Tourism, 2020).

For the gap P-I in the assessment of TSQ, the research results also show the difference

between importance and performance through the P-I coefficient. Most indicators with P-I coefficients have negative values (-), ranging from -0.1 to -0.73. This means that the performance level of most of the TSQ factors is less compared to the importance level. Table 4 also show that while visitors place a high value on the important criteria values (ranging from 3.98 to 4.21), most of the criteria perform similarly lower, ranging from 3.51 to 3.95.

The P-I coefficient with the highest negative value is Q16 (food safety; -0.73), followed by the factor Q2 (Public toilets; -0.67). As analyzed, visitors appreciated these two criteria highly, yet the quality of implementation is low, resulting in a high negative value for the P-I coefficient. The P-I difference < 0 indicates that several indices of TSQ in traditional artisan villages in Da Nang have not yet satisfied the expectations of tourists, according to Barsky (1995). Food safety for visitors is not guaranteed due to a variety of factors. Many of the restaurants and food and beverage establishments that have opened in the artisan village's core areas are small. They lack the equipment to ensure food safety and hygiene (with a clean area). Besides, as mentioned, the toilet system has not yet secured the hygiene factors.

Only six components, Q9, Q10, Q11, Q12, Q14, Q16 and Q19, have a positive P-I coefficient (+) at the performance level. The common feature of these six criteria is that the importance is high. Yet, the level of implementation is high to very high, owing to the attitude and professionalism of the workers at the artisan village tourism sites. It is undeniable that a positive first impression created by the staff's attitude and professionalism is a critical aspect in improving the image and happiness of visitors.

Figure 2 shows an IPA graph with four zones that emphasize development to varying degrees.

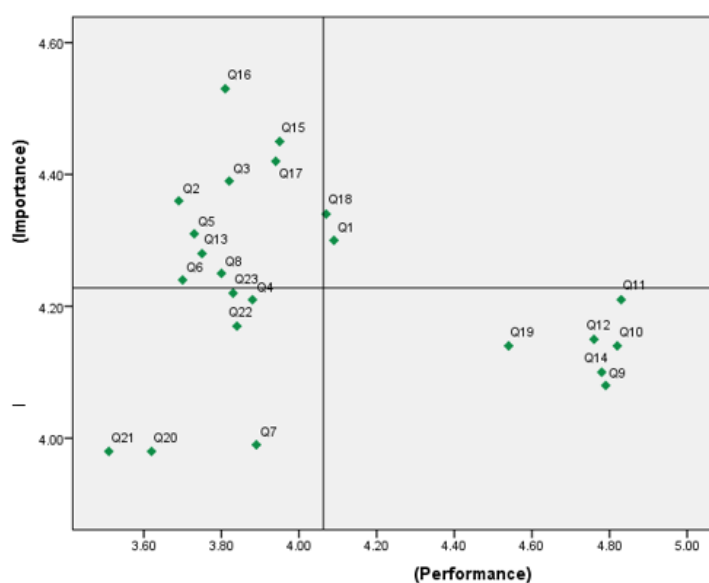


Figure 2. IPA model

- *Quadrant I (Concentrate Here)*: comprises Q2 (Public restrooms), Q3 (Exhibitions), Q5 (Exhibition room), Q6 (Documents), Q8 (Display model), Q13 (Problem-Solving Capability), Q15 (Property Safety), Q16 (Food Safety), and Q17 (Style serving). Tourists believe the factors in this quadrant to be of utmost importance, yet their implementation in craft villages remains limited.

- *Quadrant II (Keep up good work)*: consists of two attributes: Q1 (Village landscape) and Q18 (Continue to do well) (Service process). Tourists consider these characteristics essential, and the village of crafts has done an excellent job of adopting them. However, the graph demonstrates that these components are close to quadrant I.

- *Quadrant III: (Lower priority)*: consists of six elements: Q4 (Costume), Q7 (Destination information), Q20 (Attention), Q21 (Awareness), Q22 (Sympathy), and Q23 (Empathy). Tourists do not place a high value on these characteristics, and the level of implementation in craft villages remains low.

- *Quadrant IV: (Possible overkill)*: Contains six factors: Q9 (Resources), Q10 (Deep comprehension), Q11 (Attentiveness behavior), Q12 (Enthusiastic attitude), Q14 (Gentle attitude), and Q19 (Possible overkill). These traits are considered to be of modest importance by tourists, but the craft village's implementation is superb

4. Conclusion

The research has combined the IPA model and in-depth interviews to evaluate the quality of services in Non Nuoc village in Da Nang city. The findings illustrate disparities in opinions of the importance and degrees of performance of tourism quality assessment criteria among 120 tourists who visited the Non Nuoc villages. Tourists appreciated the importance of most of the quality criteria of tourism services in Non Nuoc village. However, despite this, the above criteria's performance is mostly lower than the importance levels. The study also shows the significance of human-related elements in evaluating tourism services in Non Nuoc village. Employee-related factors such as friendly attitudes, prompt assistance, and the ability to serve politely are highly regarded. On the other side, aspects of safety, such as factors ensuring the property's safety and food safety, are highly valued. These evaluation results are the basis for managers to plan solutions to improve service quality in Non Nuoc craft village.

❖ **Conflict of Interest:** Author have no conflict of interest to declare.

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**ĐÁNH GIÁ CHẤT LƯỢNG DỊCH VỤ CÁC ĐIỂM DU LỊCH VĂN HÓA:
TRƯỜNG HỢP NGHIÊN CỨU TẠI LÀNG NGHỀ NON NƯỚC, THÀNH PHỐ ĐÀ NẴNG**

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TÓM TẮT

Các điểm du lịch văn hóa (CTAs) ngày càng trở nên phổ biến bởi chúng bảo tồn và tái hiện các văn hóa bản địa và lối sống cộng đồng, đồng thời đóng góp quan trọng đối với nền kinh tế. Cùng với sự gia tăng của du khách trong những năm gần đây, các điểm du lịch văn hóa cần cải thiện hơn nữa chất lượng dịch vụ nhằm nâng cao sức hấp dẫn và tính cạnh tranh. Mặc dù có những tiến bộ đáng kể trong đánh giá CTAs, nhưng có rất ít nghiên cứu phân tích chất lượng dịch vụ du lịch dựa trên đánh giá về tầm quan trọng và mức độ thực hiện đối với CTAs. Để phân tích chất lượng dịch vụ của những điểm du lịch văn hóa, nghiên cứu này được thực hiện tại làng nghề Non Nước, thành phố Đà Nẵng, nơi có các giá trị văn hóa đặc sắc và đa dạng. Mô hình nghiên cứu IPA được vận dụng và kết hợp với thang đo SERQUAL. Dựa trên mô hình nghiên cứu, 23 tiêu chí đánh giá được thiết lập thành 5 nhóm bao gồm “Các yếu tố hữu hình”, “Sự tin cậy”, “Thái độ và trách nhiệm”, “Sự bảo đảm” và “Sự đồng cảm và tính thuận tiện”. Thang đo Likert 5 mức độ được sử dụng đối với hệ tiêu chí này. Kết quả nghiên cứu tại làng nghề Non Nước cho thấy khách du lịch đánh giá cao tầm quan trọng của phần lớn các tiêu chí chất lượng dịch vụ du lịch, song họ lại đánh giá thấp mức độ thực hiện các tiêu chí, đặc biệt là các yếu tố về vệ sinh công cộng và các yếu tố về đồng cảm.

Từ khóa: đo lường; CTAs; thành phố Đà Nẵng; làng nghề Non Nước; chất lượng dịch vụ