

EFFECTS OF LEISURE ACTIVITIES ON WELL-BEING: MEASUREMENT OF WELL-BEING USING PSYCHOLOGICAL AND PHYSIOLOGICAL INDICATORS

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INTRODUCTION

Vacations are generally believed to heal people physically and mentally and are perceived as an escape from daily responsibilities at work (Pearce, 2009). However, such benefits of vacation are not deterministic and cannot always be reaped. For instance, the positive effects of travel appear short-lived. Several studies using a pre-post design (e.g., Nawijn, 2011; Nawijn, Mitas, Lin & Kerstetter, 2013) indicated that most people felt happier before and during compared to after a vacation. Similarly, de Bloom, Geurts, and Kompier reported that vacationers' health and well-being rapidly increased after the start of the holiday, seemed to peak during the vacations and then, decreased gradually.

Simultaneously, it is unclear what kind of activities during vacation are more useful for improving and maintaining well-being. Therefore, multiple longitudinal surveys and accurate measurements of individuals' well-being to answer such questions. The most widely used survey for this purpose is a questionnaire. However, collecting data using questionnaires has both strengths and weaknesses (Patten, 2016). Questionnaires provide an efficient and economical way to collect data. It allows to collect a large amount of data simultaneously and in a short time. They are also easy to tabulate or score, and the resulting data are easy to analyze. On the other hand, they usually provide only a snapshot rather than a rich, in-depth picture of an area of concern. Additionally, questionnaires elicit incorrect responses as respondents may give answers that they think are socially desirable, regardless of accuracy. It is also difficult to measure things, states, and emotions that

the person is not aware of. Therefore, in this study, we attempted to capture the changes in respondents' well-being and stress from physiological substances in saliva and questionnaires.

In recent years, the measurement of indicators of the immune system has been performed in psychology. Recent studies revealed how sensitively the immune system influences the psychological state, along with its biological mechanisms. Specifically, several studies focused on the relationship between stress and saliva secretion in humans (e.g., Bosch, Ring, de Geus, Veerman, & Amerongen; Phillips et al., 2006). Immunoglobulins are essential substances in infection defense mechanisms that eliminate bacteria and viruses that have entered the body. The immune system comprises numerous components, of which this study focuses on immunoglobulin A (s-IgA).

s-IgA is found in saliva, tears, and nasal mucosa and plays a vital role in preventing harmful substances from entering the body. Since s-IgA can be detected in saliva, it is an index of immune function that is easy to handle in psychophysiology. For example, Matsunaga, Kobayashi, Shibata, et al. (2016) reported that one-weekly self-disclosure of emotional experiences enhances happiness using this measurement method. Their study also revealed a positive correlation between changes in well-being and salivary s-IgA levels, that is, individuals' positive emotions affected s-IgA secretion.

From the perspective described above, the purpose of this study was to clarify the effect of a week's vacation on well-being and stress among college students. To test this effect, we conducted a subjective questionnaire survey and physiological analysis. The study of salivary hormone levels and psychological questionnaires may reveal what

activities can positively affect personal well-being during leisure.

METHOD

Participants comprised of 44 students (13 men, 27 women, and 4 refusals) ranging in age from 19 to 23 years ($M = 19.80$, $SD = 0.81$). All the surveys described below were conducted as part of university classes, and there were no financial rewards as compensation for their time. Participants completed the questionnaires thrice. To capture data from as many people as possible, we conducted the following schedule: The first survey was carried out at the end of October 2019 (Time 1), the second survey immediately after the end of the autumn vacation in early November 2019 (Time 2), and the third survey in early December 2019 (Time 3).

Questionnaires consisted of items obtaining demographic information including sex, age, and details of autumn vacation experience, followed by psychological scales, namely, the Recovery Experience Scale (Sonnenstag & Fritz, 2007), PERMA-profiler (Butler & Kern, 2016), and Brief Job Stress Questionnaire (BJSQ; Ando, Kawakami, Shimazu, Shimomitsu, & Odagiri, 2015). The Recovery Experience Scale (Sonnenstag & Fritz, 2007) is a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree) having four dimensions: (1) psychological detachment, (2) relaxation, (3) mastery, and (4) control.

We adopted the PERMA-Profiler (Butler & Kern, 2016) to measure changes in the participants' well-being through the autumn vacation in terms of five pillars: positive emotion, engagement, relationships, meaning, and accomplishment. The PERMA-Profiler was developed to apply measurement changes in well-being at the individual, community, and national levels (Butler & Kern, 2016). The questions were rated on an 11-point scale ranging from 0 to 10 with the endpoints labeled. Finally, BJSQ is a self-reported stress questionnaire that can be used easily in the workplace. The scale consists of 57 items composed of three factors: work stress, stress responses, and modifiers. Among these, we used 29 items related to the stress response. In addition, all participants submitted a diary-style record form to keep track of their activities during the vacation (from October 31 to November 5).

To collect and analyze saliva, we used the Cube Reader (SOMA Bioscience product; Figure 1), which is smaller (two-inch cube), quicker (four-second scan time), and considerably cheaper than the previous equipment. Conducting multiplex sampling with such a small and quick reader would save time and speed up data delivery in daily and applied settings (Dunbar & Jehanli, 2015). Considering the participants' burden, we collected saliva and analyzed them twice (Time 1 and Time 2).



Figure 1. Measuring instrument and saliva sampling kit

FINDINGS AND CONCLUSION

We conducted repeated measure analysis of variance for the effects of time on the participants' stress and well-being. The result showed no significant differences in either stress ($F(2, 56) = 0.38, ns$). $\eta_p^2 = .01$) or well-being ($F(2, 56) = 2.79, ns$. $\eta_p^2 = .10$) scores before and after the vacation. In other words, the participants' stress and well-being fluctuations before and after the weekly vacation could not be confirmed.

However, hierarchical regression analysis revealed the relationship between recovery experiences (i.e., what respondents experienced during their vacation) and mental health outcomes (Time 2). The full model accounted for 63% of the variance in well-being score after vacation, and the effects of mastery ($\beta = .29, p < .05$) were significant. Mastery is a part of the recovery experience and refers to how people experience new and challenging events during their vacation.

In addition, the result of saliva analysis confirmed a marginally significant relationship between S-IgA secretion rates (μg) and the well-being of vacationers ($r = .24, p < .10$). Also, the content analysis of the diary-style records showed that interpersonal relationships could contribute to individuals' well-being. These results suggest that, instead of just relaxing, new places and experiences can make people happier.

Interpersonal relationships are the leading cause of human stress. However, building good interpersonal relationships is also crucial for promoting well-being. Our results have important implications and show limitations as well as some intriguing directions for future research.

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OTHERS' INFLUENCE ON MY ATTITUDE AND REVISIT INTENTION TOWARD GREEN CAFÉ: CONFORMITY AS MODERATOR

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INTRODUCTION

Over the last a few decades, growing concerns on the environment have led to the advent of green consumerism in which consumers adopt green attitude and behavior to alleviate environmental degradation (Laroche et al., 2001). The new consumer trend has encouraged the emergence of green cafés where its business operations strive to minimize disposable plastic wastes. In Korea particularly, along with the national enactment of the Resources Recycling Act that prohibited cafés from providing single-use plastic cups for dine-in consumers, green cafés are further committed to implement voluntary green initiatives in order to curb disposable plastics such as straws and cutleries (Kim, 2018).

However, sustainable practices from green cafés could not always obtain unanimous acceptance from all consumers. As McCarty and Shrum (1994) identified, prosocial behavior (e.g., recycling) entails a trade-off relationship in which individual needs for short-term are sacrificed for the sake of societal benefits for long-term. In this regard, it is possible to expect that some consumers are not willing to tolerate short-term personal inconvenience, such as unfamiliar quality of alternative straws to plastic straws or longer service lead time due to cleansing of in-store mugs or reusable cutleries, compromised over the long-term environmental sake (Lee, 2018).

In light of the trade-off relationship, it is important to note that an individual consumer's attitude of inconvenience toward green cafés intrinsically involves perceptions on other consumers who build up a society (Woelfel &

Haller, 1971; McCarty & Shrum, 1994;). This relationship of social influence that governs an individual's attitude and the one's social presence can be further explained by the concept of ideal social self-image (Sirgy, 1982). It delineates that consumers perceive certain symbolic images or values on consumption behavior; when the symbolic images are congruent with the ideal social self-image (i.e., how consumers want others to see themselves), they portray self-concept indirectly through the symbolic images attributed to consumption (Sirgy 1985; Beerli et al., 2007). In this respect, a consumer who wants to be perceived by others as an environmentally responsible person (i.e., ideal social self-image), for example, is likely to adjust his or her own attitude accordingly, and in turn, revisit or patronize green cafés even if some inconvenience is expected.

Another important determinant of consumer attitude under social influence is consumer conformity (Bearden et al., 1989). An individual consumer whose personality exhibits high tendency toward conformity is likely to be normatively motivated to adopt the attitude of other consumers as they are perceived to form a referent social group with which he or she wants to identify himself or herself (Lascur & Zinkhan, 1999). In association with the ideal social self-image, a consumer with high conformity trait will be more susceptible to the influence of others as they represent the referent social group who are believed to observe and recognize the individual consumer's ideal social self-image. Conversely, a consumer whose tendency toward conformity is low is less likely to be influenced by the attitude of others.

Accordingly, this research aims to investigate

how other consumers' attitude affects an individual consumer's attitude, and how, in turn, the individual's attitude of inconvenience with naturally negative valence influences the individual's revisit intention in the context of green cafés. The moderating role of conformity trait is also examined. Therefore, following hypotheses are proposed:

- **Hypothesis 1 (H1):** Perceived others' attitude of inconvenience toward green cafés positively influences my attitude of inconvenience toward green cafés.
- **Hypothesis 2 (H2):** My attitude of inconvenience toward green cafés negatively influences revisit intention.
- **Hypothesis 3 (H3):** Conformity trait moderates the relationship between perceived others' attitude of inconvenience toward green cafés and my attitude of inconvenience toward green cafés, such that the positive relationship between perceived others' attitude of inconvenience toward green cafés and my attitude of inconvenience toward green cafés is strengthened when conformity trait is high and weakened when conformity trait is low.
- **Hypothesis 4 (H4):** Conformity trait moderates the relationship between my attitude of inconvenience toward green cafés and revisit intention, such that the negative relationship between conformity trait and revisit intention is weakened when conformity trait is high and strengthened when conformity trait is low.

METHOD

Data collection was conducted by survey questionnaires comprised of twenty-six question items including demographic questions. Survey instruments were adopted from previous researches by Bearden et al. (1989), McCarty and Shrum (1994), and Fiore and Jin (2003), and presented in five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The research targeted on Korean respondents and collected 500 completed surveys. The questionnaire included one screening question that asked respondents to indicate their frequency of visit to café in the recent one month in order to ensure that they are familiar with the context

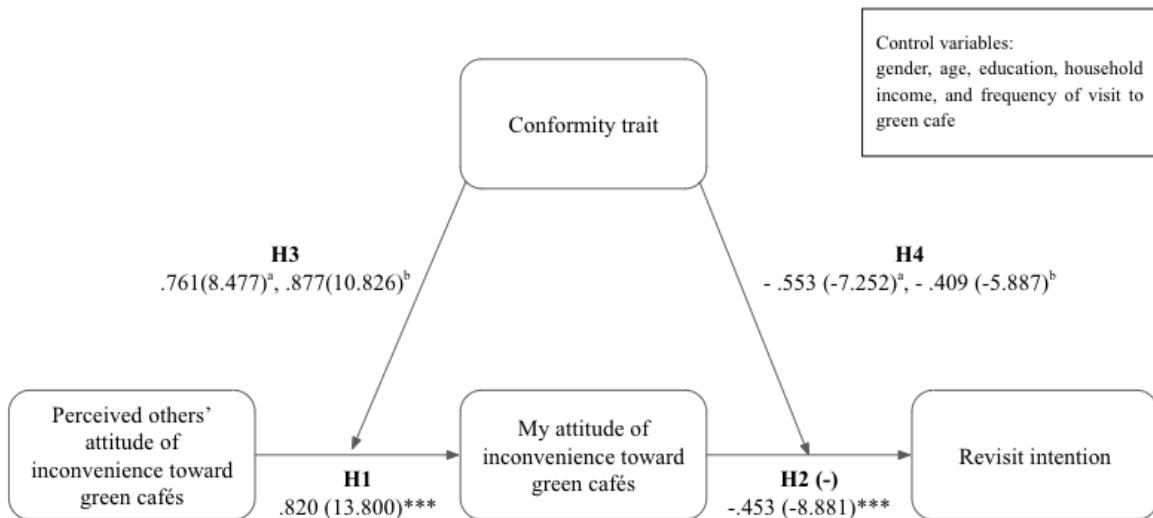
of green café.

The data analysis first conducted frequency analysis to show the demographic profile of survey respondents. Secondly, confirmatory factor analysis (CFA) was conducted to verify reliability and validity of each construct and all measurement items. Then, structural equation model (SEM) and multi-group analysis were conducted to test the proposed research model and hypotheses. Demographic variables were controlled in SEM analysis.

FINDINGS

H1 and H2 were evaluated using SEM. The result showed that perceived others' attitude of inconvenience toward green cafés positively affects my (an individual's) attitude of inconvenience toward green cafés ($\beta = .820, t = 13.800, p < .001$), thus supporting H1. In addition, it was found that the individual's attitude of inconvenience toward green cafés negatively affects revisit intention ($\beta = -.453, t = -8.881, p < .001$), thus supporting H2.

To test the moderating effect of conformity trait, the collected data were divided into two groups based on the mean score of conformity trait ($M = 3.23$), resulting in low conformity group ($n = 235$) and high conformity group ($n = 265$). Then, multiple-group analysis was conducted to empirically test the moderating effect of conformity trait. The invariance of one specific path between two pairs of groups was tested by calculating the chi-square difference. The result found that conformity trait played an important moderating role in the direct path relationship of H1 ($\Delta\chi^2 (\text{df}) = 4.213 > \chi^2 .05 (1) = 3.84$). The path coefficient of high conformity group was found to be greater than that of low conformity group. Therefore, H3 was supported. Moreover, the resulted also showed that conformity trait moderated the direct path relationship of H2 ($\Delta\chi^2 (\text{df}) = 9.051 > \chi^2 .01 (1) = 6.63$). The path coefficient of low conformity group was found to be negatively higher than that of high conformity group. Therefore, H4 was supported. Figure 1 summarizes the research model and the results.



Note 1: *** $p < .001$

Note 2: (-): negative relationship

Note 3: a. Path coefficient and t-value for low conformity group, b. Path coefficient and t-value for high conformity group

Figure 1. Structural Model Results

IMPLICATIONS

As consumers have realized that their consumption behavior entails significant impacts on the environment, it is not surprising that green consumerism is conceived of as prosocial behavior that everyone is responsible for. It reinforces the execution of social influence in the attitude formation of inconvenience toward green cafés through one's desire to exhibit ideal social self-image to the surrounding referent social groups who are perceived to evaluate and approve or disapprove the ideal social self-image. Therefore, it is advised that marketers first identify referent groups with which their target consumers want to express social identity. It would enable marketers to define what are the associated symbolic images that the groups are believed to pursue. As consumers are influenced by each other in a mutual relationship (Latané, 1981), once it is perceived that the symbolic images of green cafés project the desired values of the referent social groups, it is expected that individual consumers will be influenced by the perceived others' attitude to tolerate inconvenience and form favorable attitude toward green café, which, in turn, results in revisit intention.

The understanding of conformity trait poses an important implication to the operation of green cafés where new green initiatives are continuously

implemented for environmental protection. While the experience from visiting green cafés itself is an intangible element that may entail initial reluctance, consumers with high conformity are more likely to foster favorable attitude consciously to enhance and support their desired ideal social self-image (e.g., environmentally responsible consumer). Although it is challenging in reality for marketers to measure individual consumer's conformity trait and make targeting strategies according to the level of conformity, it is suggested that green cafés operate a rating system on online reviews such that consumers are able to filter what they want to read (Tsao et al., 2015). It would allow consumers with high conformity trait to selectively and voluntarily expose themselves to the opinions of the majority others, thus capturing the segment of high-conformists from the perspective of marketers.

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EXAMINING DESTINATION LOYALTY FORMATION OF GROUP PACKAGE TOURISTS: THE CASE OF MACAU

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INTRODUCTION

A GPT is an all-inclusive package with air and ground transportation, baggage handling, accommodation, sightseeing and meals all bundled into a single product, sold to the consumer at a single price and paid in advance (Heung & Chu, 2000; Mak et al., 2010). A number of studies have investigated the characteristics of group package tourists. Despite some similarities, Mainland Chinese group package tourists often exhibit different behaviors and characteristics, depending on the destination (Lee, Hitchcock, & Lai, 2018).

Mainland Chinese outbound group package tourists are one of the biggest segments in Asia as well as in Macau (Bi & Lehto, 2018; Gu & Huang, 2019). The number of international visitors arriving in Macau was 35.8 million in 2019, including 9.1 million group package tourists (Statistics and Census Service of Macau, 2019). Approximately 7.1 million of them came from Mainland China, and accounted for 78% of the entire group package tour market in Macau (Statistics and Census Service of Macau, 2019).

To explain the decision-making and loyalty of Mainland Chinese group package tourists to Macau, this study uses an extended model of the theory of reasoned action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975; Kim, 2017). TRA proposes that a tourist's behavioral intentions regarding destination loyalty depend on their attitude and subjective norms toward the destination (Bi & Lehto, 2018; Untaru et al., 2016). Psychological factors such as attitudes, perceptions, and image are important elements influencing travel behavior and destination loyalty.

The purpose of this study is to provide an integrated model for understanding destination loyalty with Mainland Chinese group package tourists to Macau by examining the effects of attitude, subjective norms, destination image, perceived service quality and perceived value on destination loyalty.

METHOD

The survey questionnaire was composed of 46 questions classified into seven dimensions including: four items of attitude toward the Macau trip (Lam & Hsu, 2006), four items of subjective norm (Hsu & Huang, 2012; Sparks, 2007), 12 items of Macau destination image (Chen & Tsai, 2007; Chi & Qu, 2008), 14 items of perceived service quality (Io, 2013; Lin, Lee & Chan, 2009), four items of perceived value (Jang, Cai, Morrison & O'Leary, 2005), and three items of Macau destination loyalty (Park, Lee & Miller, 2015). The questionnaire used a 5-point Likert scale (1=strongly disagree, 5=strongly agree) and five items of demographic variables. For the data collection, With the assistance of four tour guides, 25 tour groups from Mainland China were selected and 500 self-administered questionnaires were distributed to the tourists who expressed willingness to complete the survey during their package tour in Macau. The completed questionnaires were collected by the tour guides before handed over to the researcher. Finally, a total of 454 valid questionnaires were collected representing a response rate of 90.8% after 46 invalid and incomplete questionnaires were removed.

FINDINGS

Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were used to test the conceptual model. All six constructs exhibit both convergent validity and discriminant validity. The goodness-of-fit indices suggest that the final measurement model fits the data well, with $\chi^2 = 902.7$, df = 306, CFI = 0.91, NNFI = 0.91, RMSEA = 0.05, and SRMR = 0.06. In addition, the goodness-of-fit statistics for the structural model indicate an acceptable fit of the data to the model,

with $\chi^2 = 887.68$, df = 304, CFI = 0.92, NNFI = 0.91, RMSEA = 0.06, and SRMR = 0.06.

The estimates of the standardized coefficients identify the six supported hypotheses as: attitude → destination loyalty ($\beta=0.42$, $p<0.01$), subjective norm → destination loyalty ($\beta=0.25$, $p<0.05$), destination image → destination loyalty ($\beta=0.18$, $p<0.05$), destination image → perceived service quality ($\beta=0.81$, $p<0.001$), perceived service quality → perceived value ($\beta=0.69$, $p<0.001$), and perceived value → destination loyalty ($\beta=0.19$, $p<0.05$).

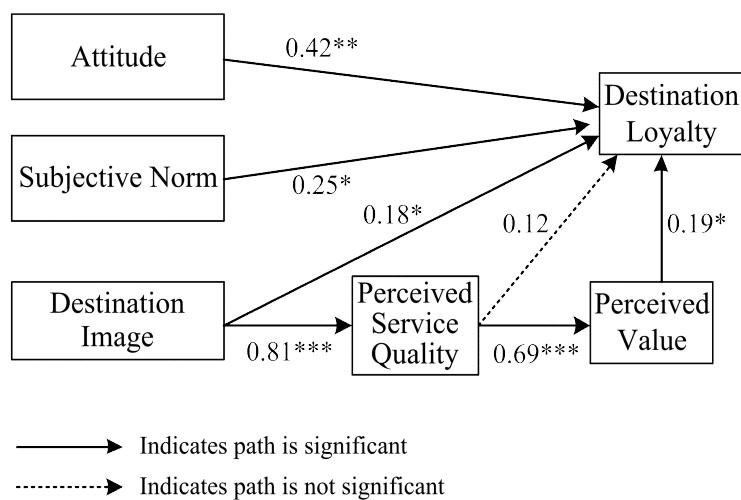


Figure 1. Summary of tested hypotheses

CONCLUSION

This study aims to understand destination loyalty among the Mainland Chinese group package tourist market by proposing an integrated conceptual model employing the extended TRA. The findings of this study show that the extended TRA is a valid and useful conceptual frame for explaining destination loyalty among Mainland Chinese group package tourists. The study confirms that attitudes and subjective norms among group package tourists to Macau play an important role in their destination loyalty, as exhibited through revisit and recommendation intentions. Finding also demonstrates that destination image is directly associated with tourists' perceptions of the service quality of the Macau group package tour as well as destination loyalty for Macau. Image is a key influence as it has a stronger impact on destination loyalty than social norms, perceived service quality,

and perceived value. The Macau Government and destination marketing organization should enhance the image of Macau with Chinese group package tourists because image was found to have a significant impact on perceived service quality and value, which influence the destination loyalty.

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THE RELATIONSHIP AMONG TOUR GUIDE PERFORMANCE, SERVICE QUALITY OF TOUR GUIDING TOURIST SATISFACTION, AND TOURIST BEHAVIOR INTENTION

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INTRODUCTION

Tour guides perform an essential role in presenting the business picture of travel companies during tour services. Tour guides are essential representatives of the tourism industry, and their services are primarily dependent on their success and technical expertise (Chen et al., 2011; Hwang & Lee, 2018). Previously, the relationship between tour guide performance, tourist satisfaction, and tourist behavior intention has been investigated (Chen et al., 2011; Huang et al., 2010; Hwang & Lee, 2018). Furthermore, tour guides' level of service can be identified by visitors' and tourists' general picture of travel agencies. Service quality of tour guiding has been mentioned by previous researchers (Chan et al., 2015; Chand, 2010; Chang, 2014; Chen & Chen, 2010; Chen et al., 2016; Lin et al., 2017; Žabkar et al., 2010). Besides, suggested that potential researchers should examine the role of tour guide performance in various contexts, and Vietnamese domestic tourists were considered the source for the study. Moreover, in the context of the Covid-19 pandemic across the world, Vietnam tourism just relies on domestic tourists to gradually recover. However, the research on Vietnamese tour guides who connected between Vietnamese domestic tourists and local travel agencies is still limited in the tourism research field. Therefore, this study responded to the importance of Vietnamese tour guides during tour programs and the process recovery Vietnam tourism at the moment. The purpose of this study conducted a purposive sampling approach to quantitative data from Vietnamese domestic tourists to examine the relationship among tour guide performance, tourist

satisfaction, and tourist behavior intention, as well as the role of tour guide service quality in that connection.

LITERATURE REVIEW

The first three hypotheses are then framed base on the previous studies suggested that tour guide performance impacts the satisfaction of tourists (Bowie & Chang, 2005; Huang et al., 2010; Kuo et al., 2018; Zhang & Chow, 2004), on tourist behavior intention (Alazaizeh et al., 2019; Hwang & Lee, 2018; Mak et al., 2011; Teng & Tsai, 2020), on service quality of tour guiding (Lin et al., 2017; Zhang & Chow, 2004). The fourth hypothesis was developed base so previous studies that found that tourist satisfaction impacts tourist behavior intention (Alazaizeh et al., 2019; Chan et al., 2015; Chang, 2014; Murray & Howat, 2002). The next two hypotheses are developed base on the finding studied had pointed out that service quality impacts customer satisfaction (Huang et al., 2010; Kang et al., 2004; Lin et al., 2017) on behavior intention (Chan et al., 2015; Heung, 2008). And two final vital hypotheses to investigate the role of service quality of tour guiding in these relationships as the mediating roles (Alazaizeh et al., 2019; Chan et al., 2015; Hwang & Lee, 2018; Lin et al., 2017; Mak et al., 2010; Zhang & Chow, 2004).

METHODOLOGY

This study was able to generate measurement items for the dimensions by referring to these factors' scales in previous studies, such as tour guide performance with 19 items (Alazaizeh et al., 2019;

Huang et al., 2010; Hwang & Lee, 2018), the service quality of tour guiding with 5 items (Cho & Wang, 2011; Lin et al., 2017), tourist satisfaction with 4 items (Chi & Qu, 2008; Lin et al., 2017; Žabkar et al., 2010), and behavior intention with 4 items (Chan et al., 2015; Lin et al., 2017). Quantitative research was conducted to test the research model's scales and hypotheses through a purposive sampling approach for data collection from 378 Vietnamese domestic tourists (25th to 29th September 2020) in Ho Chi Minh City. This research was conducted out with descriptive analyzes, confirmatory factor analysis, structural equation modeling, and the Sobel test.

RESULTS

Structural equation modeling and the Sobel test were used to test the hypotheses in the study. The result indicates significant positive relationships were presented by the standardized path coefficients of the paths from tour guide performance to tourist satisfaction, tour guide performance to tourist behavior intentions, tourist satisfaction to tourist behavior intentions, and service quality of tour guiding to tourist satisfaction. However, the service quality of tour guiding did not display a practical effect on tourist behavior intention. On the other hand, this research found out the service quality of tour guiding mediates effect on the relationship between tour guide performance and tourist satisfaction. Nevertheless, the tour guide's service quality did not significantly impact the relations between tour guide performance and tourist behavior intention.

Theoretical implication

The finding of this research contributes to tourism literature. Foremost, Alazaizeh et al. (2019) suggested that future researchers can test the mediation relevant variables on the relationship between tour guide performance and tourist behavior. Therefore, to the response suggested above, this study considered the quality service of tour guiding as a mediation variable. Second, this study to discover the missing of Chan et al. (2015) on the impact of tour guiding on tourist intention. And the finding of this result is also similar to other

authors (Chan et al., 2015; Hwang & Lee, 2018). Third, the concepts of Hwang and Lee (2018); Lin et al. (2017) are missing the testing the role of service quality of tour guiding. As a result, this study added to and applied previous research by identifying the significant mediating role of tour guide service quality in the relationship between tour guide performance and tourist satisfaction.

Practical implication

The findings of the study provide some management strategies guidelines. This study showed first of all that the tour guide needs to do well on tour. Particularly, Vietnamese tour managers and tour operators can continue providing specific instructions to enhance their tour guides' ability. Further, the service quality of tour guiding plays as a mediator component in the link between the performance of tour guides and tourists' satisfaction. Therefore, tour agencies and tour operators from Vietnam can equally prepare tour guides for the or a technical demonstration to increase tour guides' experiences. Besides, travel managers should consider the dynamic phenomena of visitor satisfaction and tourist behavior intention. Tour guide success achieves the key thing that impacts tourist satisfaction during the tour program. During tour programs, tourist behavior intention could be affected typically by tour guides' performance and tourists' satisfaction. In some cases, tourist behavior intention was directly undetermined by the service quality of tour guiding. Somehow service quality of tour guiding indirectly affects tourist intention through tourist satisfaction.

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