



# The Skills of Employees When Interacting With Tourists: A Case Study in Tourism Companies in Da Lat City

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**ABSTRACT:** There are many studies on the skills of employees, satisfaction and positive word of mouth effect of the tourists have been made in the world, included Vietnam and many benefits that it brings. with this subject, the theory and models are focused on the relationship between the skills of employees and the satisfaction of tourists. From this survey, the tourist company can know what the tourists think. The data that collecting is used for auditing factor and model theory. This special factor will be checked before censuring the reliability though Cronbach Alpha coefficient and regulating research model for suitable. Finally, the regression analysis is used to identify the quality factors service, the influence of satisfaction to the loyalty of tourists.

The result shows that there are 4 factors of employee skills, such as: communication skills, ability, commitment to service and ability to resolve the conflicts. In this model, the communication skills is the most powerful to influence to the satisfaction of tourists with the coefficient ( $\beta=0.387$ ). the research results showed that the level of satisfaction of tourists by positive word of mouth effect so high with the ( $\beta=0.738$ ). the satisfaction of the tourists depend on the communication skills of the staff. Some recommendations will help managers improve training staff internally. make the staff work more better.

**Keywords:** tourism, communication skills, Da Lat.

## I. INTRODUCTION

Currently, in Da Lat - Lam Dong, in addition to a number of small companies, small private shares, there are 3 large companies that are: Da Lat Tourism Service Joint Stock Company (Dalattsc), Lam Dong Tourism Company (Dalattourist) and TTC World - Valley of Love, the three companies above have many attractions such as: Prenn, Datanla, Cable Car, Mong Mo Hill, Cam Ly, Langbian ... and hotels located at central locations of Da Lat such as: TTC Ngoc Lan, Nice dream, Thanh Binh, Cam Do...

In the development of tourism, in addition to the contribution of business in the field of accommodation, the activities of visiting scenic spots and attractions also contribute a significant part to the overall development of the tourism industry. The continuous improvement of service quality through the improvement of staff qualifications, communication skills, service attitude ... to meet the increasing needs of tourists when traveling in Da Lat not only stop at leisure. Therefore, the study of customer satisfaction and the positive word of mouth effect of tourists when visiting in Da Lat is very necessary, which helps managers better understand the staff. plan to improve and raise the qualifications of employees, thereby enhancing competitiveness compared to competitors in the same industry as well as in other regions. That is also the

reason for the creation of the topic: **The skills of employees when interacting with tourists: a case study in tourism companies in Da Lat city.**

## II. THEORETICAL BASIS

Definitions of Competency (qualification), Communication skills, Service commitment and Conflict resolution:

Competence (professional level): is defined as the buyer's awareness of the technical and commercial capabilities of the seller. In the organizational chart of Anderson and Weitz (1989), there are four items to measure as follows:

1. Knowledge of the market for the buyer's product.
2. Ability to give good advice to the business operation of the buyer.
3. Ability to help build the plan steps for buyers.
4. Ability to provide the most effective promotions for buyers.

Communication skills are defined as the ability of the seller to provide timely and complete information similar to the definition of Anderson and Narus (1990) factor with 4 interrelated factors: providing reliable information. Reliable, provide timely information if the supply process has problems, provide timely information if product quality has problems and fully fulfill previous commitments with buyers.

Service commitment is defined as activities or communication to meet the special requirements of customers, similar to the definition of Johanson et al. (1991) factor has 4 elements: people seller adjusts buying behavior of buyers, suppliers tailor-made according to customer requirements, suppliers are flexible when customers request to change goods, and suppliers are flexible during product changes new.

Conflict resolution is defined as a supplier's ability to minimize conflicts, consequences, manifestations and potential conflicts. As defined by Dwyer et al. (1987), there are three elements of the factor that reflect this ability: avoiding potential conflicts, resolving conflicting manifestations before they occur, and regularly discussing potential conflicts. open solutions as conflicts arise.

### Concept of customer satisfaction

Customer satisfaction is considered to be fundamental in the marketing concept of satisfying customer needs and desires (Spreng, MacKenzie, & Olshavsky, 1996). Satisfied customers is an important factor for maintaining long-term success in business and appropriate business strategies to attract and retain customers (Zeithaml et al., 1996). There are many different perspectives on customer satisfaction. Customer satisfaction is their response to perceived differences between known experiences and expectations (Parasuraman et al., 1988; Spreng et al., 1996; Terry, 2002).

The motto of business companies is to satisfy the needs of customers, because customers are the source of revenue and profit of the company. When customers are satisfied with the company's products or services, they are more likely to continue to purchase. Moreover, when they are satisfied, they tend to talk well about the company's services to other customers. Consumer satisfaction with a service is a feeling towards a service business based on previous contact or transaction with that company (Bitner & Hubbert, 1994).

Satisfaction is the degree to which a person's sensory state begins by comparing the results obtained from a product or service with his or her expectations (Philip Kotler, 2001). Expectations are seen as human wishes or expectations. It originates from personal needs, previous experiences and external information such as advertising, information, word of mouth from friends, family... In which individual needs are a factor that is valued by society. . From there, the value of personal service brings satisfaction and loyalty of that individual. This practical implication helps service providers to understand that individual customer values may differ by culture and socio-demographic characteristics. Providing a service that enhances individual customer value is a key to success because it helps clients to be happy, to be recognized, and to improve their relationships with others. .

Another study by Fred Slenes Oslo, Norway shows that the antecedents and effects of trust and satisfaction in the relationship between buying and selling are: maintaining and enhancing the relationship between a buyer and a buyer. seller through communication, discuss how to trust and satisfy so that customers can perceive the reduction of risks. So there are different types of risk perception. To solve the problem of the relationship between factors: qualifications, ability to communicate, commitment to service quality, as well as resolve conflicts and these factors affect trust and satisfaction.

### **Word-of-mouth concept**

According to Magnus Soderlund (1998), the concept of word of mouth is defined: is the satisfaction of customers, friends, relatives and colleagues about an event that has created a certain satisfaction. With customer satisfaction expectations and positive word-of-mouth (WOM) effect, many authors argue that the relationship can vary in satisfaction level. For example, Hart et al (1990, 153) suggested that a customer with a bad impression will tell 11 others, and conversely, a customer with a good impression will only tell 6 others. On the other hand, the negatives are inflated by the customer with the aim of getting better service. For example, a customer might complain about the quality of the room so that the room gets cleaned up or gets a better room upgrade.

Today's use of media in messaging, chat, spam, blogging and other online means of communication has changed the relationship between customers and companies, products and services. , services with external individuals, acquaintances, colleagues. This is the cause of the change of opinion and experience and is understood as the concept of word of mouth online (Dwyer, 2007). Word-of-mouth is defined as "all information directed to consumers about the right to use, the specific characteristics of the goods and services of the seller" (Westbrook, 1987). The difference between traditional WOM and online WOM is that online communication channels are asynchronous and anonymous. Online WOM allows customers to receive information and experiences both positively and negatively from a variety of sources (Chattejee, 2001). 3.4 Kết quả của các nghiên cứu trước

### **Research by Shan – Chun Lee Sunita Barker & Jay Kandampully (2003):**

This study focuses on technology, service quality and customer loyalty in hotels based on an Australian management perspective. This study examines the perception of international hotel managers about the adoption of technologies in their hotels. The research results imply an increase in demand of hotel customers for service support technologies. Technology is recognized to have an impact on hotels' ability to support employees, improve service quality, improve business performance, increase competitive advantage, maintain relationships with customers, and increase profits. The main focus of this study is on the role of information technology in improving the quality of services provided by hotels, and the relationship these have with customer loyalty. This study focuses on technology applied at two levels in hotels: 1) Technology services in guest rooms, 2) Technology at management and operations level (including activities such as: : voicemail, e-mail, internet, personal computers (PCs), self-checkout and system startup, and multiple phone lines), and examines the impact of technology on customer loyalty . In this study, three variables are used to investigate: guest-room technologies, service-operation technologies, and the influence of technology on sales and marketing. (impact of technology on sales and marketing).

### **Research by Nguyen Thi Mai Trang (2006):**

This study examines the relationship between supermarket service quality, consumer satisfaction and loyalty towards supermarkets in Ho Chi Minh City. These relationships were tested with 318 customers at a supermarket in Ho Chi Minh City. Research results show that service quality is an important factor to satisfy customers as well as increase their loyalty to supermarkets. Moreover, the results also show that age and income factors do not affect the role of service quality on satisfaction and loyalty of supermarket customers. This study uses the theory of retail service quality and the factor of Dabholka et al. (1996) developed from the theory of service quality measurement of Parasuraman to test customer satisfaction and loyalty. supermarket

customers, this study adjusted the variables to suit the conditions in Vietnam including the following variables: 1) Diversity of goods, 2) Serviceability of staff, 3) How to display in supermarkets, 4) Supermarket premises, 5) Safety in the supermarket.

#### **Relationship between staff communication skills and visitor satisfaction**

Communication is the exchange of information between buyers and sellers. Several studies suggest that the exchange of information plays an important part in both traditional industry and marketing relationships (Anderson and Weitz (1989); Berhrman and Perreault (1982); Dwyer et al. (1987); Frazier and Rody (1991); Metclif et al. (1992), Andenson and Narus (1990) found that communication factors play a decisive role in satisfaction and trust. because language is often imperfect and an open conversation is often essential in securing information, sharing understanding and relationships, and thus ensuring trust. is evaluated as an outcome compared with a number of indicators. Communication is seen as an important part of ensuring satisfaction because communication is at the forefront of sharing understanding, results. Therefore, Fred Selnes (1996), Oslo, Norway (Antecedents and consequences of trust and satisfaction in buyer-seller relationships) believes that Communication will be increase supplier satisfaction.

#### **Relationship between service quality commitment and visitor satisfaction**

Service commitment has been identified as a characteristic key to success in relationships (Dwyer et al., 1987; Morgan and Hunt, 1994; Parasuraman et al., 1985). In an ongoing relationship, the parties often expect mutual commitment. Commitment manifests itself in many different forms, such as adjustments in the standards of products and services. Commitment is also a response to customer needs and is an important measure in Eastern markets (Kohli and Jaworski, 1990). Therefore, commitment is seen as being between the expectations or targets in a commercial relationship and the fulfillment of these desires in addition to customer satisfaction.

#### **Relationship between conflict resolution and visitor satisfaction**

Conflict resolution is also important in the buyer-seller relationship. Buyers will expect sellers or suppliers to show responsibility for the unforeseen and for unplanned events (Gundlach and Murphy, 1993).

#### **Research model of the topic**

The research model of Fred Selnes (1996) suggests that there is a relationship between the professional qualification factor and the ability to communicate, which leads to trust. In addition, the following factors: communication ability, commitment to service quality and ability to resolve conflicts contribute to customer satisfaction.

Based on the theoretical basis, the model of measuring trust and satisfaction in the relationship between buyers and sellers of Fred Selnes (Oslo, Norway) and previous research results, the satisfaction research model Visitors' satisfaction towards employees who directly contact customers at travel companies in Da Lat using variables: Competency (professional qualifications), Communication skills, Commitment to service quality Service, Ability to resolve conflicts and add the variable Satisfaction and positive word-of-mouth (WOM) will be in line with the defined objectives and scope of the topic. Assuming the above variables are independent and the Satisfaction factor affects all the above factors, the proposed research model is as follows:

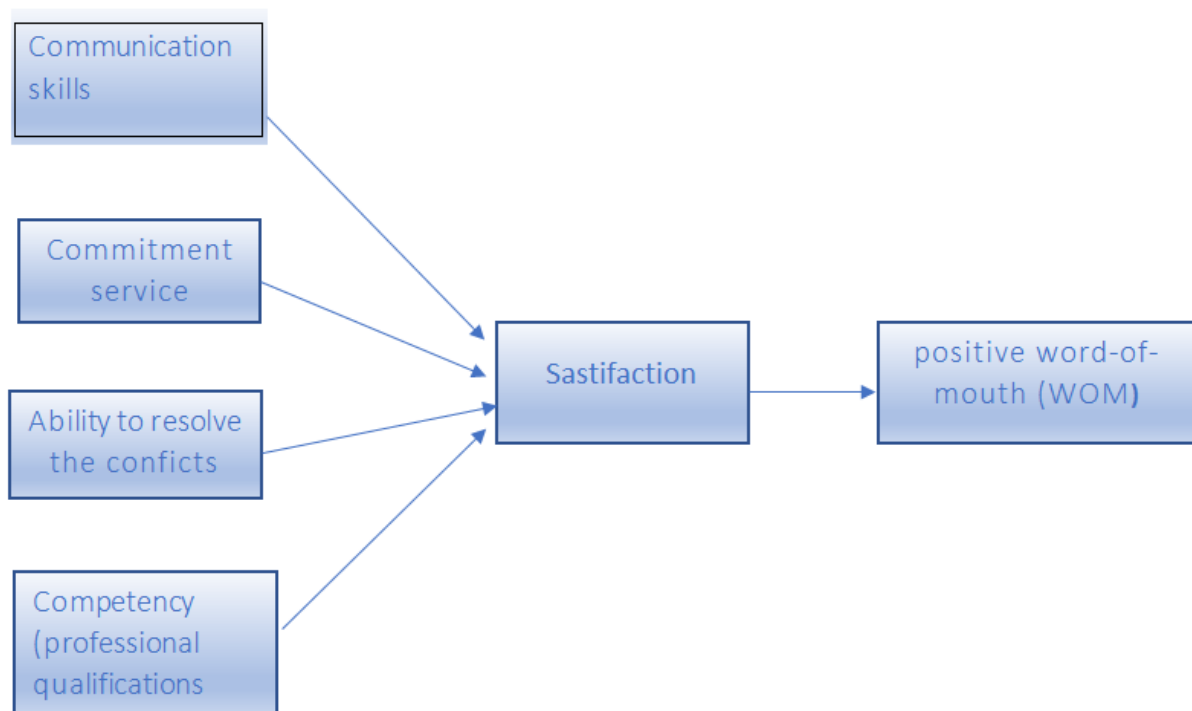


Figure 2.1 the research model

### III. RESEARCH METHODS

Research methods used to test the theoretical model include: (1) Qualitative research, through discussion with experts, (2) Quantitative research is carried out through detailed questionnaires. for tourists coming to Da Lat (sample number  $n = 150$ ). Preliminary research: conducted through qualitative research by in-depth interviews with experts who are leaders of travel businesses, tourist attractions, Tourism Promotion Center is a process of unstructured personal exchange in which respondents describe events, feelings, comments, attitudes, etc., about factors affecting the decision to choose a destination tourist travel. From the preliminary research results, the questionnaire will be designed and included in the formal study. Formal research: is a quantitative research phase conducted through a survey of visitors to Da Lat - Lam Dong with a designed questionnaire. Data were analyzed using SPSS software, to re-evaluate the factor and test theoretical models and hypotheses through mail or direct interviews with research subjects using questionnaires. After coding and cleaning, the data will be evaluated by Cronbach's Alpha reliability test and exploratory factor analysis (EFA), then conduct regression analysis to get the impact level of the data.

### V. RESEARCH RESULTS AND RESEARCH IMPLICATIONS

Evaluate the reliability of the factor:

Based on the factor built in the research design, the reliability test method to re-evaluate the reliability of the factor in each factor, the Cronbach's Alpha coefficient is used to eliminate the garbage variable, Accordingly, variables with corrected item-total correlation coefficient less than 0.3 will be excluded and the criteria for choosing Cronbach's Alpha coefficient must be greater than 0.6 (according to Nunnally and Brunstein, 1994).

Ability factor (level):

Ability factor (level) includes 4 variables presented in the table below. After calculating Cronbach's alpha coefficient, the reliability of the factor is calculated as: 0.772. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit

any variables in the factor, and we can conclude that this is a good factor that can measure the Competency factor. The results of the factor test are as follows:

Table 4.1: Results of testing Ability factor:

Variable Correlation coefficient of variable- sum Cronbach's alpha Cronbach's Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
ability01	.522	<b>.772</b>	.762
ability02	.746		.625
ability03	.672		.670
ability04	.408		.793

Communication Skills factor:

The Communication Skills factor has 4 variables. After calculating Cronbach's alpha coefficient, the reliability of the factor is calculated as: 0.801. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit any variables in the factor, and we can conclude that this is a good factor that can measure the communication skill factor.

Table 4.2: Results of testing the reliability of the communication skills factor:

Variable Correlation coefficient - sum Cronbach's alpha Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
com05	.689	<b>.801</b>	.716
com06	.603		.757
com07	.536		.790
com08	.637		.741

Commitment service Factor:

The commitment service factor consists of 4 variables presented in the following table. After performing the Cronbach Alpha integral, the reliability of the calculated factor is 0.800. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit any variables in the factor, and we can conclude that this is a good factor that can measure the service commitment factor.

Table 4.3: Results of testing the reliability of the commitment service factor:

Variable Correlation coefficient - sum Cronbach's alpha Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
Comitt09	.658	<b>.800</b>	.727
Comitt10	.694		.708
Comitt11	.554		.779
Comitt12	.562		.776

Factor of ability to resolve the conflicts:

The factor of ability to resolve consists of 3 variables presented in the following table. After performing Cronbach Alpha analysis, the reliability of the calculated factor is 0.745. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit any variables in the factor, and we can conclude that this is a good factor that can measure the factor of Conflict resolution.

Table 4.4: Results of testing the factor of reliability of the factor of ability to resolve:

Variable Correlation coefficient - sum Cronbach's alpha Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
resol13	.544	<b>.745</b>	.692
resol14	.598		.630
rrsol15	.574		.659

**Satisfaction factor**

Satisfaction factor consisting of 4 variables is presented in the following table. After performing Cronbach Alpha analysis, the reliability of the calculated factor is 0.887. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit any variables in the factor, and we can conclude that this is a good factor that can measure the service commitment factor.

Table 4.5: Results of testing the reliability factor of the Satisfaction factor:

Variable Correlation coefficient - sum Cronbach's alpha Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
sas16	.705	<b>.887</b>	.873
sas17	.827		.824
sas18	.742		.859
sas19	.740		.859

**Positive word-of-mouth factor:**

The 4-variable positive word-of-mouth factor is presented in the following table. After performing Cronbach Alpha analysis, the reliability of the calculated factor is 0.801. At the same time, the variable correlation coefficient - the sum of the variables are all large 0.3. Therefore, the reliability factor does not need to omit any variables from the factor, and we can conclude that this is a good factor that can measure the positive word-of-mouth effect.

Table 4.6: Results of testing the reliability factor of the positive word-of-mouth effect factor:

Variable Correlation coefficient - sum Cronbach's alpha Alpha if the variable is removed

Variable	Corrected Item - Total Correlation	Cronbach's alpha	Cronbach's Alpha if item deleted
wom20	.501	<b>.848</b>	.883
wom21	.760		.780
wom22	.763		.772
wom23	.742		.780

**VI. CONCLUSION**

Through qualitative and quantitative research with sample data collected is 150 people. Stemming from the research objective of the topic is to find out the relationship The skills of customer contact staff, Satisfaction and positive word of mouth effect of tourists using services of travel companies . From the theory to review in accordance with the research context and Fred Selnes's model of measuring trust and satisfaction in the relationship between buyers and sellers (Oslo, Norway), the satisfaction factor of Oliver (1997),

Zeithaml's (1996) loyalty factor was used. Through descriptive statistics, fit test, reliability test and regression analysis were performed to clarify the research objective of the topic. Research results show that 23 factors used in the model are both reliable and valid. The study also identified the factors that affect customer satisfaction using hotel services in Vietnam. There is one factor that positively affects customer satisfaction that is, communication skills have the strongest impact on visitor satisfaction ( $\beta = 0.387 > \text{other } \beta\text{'s}$ ). The results also show that satisfaction has a positive effect on the positive word-of-mouth effect of visitors ( $\beta = 0.738$ ). In addition, the results have an overall  $R^2$  coefficient of 0.6098, so it can be said that the research model built is consistent with the overall study to 60.98%.

The results of the analysis have met the research objectives of the topic, thereby proposing some solutions to improve the satisfaction and word of mouth of tourists after using the services of travel companies. To achieve this, first of all, it is necessary to improve the communication skills of the staff, especially the tourism profession of the staff so that they can meet the accommodation needs of tourists, regularly train in the company, in the system. and sent for regular training. Besides, it is necessary to regularly learn the needs of tourists so that there can be better policies to serve tourists to increase satisfaction and retain many loyal visitors, contributing to a rapid increase in revenue for the company.

## VII. REFERENCES

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