Factors affecting Tourist Experience Expectations: Evidence in the Central Highlands of Vietnam

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ABSTRACT: This study examines the factors affecting tourist experience expectations in the Central Highlands of Vietnam. A survey questionnaire and focus group discussion were used to gather data from tourists visiting the region. This study was conducted through a cross-sectional survey using purposeful sampling (n=200). Multivariable linear regression analysis techniques and moderator regression were applied to prove the proposed hypotheses. The results of the study revealed that psychological factors, such as motivation and perception, were also identified as important determinants of experience expectations. Socio-cultural factors, such as cultural values and norms, were found to play a role in shaping experience expectations, while economic factors, such as budget and exchange rate, were found to be critical in determining experience expectations. Environmental factors, such as climate and environmental quality, were also found to have a significant impact on experience expectations. The findings of this study contribute to our understanding of the factors influencing tourist experience expectations and have implications for tourism stakeholders in the Central Highlands of Vietnam.

KEYWORDS: psychological; socio-cultural; economic; environmental; tourist; experience; expectations; highlands, Vietnam

INTRODUCTION

Tourist experience refers to the overall perceptions, feelings, and emotions that a traveler has while visiting a destination. It includes all aspects of the travel experience, such as the sights, sounds, and activities encountered during a trip (Gallarza & Gil, 2008). Tourist experience expectations play a crucial role in determining the success of a travel destination (Chen & Chen, 2010). If tourists have high expectations for their travel experience and these expectations are not met, they are likely to be dissatisfied with their trip. On the other hand, if their expectations are exceeded, they are more likely to have a positive travel experience and recommend the destination to others (Jin, Lee, & Lee, 2015; Chen& Chen, 2010). Local communities' active participation and support are essential for sustainable tourism development in the Central Highlands of Vietnam (Nguyen, Ngo, Do, & Nguyen, 2020; Nguyen, Hoang, Nguyen, FumikazuVo, & Nguyen, 2022). The cultural and natural heritage of the Central Highlands is a valuable resource for sustainable tourism development (Tran, 2022; Simons, 2009). Local communities should play a role in preserving and promoting the cultural and natural heritage of the region, including through the development of sustainable tourism products and services(Lan, Tien, Van Tho, & Uyen, 2022).

The purpose of this study is to examine the factors affecting tourist experience expectations in the Central Highlands of Vietnam. The study will help to understand the psychological, socio-cultural, economic, and environmental factors that shape tourists' expectations and inform the development of strategies to improve the tourist experience in the Central Highlands of Vietnam. The research question for this study is: What are the key factors affecting tourist experience expectations in the Central Highlands of Vietnam? This study will focus on tourists visiting the Central Highlands of Vietnam and will include domestic tourists. The study will use a quantitative research method to collect data through a survey questionnaire. The survey will focus on the psychological, socio-cultural, economic, and environmental factors affecting tourist experience expectations. The data collected will be analyzed using exploratory factor analysis to identify the key factors affecting tourist experience expectations in the Central Highlands of Vietnam.

LITERATURE REVIEW

Tourist experience has become a critical aspect of travel and tourism, with researchers and practitioners alike recognizing its importance (Blain, Levy, & Ritchie, 2005). Tourist experience can shape the success of a travel destination and impact the decision

Factors affecting Tourist Experience Expectations: Evidence in the Central Highlands of Vietnam

to return to the destination or recommend it to others (Humphreys, 2014). The overall tourist experience is influenced by various factors, including the destination, the activities and services offered, and the traveler's expectations.

Factors affecting tourist experience expectations:

Psychological factors

Psychological factors such as motivation, personality, and values can also impact tourist experience expectations (Gnoth, 1997).Travelers may be motivated by a desire for adventure, relaxation, or cultural experiences, and these motivations can shape their expectations for their travel experience (Gnoth, 1997; Çelik & Dedeoğlu, 2019). Psychological factors play a crucial role in shaping tourist experience expectations. Tourists are motivated to travel for various reasons, such as seeking adventure, relaxation, cultural experiences, or to escape their daily routines (Larsen, 2007). Their motivations shape their travel plans and expectations, and drive their decision-making process when choosing destinations and travel activities (Chen, Wang, & Morrison, 2021; Juvan, Omerzel, & Maravić, 2017). Positive attitudes tend to lead to higher expectations for a positive experience, while negative attitudes can lower expectations and lead to disappointment (Kilavuz & Sumaktoyo, 2020; Hooghe, Marien, & Oser, 2017). Tourists' personality traits, such as extraversion, openness, and agreeableness, have been shown to influence their travel behavior and experience expectations (Yoo & Gretzel, 2011; Çelik & Dedeoğlu, 2019). For example, extroverted individuals may be more likely to seek out social experiences, while introverted individuals may prefer solitude and quiet activities (Zafar & Meenakshi, 2012). The level of perceived risk associated with travel can also affect tourist experience expectations

Socio-cultural factors

Socio-cultural factors, such as cultural background, beliefs, and attitudes, can also impact tourist experience expectations (Kirchberg & Tröndle, 2012). For example, travelers from different cultural backgrounds may have different preferences for travel activities and experiences (Chang, Kivela, & Mak, 2011). Socio-cultural factors refer to the cultural, social, and personal background of tourists, and how these factors shape their experiences and expectations (Chang, 2006). Tourists' cultural background, values, and beliefs can significantly impact their experience expectations and preferences (Reisinger & Turner, 2012). For example, some cultures may place a greater emphasis on respect for local customs and traditions, while others may prioritize personal comfort and convenience (Calhoun, 2003; Lingenfelter & Mayers, 2003). Social norms and expectations, such as the expectations of family, friends, and travel companions, can also affect tourist experience expectations (Bowie & Chang, 2005; Cohen, Prayag, & Moital, 2014). Tourists may feel pressure to conform to these expectations, or they may seek to differentiate themselves and have unique experiences (Wearing, 2001; Gnoth, 1997). Personal values and beliefs, such as environmental awareness or ethical considerations, can also influence tourist experience expectations (Wheeler, 1995; Kronlid & Öhman, 2013; Żeber-Dzikowska, Chmielewski, & Wojciechowska, 2016). For example, environmentally conscious tourists may seek out eco-friendly travel experiences and accommodations (Żeber-Dzikowska, Chmielewski, & Wojciechowska, 2016). Tourists' prior travel experiences can shape their experience expectations and preferences. For example, a tourist who has previously had a positive experience with a particular destination or activity may have higher expectations for their next visit (Gnoth, 1997; Bowie & Chang, 2005). Tourists may also be influenced by reference groups, such as friends, family, or travel influencers, whose opinions and recommendations can impact their experience expectations (Hsu, Kang, & Lam, 2006; Kristiningsih, Soebandhi, & Suryasaputra, 2022).

Economic factors

Economic factors, such as income and spending patterns, can also impact tourist experience expectations (Uysal, 1998; Mortazavi, 2021). Higher income travelers may be more likely to spend more on travel services and experiences, which can shape their expectations for their trip (Uysal, 1998; Wang & Davidson, 2010). Economic factors refer to the financial and economic conditions that influence tourist behavior and experience expectations (Moutinho, 1987). Tourists' financial constraints play a significant role in shaping their experience expectations. Tourists with limited budgets may have lower expectations for luxury experiences, while those with larger budgets may expect a higher standard of service and comfort (Uysal, 1998; Mortazavi, 2021). Exchange rate fluctuations can also impact tourist experience expectations, as they affect the cost of travel and the purchasing power of tourists (Papatheodorou, Rosselló, & Xiao, 2010; Smeral, 2009). For example, tourists from countries with a stronger currency may have higher expectations for their travel experience (Uysal, 1998; Saha & Yap, 2014). Tourists' personal income levels can also impact their experience expectations, as higher-income individuals may have greater financial resources for travel and be more likely to seek out luxury experiences (Bhandari & Heshmati, 2010; Hsu, Cai, & Wong, 2007). The overall economic conditions in the destination country can also affect tourist experience expectations (Manente & Minghetti, 2006; Kivela & Crotts, 2006). For example, a destination experiencing economic growth may offer more opportunities for tourist experiences, while a destination experiencing economic decline may offer fewer options and lower quality experiences (Piramanayagam, Rathore, & Seal, 2021; Stolarick, Denstedt, Donald, & Spencer, 2010). Tourists' price sensitivity can also impact their experience expectations, as they

may be more or less willing to pay premium prices for certain experiences and accommodations based on their budget and economic considerations (Masiero & Nicolau, 2012; Chua, Lee, Goh, & Han, 2015).

Environmental factors

Environmental factors, such as the physical and social environment of the destination, can also impact tourist experience expectations (Cutler & Carmichael, 2010). For example, travelers may have different expectations for their travel experience depending on the level of development, safety, and cleanliness of the destination (Susilo & Cats, 2014). Environmental factors refer to the physical, geographical, and climatic conditions in the destination, and how they influence the tourist experience (Martín, 2005; de Freitas, 2003; Mihalič, 2000). The physical and geographical characteristics of the destination, such as its natural beauty, climate, and accessibility, can greatly impact tourist experience expectations (Coban, 2012). For example, tourists visiting a tropical beach destination may expect warm weather, crystal-clear waters, and pristine beaches. Climate conditions, such as the temperature, rainfall, and wind patterns, can also affect tourist experience expectations (Marzuki, Hussin, Badaruddin, Othman, & Som, 2011). Tourists visiting a destination during its peak season may expect optimal weather conditions, while those visiting during the off-season may expect less favorable conditions (Kozak & Rimmington, 2000; Amelung, Nicholls, & Viner, 2007). The risk of natural disasters, such as hurricanes, earthquakes, or tsunamis, can also impact tourist experience expectations, as tourists may be more or less willing to visit a destination based on the perceived risk of such events (Nguyen, Esteban, & Iuchi, 2022). The quality of the environment, such as air and water quality, can also impact tourist experience expectations (Deng, King, & Bauer, 2002). Tourists visiting a destination with poor environmental quality may have lower expectations for their experience, while those visiting a destination with high environmental quality may expect a more enjoyable experience (Mihalič, 2000). The sustainability of the destination, including its environmental impact, resource management, and conservation efforts, can also impact tourist experience expectations (Chin, Moore, Wallington, & Dowling, 2000). Tourists who value sustainability may expect a destination to have eco-friendly practices and may seek out experiences that support sustainable tourism.

Previous studies have explored the factors affecting tourist experience expectations and have identified a range of demographic, psychological, socio-cultural, economic, and environmental factors that play a role. Some studies have focused on specific destinations or groups of travelers, while others have taken a broader perspective.

While previous studies have provided insights into the factors affecting tourist experience expectations, there is still a gap in the literature regarding the specific factors that are most influential in the Central Highlands of Vietnam. This study aims to address this gap by examining the key factors affecting tourist experience expectations in the Central Highlands of Vietnam.

We build a research model from the literature reviews above (Figure 1).
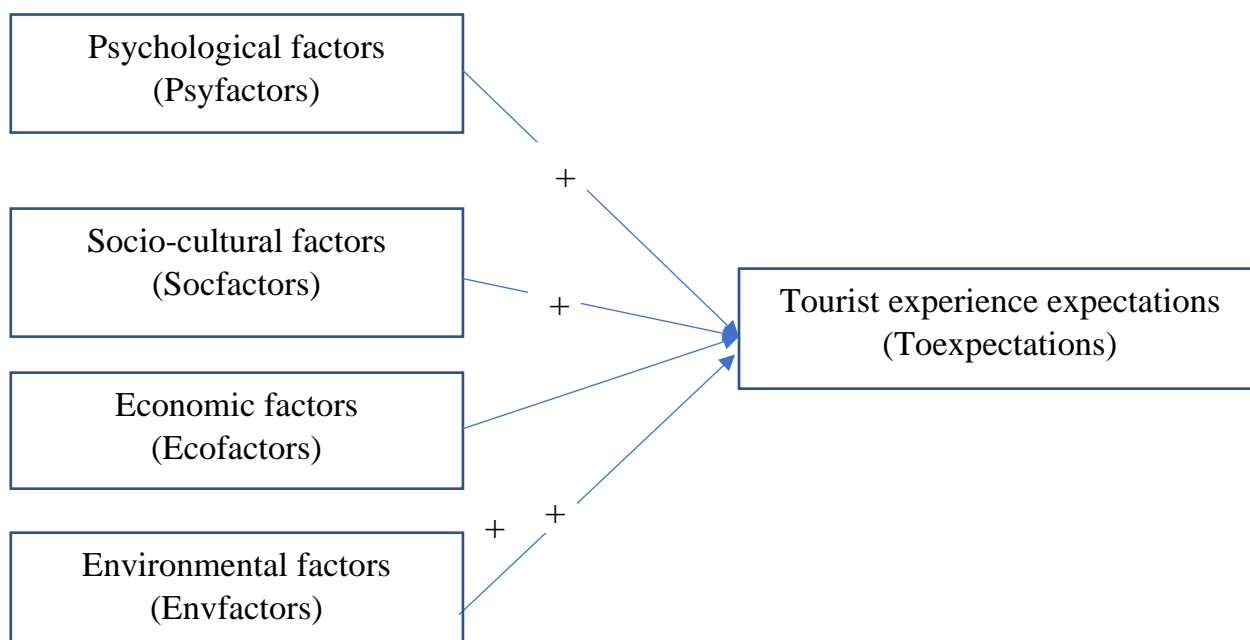
Based on the research model, we propose the following research hypotheses:

Hypothesis 1 (H1): Psychological factors has a positive and significant effect on tourist experience expectations.

Hypothesis 2 (H2): Socio-cultural factors has a positive and significant effect on tourist experience expectations.

Hypothesis 3 (H3): Economic factors has a positive and significant effect on tourist experience expectations.

Hypothesis 4 (H4): Environmental factors has a positive and significant effect on tourist experience expectations.

Factors affecting Tourist Experience Expectations: Evidence in the Central Highlands of Vietnam

METHODOLOGY

Construction and participant

We conducted this study in the Central Highlands provinces of Vietnam, including Đak Lak and Lam Dong province, in early 2022. This time is very suitable to attract tourists for many purposes such as scenic experience, cuisine, music, adventure discovery, ...This study will use a quantitative research design, which will involve collecting data through a survey questionnaire. The survey questionnaire will be designed to elicit information about the psychological, socio-cultural, economic, and environmental factors affecting tourist experience expectations in the Central Highlands of Vietnam. The survey questionnaire will be the primary data collection method used in this study (Hafekost et al, 2016; Thanh, Tung, Nguyen, Pham, & Nguyen, 2021). The questionnaire will be designed to capture information about the demographic characteristics of the participants, as well as their expectations for their travel experience in the Central Highlands of Vietnam. The questionnaire will also include questions about the factors affecting their expectations, including psychological, socio-cultural, economic, and environmental factors.

In addition to the survey questionnaire, a focus group discussion will be conducted with a small number of participants (Nguyen, Tran, & Tran, 2022). The focus group discussion will provide an opportunity to delve more deeply into the factors affecting tourist experience expectations and to gain a deeper understanding of the experiences and perspectives of travelers visiting the Central Highlands of Vietnam. This process is carried out according to the rules to adapt between Vietnamese cultures. Then, after a final discussion between the translator and the principal investigator, we created a Vietnamese version. A professional bilingual sociology expert contributed to this edition with minor adjustments. This final version was pre-tested on 40 participants representing age, sex, education, and occupation demographics. Participants for this study will be selected through a convenience sampling method, and will include both domestic and international tourists visiting the Central Highlands of Vietnam. The sample size will be determined based on the availability

The data collected through the survey questionnaire and focus group discussion will be analyzed using exploratory factor analysis. This method will be used to identify the key factors affecting tourist experience expectations in the Central Highlands of Vietnam. The results of the factor analysis will be used to provide insights into the factors that are most important to tourists visiting the Central Highlands of Vietnam and to inform the development of strategies to improve the tourist experience in the region. The questionnaire was sent directly to the respondents by the purposeful sampling method. As a result, 200 questionnaires were distributed, all of them returned. Table 1 shows ehe demographic information of the study participants.

		Education					
		Bachelor's degree		High school diploma		Master's degree	
		Count	Row N %	Count	Row N %	Count	Row N %
Gender	Female	43	71.7%	9	15.0%	8	13.3%
	Male	97	69.3%	25	17.9%	18	12.9%
Age	20-25 years	54	68.4%	14	17.7%	11	13.9%
	26-30 years	17	56.7%	9	30.0%	4	13.3%
	31-35 years	30	83.3%	3	8.3%	3	8.3%
	36-40 years	22	68.8%	5	15.6%	5	15.6%
	Over 40 years old	17	73.9%	3	13.0%	3	13.0%
Occupation	student	19	63.3%	8	26.7%	3	10.0%
	worker	19	73.1%	5	19.2%	2	7.7%
	business	38	71.7%	7	13.2%	8	15.1%
	officer	20	66.7%	5	16.7%	5	16.7%
	student	22	73.3%	2	6.7%	6	20.0%
	teacher	22	71.0%	7	22.6%	2	6.5%

Analyzing the Reliability of the Scales

Reliability refers to the consistency and stability of measurement. When it comes to scales, reliability is a crucial aspect as it determines the accuracy and dependability of the results obtained from the scale. It is important to note that no single method can provide a complete assessment of the reliability of a scale, and a combination of methods is often used to get a comprehensive understanding of the reliability of a scale. Additionally, it is also important to consider the context in which the scale is being used, as the reliability of a scale may vary depending on the population being tested and the specific purpose for which the scale is being

used. In thí research, using methods such as Cronbach's alpha, which is a statistical measure of the reliability of a scale. We analyze Cronbach's Alpha to identify and remove garbage variables to avoid creating biased factors when analyzing exploratory factor analysis. Cronbach's Alpha coefficient has a variable value in the interval [0,1]. Therefore, a measurement variable has Reliability coefficients ≥ 0.3, that variable meets the requirements (Cronbach, 1951; Taber, 2018). The criterion of Cronbach's Alpha coefficient > 0.6, and the correlation coefficient of the sum variable in each scale > 0.3 (Hair, Black, Babin, & Anderson, 2010). Table 2 shows that all items meet the standards and ensure the validity of the exploratory factor analysis in the next step.

Table 2. Summary of Reliability and Relative Minimum Variables of Scales

Scales	Number of variables observed	Reliability coefficients (Cronbach Alpha)	The correlation coefficient of the smallest total variable
Psyfactors	4	0.779	0.508
Socfactors	3	0.741	0.514
Ecofactors	3	0.744	0.560
Envfactors	4	0.779	0.567
Toexpectations	4	0.809	0.699

Exploratory factor analysis

Exploratory Factor Analysis (EFA) is a statistical technique used in the social sciences, particularly in psychology and sociology, to analyze the relationships between a set of variables. It is used to identify underlying factors or dimensions that explain the variation in the data. In an EFA, a large number of variables are reduced to a smaller set of factors, which are interpreted as representing the underlying dimensions or constructs of interest. This reduction in the number of variables makes it easier to understand the relationships between the variables and to identify patterns in the data (Cudeck, 2000; Fabrigar & Wegener, 2011). EFA is considered an "exploratory" technique because it is used to generate hypotheses about the relationships between variables, rather than to test specific hypotheses (Fabrigar, Wegener, MacCallum, & Strahan, 1999). The results of an EFA can be used to guide the development of more focused and precise measurements in future studies.

Table 3. Exploratory factor analysis

Principal Components Analysis

Call: principal(r = da1, nfactors = 5, rotate = "varimax")

Standardized loadings (pattern matrix) based upon correlation matrix

item	RC4	RC1	RC2	RC3	RC5	h2	u2	com
Question18	18	0.79					0.68	0.32	1.2
Question15	15	0.76					0.66	0.34	1.3
Question16	16	0.74					0.64	0.36	1.4
Question17	17	0.67					0.60	0.40	1.7
Question11	11		0.79				0.67	0.33	1.2
Question12	12		0.72				0.65	0.35	1.5
Question14	14		0.68				0.56	0.44	1.5
Question13	13		0.65				0.57	0.43	1.7
Question4	4			0.78			0.67	0.33	1.2
Question3	3			0.76			0.62	0.38	1.1
Question2	2			0.76			0.69	0.31	1.4
Question1	1			0.63			0.52	0.48	1.6
Question6	6				0.80		0.70	0.30	1.2
Question7	7				0.80		0.72	0.28	1.3
Question5	5				0.72		0.60	0.40	1.3
Question10	10					0.79	0.71	0.29	1.3
Question9	9					0.71	0.68	0.32	1.7
Question8	8					0.67	0.65	0.35	1.9

RC4 RC1 RC2 RC3 RC5

SS loadings   2.61 2.49 2.47 2.08 1.93
Proportion Var   0.15 0.14 0.14 0.12 0.11
Cumulative Var   0.15 0.28 0.42 0.54 0.64
Proportion Explained 0.23 0.21 0.21 0.18 0.17
Cumulative Proportion 0.23 0.44 0.65 0.83 1.00
Mean item complexity = 1.4
Test of the hypothesis that 5 components are sufficient.
The root mean square of the residuals (RMSR) is 0.06
 with the empirical chi square 211.44 with prob < 2.1e-15
Fit based upon off diagonal values = 0.97

After Cronbach's Alpha analysis, an exploratory factor analysis extracts principal components and varimax rotation to group factors. With a sample size of 200, the factor loading of the observed variables > 0.5, and variables in the research model converge on the same element, distinguished from other factors. In addition, the Kaiser-Meyer-Olkin coefficient (KMO) must be in the range of $0.5 \leq KMO \leq 1$ (Cerny & Kaiser, 1977; Kaiser, 1974; Snedecor, George, Cochran & William, 1989). Table 3 shows that all factor loading coefficients of the observed variables > 0.5; Bartlett test with Sig meaning. = 0.000 with KMO coefficient = 0.880. All 18 items were extracted into 5 factors with Eigenvalues > 1 and cumulative variance percent = 64.3107%. Thus, the research model consisting of 4 independent variables and 1 dependent variable is used for multivariable linear regression analysis and moderator regression analysis to test the proposed hypothesis.

Pearson correlation analysis

Pearson's correlation coefficient, also known as Pearson's r, is a measure of the linear relationship between two variables. It ranges from -1 to 1, where -1 indicates a perfect negative correlation, 1 indicates a perfect positive correlation, and 0 indicates no correlation (Mansson, Tsapogas, Akerlund, Lagergren, Gisler, & Sigvardsson, 2004; Sensuse, Cahyaningsih, & Wibowo, 2015). Pearson's correlation analysis is a statistical method that is used to assess the strength and direction of the relationship between two continuous variables (Yang, Kang, Huang, Cui, Bai, & Wei, 2021). The purpose of this analysis is to determine if there is a relationship between two variables and, if so, to describe the nature of that relationship.

Pearson correlation measures the statistical relationship, or association, between quantitative variables. Figure 2 shows that the correlation coefficient of the relationship between the dependent and independent variables is statistically significant (Sig. < 0.05). Thus, the variables used to analyze the multiple linear regression and the moderator regression in the next step.
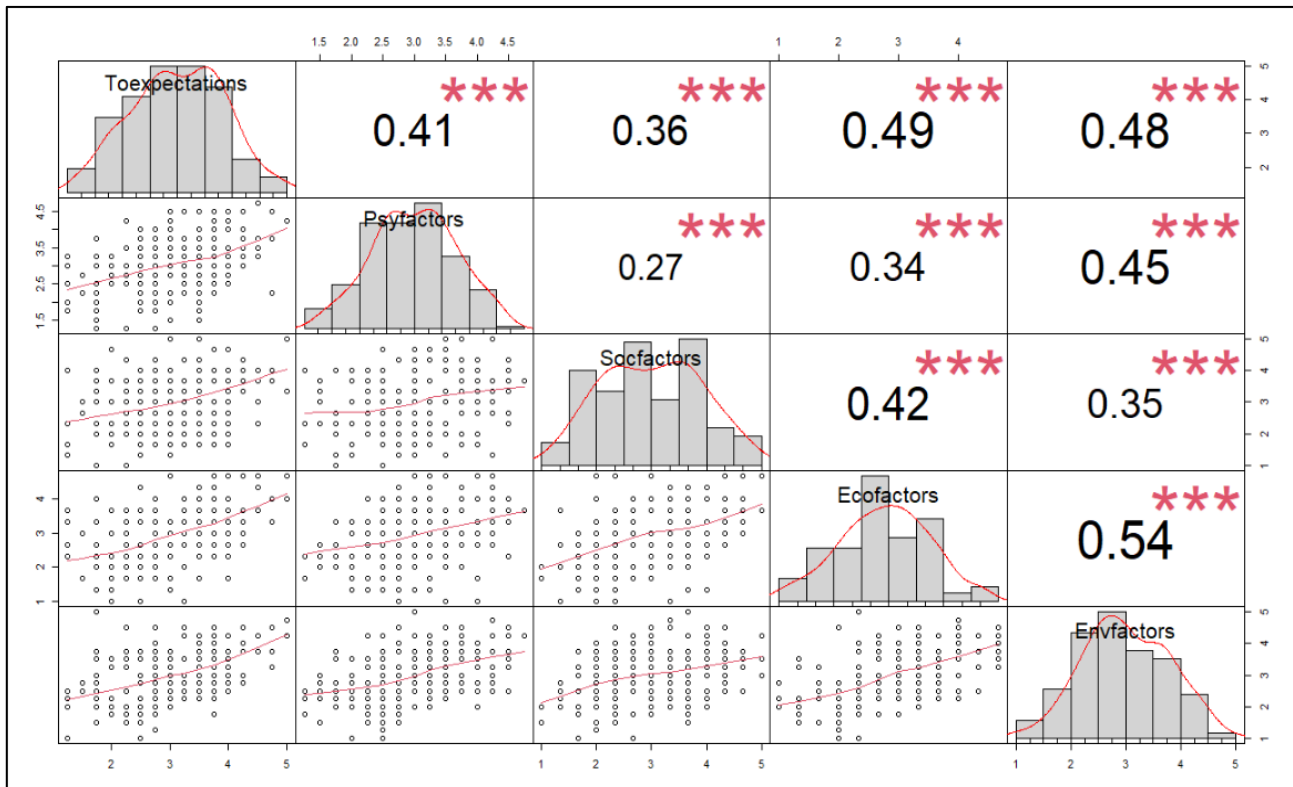

Figure 2. Pearson correlation analysis results

Factors affecting Tourist Experience Expectations: Evidence in the Central Highlands of Vietnam

Linear regression analysis and Moderation regression

Multivariable linear regression determines the relationship between 4 independent variables, including Psyfactors, Socfactors, Ecofactors, Envfactors and a dependent variable: Toexpectations. Table 4 shows that the research model has a coefficient of determination (R^2 = 0.353), means that the linear regression model fit the data set = 0.353% The F-test of overall significance indicates is 95% significance level (p.value = 0.000), showing that the regression analysis model is valid.

Table 4. The results of multiple linear regression analysis

```
==============================================
              Dependent variable:
              --------------------------
              Toexpectations
----------------------------------------------
Psyfactors            0.208***
                      (0.072)


Socfactors            0.120**
                      (0.059)


Ecofactors            0.257***
                      (0.073)


Envfactors            0.230***
                      (0.078)


Constant              0.584**
                      (0.246)



----------------------------------------------
Observations          200
R2                    0.353
Adjusted R2           0.340
Residual Std. Error   0.683 (df = 195)
F Statistic           26.616*** (df = 4; 195)
==============================================
Note:          *p<0.1; **p<0.05; ***p<0.01
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RESULTS

Factors affecting tourist experience expectations: The results of the exploratory factor analysis will identify the key factors affecting tourist experience expectations in the Central Highlands of Vietnam. These factors will be grouped into five categories: demographic factors, psychological factors, socio-cultural factors, economic factors, and environmental factors.

Firstly, research results (Table 4) show that hypothesis H1 is accepted. In the context of Vietnam, there is a positive and significant relationship between of psychological factors, such as motivation, personality, and values, on tourist experience expectations in the Central Highlands of Vietnam. with regression weight (β = 0.208) and the reliability of 95% (p.value = 0.000) This information will provide insight into the motivations and preferences of travelers and inform the development of strategies to meet their expectations and needs (Gnoth, 1997; Çelik & Dedeoğlu, 2019; Park & Yoon, 2009).

Secondly, the research results (Table 4) show that hypothesis H2 is accepted. In the context of Vietnam, there is a positive and significant relationship between of socio-cultural factors, such as cultural background, beliefs, and attitudes, on tourist experience expectations in the Central Highlands of Vietnam. with regression weight (β = 0.157) and the reliability of 95% (p.value = 0.001). This information will provide insight into the cultural differences among travelers and inform the development of culturally-sensitive strategies to improve the tourist experience in the region (Donohoe, 2011; Duxbury, 2021).

Thirdly, research results (Table 4) show that hypothesis H3 is accepted. There is a positive and significant relationship between of economic factors, such as income and spending patterns, on tourist experience expectations in the Central Highlands

of Vietnam. with regression weight (β = 0.257) and the reliability of 95% (p.value = 0.000). This information will provide insight into the budgeting and spending behaviors of travelers and inform the development of strategies to provide affordable travel options that meet their needs and expectations (Chang, 2009; Kozak & Martin, 2012).

Finally, the research results (Table 4) show that hypothesis H5 is accepted. In the context of Vietnam, there is a positive and significant relationship between of environmental factors, such as the physical and social environment of the destination, on tourist experience expectations in the Central Highlands of Vietnam. with regression weight (β = 0.230) and the reliability of 95% (p.value = 0.000). This information will provide insight into the preferences of travelers for different types of environments and inform the development of strategies to improve the overall quality of the tourist environment in the region (Kiper, 2013; Formica & Kothari, 2008).

The results of the study will provide evidence on the factors affecting tourist experience expectations in the Central Highlands of Vietnam. This evidence will be used to inform the development of strategies to improve the tourist experience in the region, and to provide insights into the preferences and expectations of travelers visiting the Central Highlands of Vietnam.

DISCUSSION

This research provide an overview of the key findings of the study and their implications for the tourist experience in the Central Highlands of Vietnam, focus on the five factors affecting tourist experience expectations and the evidence of their impact on the region and explore the implications of the findings for various tourism stakeholders, including tourist boards, tour operators, accommodation providers, and tourist attractions.

The findings will inform the development of strategies by tourist boards to improve the overall tourist experience in the Central Highlands of Vietnam. For example, the results may suggest the need for tourist boards to provide more information on cultural and environmental factors to attract travelers with specific preferences and expectations.

The findings will inform the development of strategies by tour operators to improve the quality of their services and to meet the expectations of travelers. For example, the results may suggest the need for tour operators to provide a range of tour options to cater to the different preferences of travelers.

The findings will inform the development of strategies by accommodation providers to improve the quality of their services and to meet the expectations of travelers. For example, the results may suggest the need for accommodation providers to offer a range of options to cater to different budgets and preferences.

The findings will inform the development of strategies by tourist attractions to improve the quality of their services and to meet the expectations of travelers. For example, the results may suggest the need for tourist attractions to provide more information on the cultural and environmental factors of the attractions to attract travelers with specific preferences and expectations.

The discussion will highlight the limitations of the study, such as the small sample size, the limited geographical scope, and the potential for self-reported bias in the survey data.

The discussion will suggest areas for future research, such as exploring the impact of factors such as technology and social media on tourist experience expectations, and the need for further studies in other regions of Vietnam. The discussion will also suggest the need for longitudinal studies to explore changes in tourist experience expectations over time and the potential impact of these changes on the tourist industry in the Central Highlands of Vietnam (Chien & Thanh, 2022).

CONCLUSION

The research summarizes the study's key findings and implications for the tourist experience in the Central Highlands of Vietnam. The conclusion highlights the five factors affecting tourist experience expectations and the evidence of their impact on the region, discusses the study's contribution to the existing literature on tourist experience expectations, and highlights the importance of considering psychological, sociocultural, economic, and environmental factors. This research also discusses the significance of the study for developing strategies by tourism stakeholders in the Central Highlands of Vietnam.

The research provides final thoughts on the importance of understanding tourist experience expectations and the need for further research in this area; it also provides suggestions for future studies in different regions of Vietnam, highlighting the importance of considering the unique cultural, economic, and environmental factors of each area, and also emphasize the importance of understanding tourist experience expectations for the overall development of the tourist industry in Vietnam.As with other empirical studies, there are limitations to this study that should be considered when discussing the results. First, our survey method reflects the subjective perception of the respondents toward the questions being investigated. Personal data has inherent disadvantages that are hard to avoid in surveys (Pakpour, Gellert, Asefzadeh, Updegraff, Molloy, & Sniehotta, 2016). Our data is collected over a single period, so there are certain limitations in analyzing and evaluating the

results (Xin & Zhanyou, 2019; Chien & Thanh, 2022). Future research should combine cross-sectional and longitudinal studies.

The purposeful sampling method has certain limitations, not fully reflecting population characteristics (Lin et al., 2016; Strong et al., 2018; Thanh, Tung, Nguyen, Pham, & Nguyen, 2021). In addition, our survey was conducted in a Vietnamese cultural context. Therefore, more general statements are needed than could be made by applying the development research model and research conclusions to other countries. Other countries and cultures (Sun et al., 2012; Thanh, Hiep, & Tung, 2021).

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CONFLICT OF INTEREST
All authors declare that there is no conflict of interest.

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