

The Impacts of Tour Guide Performance on Outbound Tourist's Perceived Trusts, Satisfaction and Word-of-Mouth Intention

Mr. Khai T.N. Nguyen

Lecturer & Researcher

School of Business, International University, Vietnam National University, Ho Chi Minh City, Vietnam

Ms. Vy M.T. Tran

Research Assistant

School of Business, International University, Vietnam National University, Ho Chi Minh City, Vietnam

Abstract: Tourism industry is growing in Vietnam, tourists are no longer easily satisfied with domestic tours, their demand for outbound tours is increasing. When visitors use outbound tours, tour guides will become an important bridge between service providers and tourists, tourist and destination. This research was constructed to investigate the impacts of tour guide's performance on tourist's trusts, their satisfaction through that affect the word of mouth intention of them. By collecting data from 203 respondents who used to travel by outbound tour in Ho Chi Minh City and using Smart-PLS software to testing the proposed model, the study's results confirmed that tour guide's performance has significant influence on tourist's satisfaction and their perceived trusts (benevolence trust and credibility trust) and then impacts positively on tourist word of mouth intention. Therefore, this study can provide some recommendation for tour agents and their managers to improve tour guide's performance for achieving tourist's satisfaction.

Keywords: outbound tourism, tour guide performance, tourist perceived trust, tourist satisfaction, word of mouth intention.

1 Introduction

This chapter will provide an overview about the outbound tourism and the roles of tour guides in travel industry. The research objectives and questions of the study are also mentioned in this chapter. Furthermore, the scope and limitation, implications of the research will be discussed. Lastly, the chapter shows the overall structure of this research.

In today's economy, tourism industry plays a significant role in national economy and have great contributions such as raising income, creating job opportunities, contributing to poverty reduction, enhancing exchanges, cultural preservation, socio-economic development of the country. According to the statistic of World Travel & Tourism Council (WTTC) (2017), the total contribution of tourism industry to Vietnam's GDP was VND 468,291 billion (about USD 20.605 million), and 9.4% of GDP. The fast-paced development of travel industry encourages the growth of travel agencies. Therefore, travel companies are increasingly developing to offer more quality services for both inbound and outbound tourists that can meet their customer's expectation and bring more profit.

In Vietnam, people have higher income and the living conditions are improved than before. Moreover, because of the impact of globalization, Vietnamese people's demand for discovery to learn about other countries is also increasing. Therefore, tourists traveling abroad have been raising in recent years and outbound tourism is more and more popular. Vietnam's outbound tourism had been increasing at the annual rate range from 10 to 15 percent in recent years. Last year in 2017, before reaching 7.5 million foreign trips, the number of Vietnamese outbound traveler's trips was 4.2 million in 2012. In addition, China was the top destination that accounted for nearly 2 million trips and followed by the countries such as Cambodia and Thailand reached nearly 1.2 million and 1 million trips respectively, according to Euromonitor (2017), cited by Financial Times (2018).

The Vietnam Tourism Association also said that Vietnamese tourists spent USD 8 billion in 2016 (the latest year for which the data were available) more than double the USD 3.5 billion they spent in 2012 for oversea trips.

Furthermore, Vietnamese tourists tend to book package tours from travel agencies when they want to travel overseas. According to Dung T.T. - Deputy General Manager, in recent years, the number of Vietnamese tourists traveling overseas has increased. In Fiditour, the number of tourists seeking and booking outbound tours has grown steadily, an average increase of 25-30% over the previous year (cited by Hong Minh, 2018). Nguyen N.V.K. who comes from Vietravel company said that "As compared to 2016, the number of Vietnamese tourists traveling inbound in 2017 increased 13% and outbound increased 17%" and Nguyen T.D. (Deputy General

Manager of Transviet company) also proposed that “Outbound tours accounted for about 70-80%, in terms of number of tourists and tours” (cited by Hong Minh, 2018).

The development of outbound package tour is based on many different factors which include the destination’s attraction, environment and culture of destinations, hotel services, flight services, human resource competencies for example tour guide, and customer’s intention behaviors. As the study of Baum (1997), a tourist buying the all-in package for travelling likely tend to interact with many human resources of tourism sector such as retail tour agency, insurance firms, airline services, customs service and immigration service, hotels, travel services, firms and individuals selling products and services at the destination. Therefore, in term of the destination’s services, travelers mostly connect with tour’s organizers, operators, together with tour leaders whenever planning the programma of tour or also acquiring what they need for the tour services. Besides, following Mak et al. (2010) and Huang et al. (2010), an influential element that contributes to the tour program success, also to the tourist’s satisfaction, is the performance of the tour guide.

Depending on the research objectives, the study is designed to answer these following questions below:

- What are the main dimensions of tour guide performance?
- How much does performance of tour guide influence tourists’ satisfaction in outbound tourism context?
- What extent do tour guide’s performances impact tourist’s perceived trust in outbound tourism context?
- What extent do tourist’s perceived trusts affect tourist’s satisfaction in overseas travel context?
- How much does traveler’s satisfaction affect their word-of-mouth intention?

2 Literature review

2.1 Definition of variables

2.1.1 Tour guide performance

According to Heung (2008), a tour guide is well-known as a tour leader who will lead the whole journey and holds various roles throughout the trip such as information giver, instructor, motivator, ambassador, entertainer.

Some researchers illustrated various approaches to measure the roles of tour leader which come from traveler’s perspectives by suggesting about the elements of performance of tour leaders. For instance, it was stated that 20 attributes of the quality of service to appraise performance of tour leader in Hong Kong (Zhang and Chow, 2004). These researchers asserted that there had five verily significant attributes of the quality of service that impacting the level of Chinese tourist’s satisfaction, consisting of punctuality, solving problem ability, knowledge about the destination, trustworthy and honest, providing the information of safety regulations. As research of Huang et al. (2010), 35 items were summarized to estimate the linkage among the performance of tour guides and tourist’s satisfaction in Shanghai, China after reading relevant the review of literature about tour guide’s performance features. Using multistage steps for validating a scale to estimate the all-in package service following group in Taiwan (Wang et al., 2007). In their research, six components for attributes of tour guide including “presentation ability, responsibility's sense, friendliness, professional ability, interpretive ability, and coordinated ability members of group” and two others for local tour guide are “skillful leading group and professional ability” that were showed out and seem to be critical to evaluate the tour leader's performance or local guide's performance.

According to the existing study of, Chang (2012), Huang et al. (2010), Heung (2008), Zhang and Chow (2004), Leclerc and Martin (2004), the performance of tour leader was suggested the measurement including three major elements that are appearance, communication skill, and attitude in work. In this research, we also estimated tour guide's performance through these three factors and another factor of Tsaour and Teng (2017) is problem solving which was known as dealing with urgency role of tour leader.

Appearance

From previous studies of Huang et al. (2010) and Zhang & Chow (2004) mentioned about tour leader's appearance that can be known as the characteristics and exterior of tour leader and can be seen when tourists meet tour guides at several first times. It is suggested that the tour leader’s appearance evaluated by condition of health, personality, and friendliness of Chinese sample (Huang et al., 2010). However, regarding expat sample, politeness and honesty in tour leader performance were removed out the measurement by authors. Recently, tour guide’s appearance was applied again in the study of Chang (2012) for performance of tour guide in Taiwan. In the study of him, tour guide's personal appearance was estimated by the neat appearance and the politeness of tour guides.

Work attitude

Following Huang et al. (2010), tour guide's work attitude can be understood as the attitude of them when they serve tourists in the all-in package tour. In their study, work attitude was measured by the passion of

work for foreign tourists or by both responsibility and passion of work for Chinese tourists. Moreover, Heung's research (2008), work attitude or also would be called "Professional attitude and ability" was identified as the "well-trained" "solving problem" "sense of humor" abilities of tour leaders.

Communication skill

Weiler & Walker (2014) confirmed the tour guide's role and proposed that the tour guide's communication skill increased the experience of guided tour as well as the expectation of traveler. Communication skill means the skill when tour leaders communicate and work with foreign tourists, according to Chang (2012), Zhang & Chow (2004), Leclerc & Martin (2004). The study in Hong Kong of Zhang and Chow (2004) illustrated that tour guide's capability of communication was estimated by the presentation ability of them and their skill of communication in Mandarin or Cantonese. This measurement was also used to measure the communication and presentation skill of tour guides in the China context in the study of Heung (2008), as well as in the Taiwan context through the study of Chang (2014).

Problem solving

Generally, Chang (2012), Heung (2008), and Zhang and Zhou (2004), proposed that problem-solving skill of tour guide in all-in package tour is evaluated by the ability of solving problems. However, some more components regarding the problem-solving skill consisting the capability to handle unexpected accidents, the complaints, and the capability to adjust arguments connected with history (Huang et al., 2010). Furthermore, tour guides must handle urgencies, care for tourist's physical and psychological demands, resolve problems and matters arising from tour arrangements, deal with the complaint of tourists properly, comfort tourists, and handle any unexpected situations as indicated in the research of Luoh and Tsaur (2014). Any time a problem happens in the itinerary, the management ability of urgency responses of tour guides that helps to maintain the travel's overall quality according to Geva & Goldman (1991) Wang et al. (2000).

2.1.2 Tourist satisfaction

Kotler (2003) proposed that if tour guide's performance meets tourist's expectations or overcomes their expectations throughout the trip, they are satisfied or delighted. In contrast, following McDowall (2010), if customer's expectations are not met, they will be dissatisfied. Therefore, the satisfaction of customers has always been related to the quality of service for both conceptual and methodological; customer's satisfaction was also seen as the result in comparing the expectations with the performance of service (Huang et al., 2010).

2.1.3 Tourist perceived trust

Although numerous previous researchers studied various beliefs about the trust, most of studies discerned between two dimensions following McKnight et al. (2002), Schlosser et al. (2006), Chen et al. (2011): credibility trust and benevolence trust. Chen et al. (2011) proposed that the affective trust is named "benevolence trust", the cognitive trust is named "credibility trust". This means that, credibility trust depended on cognitive estimation like structural assurances and contracts that is related on economic argument. Meanwhile, benevolence depended on feeling estimation of one personal goodwill that is related with caring purposes (Dimoka, 2010). Another previous researcher Ganesan (1994) also said that trust was distinguished to two general patterns of trusts which were the trust of credibility and benevolence trust. Benevolence trust is an expectation trust which results from goodwill that even the chance come, companies will not take the opportunity, and credibility trust mentions the cooperative behavioral intentions that is impacted from making expensive or irrational opportunism.

2.1.4 Word-of-mouth intention

Heung and Chu (2000) said that the publicity of word-of-mouth might also affect customer's choice of our package. Word-of-mouth as known a consequence method is the level that wonder the consumer will notify their friends, their relatives or colleagues about one event which has make a reliable level of satisfaction or level of dissatisfaction.

2.2 The relationship in the performance of tour guide, perceived trusts, tourist's satisfaction, and word-of-mouth intention.

2.2.1. The relationship in the performance of tour guide and traveler's satisfaction

In previous years, there were some researchers who studied about the relationship among satisfaction of tourist and performance of tour guide. They had controversial opinions about the impacts of performance of tour leader on traveler's satisfaction.

On the one hand, Geva and Goldman (1991) conducted an inquiry about 15 tours which were guided to the United States, Europe from Israel. It was sought that in almost the tour, tour leader's performance which had not influenced customer's satisfaction for these tours importantly. Their result was contrary to expectations due to it was acknowledged that tour leaders play an important position to customize the trip for preferences and individual needs, hence, tour leaders are greatly responsible of obtaining satisfaction of travelers.

On the other hand, tour guides play a significant role in contributing for achieving tourist satisfaction. During a trip, as Chang (2012), Wang et al. (2002) shown in their research, tour guides hold on contact with travelers. So that, the performance of tour leaders influences traveler's satisfaction and the quality of service as feeling of them and their decision for whether they should repurchase the tours. A performance of tour leader impact not only the image of travel agent, but also customer loyalty and its reputation following Chan et al. (2015), Heung (2008), and Huang et al. (2015). The previous study's results showed that tourist's satisfaction is determined by tour guide's performance with the service of tour guides (Huang et al., 2010). Performance of tour guides during tour's service affected tourist perceptions of the tours (Mossberg, 1995). Heung (2008) also pointed out that tourist's feeling about the overall quality of service is influenced by the different roles which tour leaders adopted during a group package tour. Mak et al. (2011) expressed that when tour guides well perform their roles, they not only promote the image of tourism agency and reputation, but also gain extra personal income. Therefore, throughout the interacting with traveler process, tour leader performance affects the image of travel company, customer's loyalty, the circulation of word-of-mouth, and identifies travel agency's competitiveness, according to Bowie & Chang (2005).

The related literature review led to the hypothesis:

H1: The performance of tour guides has positively significant impact on tourist's satisfaction

- H1.1 Presentation and communication ability has positively significant impact on tourist satisfaction
- H1.2 Professional attitude and ability has positively significant impact on tourist satisfaction
- H1.3 Personal appearance/manners and integrity/ knowledge has positively significant impact on tourist satisfaction
- H1.4 Problem Solving ability has positively significant impact on tourist satisfaction

2.2.2 The relationship of the performance of tour guide and tourist's perceived trust

Following Grabowski & Geng (2001) tour leaders who are the first of service suppliers for providing the "moment of truth" to tourists. The tour leader's performance quality can be deliberated to be overall judgment about the level of service excellence that was made by the tourists (Loureiro & González, 2008). Previous researchers suggested that the service quality is significant for achieving the individual trust in real-world contexts, according to Thom et al. (2004) and in virtual contexts, said by Ye & Li (2009). The experience of customers about the quality of service performance is a part of the essential elements in constructing the customer's trust, according to Ha (2004). Hence, in tourism industry, if travelers realize that the performance of tour leader have the high quality, the result that they tend to get the high level of trust about tour leader. Moreover, Chen and Barnes (2007) said that "trust is a general belief or trusting intentions that another party could be trusted" and "is an individual's confidence in the goodwill and competence of others", following Casimir et al. (2006), which is very necessary in the long-term and beneficial relationship, according to Flavián et al. (2006).

In the context of tourism, Wu & Tsang (2008) provided an example that the performance of tour guides in related guiding services facilitates a credibility trust of tourists about a tour leader. In this performance's pattern of, tour leader is known like recognizing enough abilities and knowledges to complete and lead the integrant trip. That means individuals, in this case is tourists, trust that other individuals, as tour leaders, have the ability to achieve their needs. In addition, trust of benevolence arrives when travelers have the feeling that the tour leader takes care of them or acts as a friend such as orientation of customer. In other words, individuals trust that other ones care about their demands voluntarily (Wu & Tsang, 2008).

H2: The performance of tour guide has positively significant impact on tourist credibility trust.

- H2.1 Presentation and communication ability has positively significant impact on credibility trust.
- H2.2 Professional attitude and ability has positively significant impact on credibility trust.
- H2.3 Personal appearance and integrity/ knowledge has positively significant impact on credibility trust.
- H2.4 Problem Solving ability has positively significant impact on credibility trust.

H3: The performance of tour guide has positively significant impact on tourist benevolence trust.

- H3.1 Presentation and communication ability has positively significant impact on benevolence trust.
- H3.2 Professional attitude and ability has positively significant impact on benevolence trust.

- H3.3 Personal appearance/manners and integrity/ knowledge has positively significant impact on benevolence trust.
- H3.4 Problem Solving ability has positively significant impact on benevolence trust.

2.2.3 The relationship between tourist perceived trust and tourist satisfaction

Schlosser et al. (2006) indicated that "trust is created over time". At first, consumers have some beliefs about the company, their experience's consequence, which leads to an expectation or attitude about the future behavior of provider. "The favorable disposition or behavioral intention of customers will have more, if these attitudes and beliefs are positive". In the previous researches of Kim et al. (2011), Zillifro&Morais (2004), the trust's role becomes compulsory following perceived conditions as asymmetry of information and risk, especially for travelers in the unsimilar environment throughout their travel. Moreover, whenever customer's judgment about the received service that they have (perception) match or overcomes what they wanted, they are satisfied as mentioned by Williams and Buswell (2003). As the conclusion of Swanson et al. (2007), achieving trust is the antecedent to gaining the satisfaction of customer because trust decreased perceived risk, the uncertainty of customer, and it also allows regular customers to get confidence for the expectations. Despite some have researches proposed that satisfaction of customer has positive impact on trust, for example the study of Loureiro & González (2008), other studies have proved that the positive customer's perception in trust leads to their satisfaction following Lee & Chung (2009). However, travelers behave in following the "trust and satisfaction" relationship of the "buyer and supplier" linkage (Razzaque and Boon, 2003), because tourists tend to be unfamiliar with touring in different cultural countries (Xu & Chan, 2010). Hence, this research wants to propose that the higher level in tourist's trust about the tour guide that means the tourist's satisfaction will be at the higher level about tour guide's services.

H4: Credibility trust has positively significant impact on tourist satisfaction

H5: Benevolence trust has positively significant impact on tourist satisfaction

2.2.4 The relationship among tourist satisfaction and their word-of-mouth intention.

The satisfaction of customer is suggested like a critical business's objective because it is supposed that if customers feel satisfied, they tend to become repurchase customers. So that, firms would try to exceed to simply satisfy customers to develop their loyalty. Following Taylor (1998), two elements that evaluate the loyalty of customers "are likelihood to repurchase the product of service" and "likelihood to recommend a product or service to others". Some research papers showed that 5% in rising customer retention may create a growth of 25-95% in profit in industries according to Reichheld and Sasser (1990), Reichheld (1996). Moreover, Shoemaker and Lewis (1999) said that loyal customers tend to play as non-cost word-of-mouth advertisement agencies that can get informally the networks of relatives, friends, or other potential consumers for the product or service. Word-of-mouth can take sales up to 60% from new consumers, assumed by Reichheld and Sasser (1990). So that, loyalty turn into the fundamental strategic element for firms and organizations. Surely, the more customers satisfied, they tend to more repurchase services and products, and also encourage other people to be customers. In addition, there were numerous evidences suggested that satisfied customers tend to choose the similar choice again and they also bring in the new business by positive word-of-mouth intention (Rust et al., 1995).

H6: Tourist satisfaction has positively significant impact on tourist word-of-mouth intention.

2.3. The framework of this research

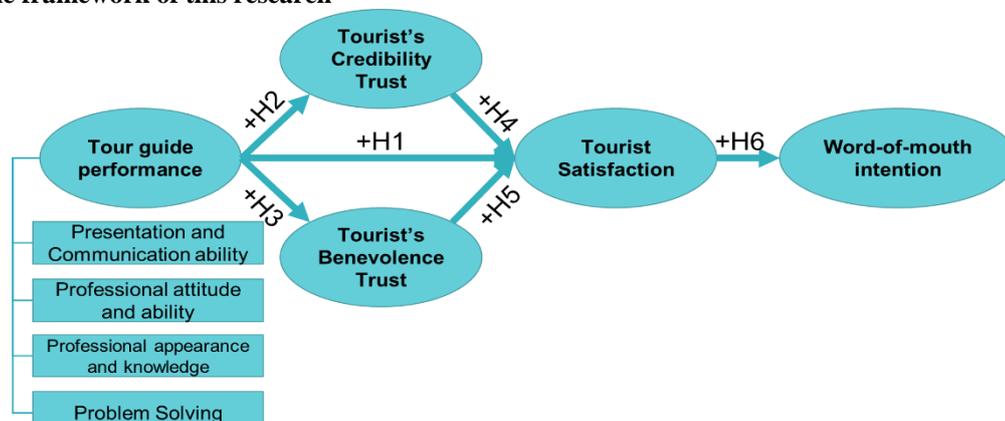


Figure1: The framework of this research

3 Methodology

3.1. Research method

In this research, quantitative method was applied for the objective of describing, understanding, and explaining the relationship between variables. It preferably adopts quantitative perspective that included statistical, computational techniques, and mathematics for testing the constructed framework's hypothesis and providing precision like the numerical analysis's result. In addition, this approach critically help researcher save time, effort for collecting a large respondent numbers and expanding data thank to obvious measurement scale and analysis software. Applying this quantitative method, the multiple research questions was used to ask by the survey from a group of customers who have used oversea tours. Questionnaire was constructed after reviewing numerous previous research papers.

3.2 Questionnaire design

The questionnaire involves of three main parts: The first part focuses on this research's introduction for outbound tourists and aims to inspect the respondent's travel behavior as well as respondent's experience regarding outbound tours. The second part focuses on questions for measuring all variables of this research including 20 items of tour guide performance (Presentation and communication ability, Professional attitude and ability, Personal appearance and integrity/ knowledge, Problem-solving), 10 items of tourist's perceived trust (credibility trust, benevolence trust), 3 items of tourist satisfaction and 3 items of the expected outcome variable word-of-mouth intention. This second part was conducted based on the Likert Scale questions based on the below reasons: Uncomplicated to conduct, highly reliable scale, effortless to read and complete the survey (Bertram, 2007). As presented clearly above, all items were measured by a five-point Likert scale, anchored by 1: strongly disagree and 5: strongly agree. The final part is the multiple-choice questions was used to collect respondent's demographical information such as gender, age, education level and personal income.

3.3 Data collection method

3.3.1. Target population.

In this research, the population has the fundamental requirement for participants is that they had at least once experienced in package tours and more specifically in outbound package tours.

3.3.2. Sample size

According to research of Hair et al. (2006), to ensure the dependability and legitimacy of the test, the sample size was recommended to need to be larger than 100 ($n \geq 100$). Meanwhile, $n \geq 5k$ with k as the number of measurement scales. In this examination, 36 questions will be displayed as 36 measured items. Thus, the sample size is required at least 180, equivalent to 5×36 items. In spite of the fact that the test can be achieved this number, the larger size will increase the investigation's reliability and avoid invalidity. The recommendation of Comfrey and Lee (1992) proposed that we can measure roughly the sample size adequacy following the scales: 50 implies very poor, 100 implies poor, 200 implies fair, 300 implies good. In this manner, the sample size of 200 is considered to be reasonable for the examination.

3.3.3. Sampling method

Data used in this research that was collected from online and offline surveys in December 2018 for people who have at least once experience of outbound tour. Because of the lack of time, human resources, budget, non-probability sampling was chosen after comparing the sampling approaches. Especially, there have two kinds of sampling technique applied in this study that were convenient and snowball samplings. As identified by Cooper and Schindler (2006), convenient sampling was the "non-probability sampling where researchers use any readily available individuals as participants". It is obvious to use convenient sampling is a practical and reasonable choice of researchers to come near to the objects. In addition, snowball method is also used in this study because of its convenience in reaching a large sample of respondents regardless of the time limitation. This method mostly based on the researcher's relationship or acquaintances. In other words, it allows researchers applied their networking relationship to reach wider target respondents in order to achieve more unbiased results.

4 Results

In this research, the number of 239 evaluation of tourists who used to travel by outbound package tours were collected directly from 63% paper surveys and 47% through online surveys. However, 36 responses were

excluded because of unreliable answers from participants. Those responses are deleted since the respondent have never experienced oversea tours or they left questions blank. So that, there were 203 respondents that qualified to become the right research subjects.

Outer Model Analysis: Reflective constructs

Table 1: Outer model test results

Construct	Items	Factor loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Number of items
Presentation and communication ability	PCA1	0.775	0.841	0.880	0.515	7
	PCA2	0.805				
	PCA3	0.722				
	PCA4	0.702				
	PCA5	0.716				
	PCA6	0.678				
	PCA7	0.605				
Professional attitude and ability	PAA1	0.798	0.770	0.853	0.592	4
	PAA2	0.799				
	PAA3	0.721				
	PAA4	0.759				
Personal appearance/manners and integrity/ knowledge	PAK1	0.707	0.829	0.880	0.594	5
	PAK2	0.829				
	PAK3	0.752				
	PAK4	0.763				
	PAK5	0.799				
Problem Solving	PS1	0.779	0.844	0.895	0.682	4
	PS2	0.858				
	PS3	0.865				
	PS4	0.797				
Benevolence trust	BT1	0.765	0.823	0.876	0.586	5
	BT2	0.768				
	BT3	0.790				
	BT4	0.791				
	BT5	0.711				
Credibility trust	CT1	0.797	0.832	0.882	0.598	5
	CT2	0.767				
	CT3	0.790				
	CT4	0.768				
	CT5	0.745				
Tourist satisfaction	TS1	0.903	0.883	0.927	0.810	5
	TS2	0.909				
	TS3	0.888				
Tourist Word-of-mouth intention	WOM1	0.877	0.844	0.906	0.762	5
	WOM2	0.879				
	WOM3	0.861				

(Source: Estimated by author)

The results that except two items PCA6 and PCA7, path coefficient that estimated outer loadings provides the value above 0.7 for all remaining measurement items. According to Hulland (1999), the variables which had outer loading value higher than 0.7 are reliable. Cronbach's alphas of all variables are higher than 0.7, hence, measurement scale is reliable and qualified. The traditional calculation to evaluate internal consistency reliability is Cronbach's alpha, but in PLS-SEM, according to Bagozzi and Yi (1988) and Hair et al. (2011), Composite Reliability was suggested to substitute for Cronbach's alpha and composite reliability needs to be higher than 0.7. In exploratory research, this value higher than 0.6 is acceptable (Bagozzi and Yi, 1988). Also following Bagozzi and Yi (1988), the value of AVE (Average Variance Extracted) is evaluated for checking convergent validity and this value should be higher than 0.5. In this research, the values of composite reliability of all variables are larger than 0.7. So that, they have the internal consistency reliability which is high levels among constructs. Besides, AVE values of all constructs are also greater than 0.5, that means the convergent validity of all variables are confirmed.

Table 2: Discriminant Validity: Cross loading of all items

	PCA	PAA	PAK	PS	BT	CT	TS	WOM
PCA1	0.775	0.681	0.618	0.605	0.560	0.593	0.604	0.555
PCA2	0.805	0.646	0.599	0.572	0.550	0.595	0.651	0.589
PCA3	0.722	0.534	0.437	0.369	0.390	0.498	0.508	0.538
PCA4	0.702	0.549	0.506	0.468	0.561	0.535	0.581	0.568
PCA5	0.716	0.551	0.430	0.465	0.500	0.455	0.558	0.515
PCA6	0.678	0.566	0.493	0.432	0.469	0.491	0.465	0.445
PCA7	0.605	0.506	0.509	0.469	0.475	0.442	0.448	0.412
PAA1	0.643	0.798	0.628	0.552	0.599	0.560	0.621	0.550
PAA2	0.638	0.799	0.616	0.627	0.583	0.576	0.571	0.513
PAA3	0.591	0.721	0.549	0.438	0.580	0.572	0.567	0.522
PAA4	0.612	0.759	0.588	0.562	0.566	0.539	0.583	0.525
PAK1	0.517	0.571	0.707	0.465	0.508	0.514	0.488	0.446
PAK2	0.666	0.638	0.829	0.547	0.621	0.622	0.645	0.635
PAK3	0.523	0.597	0.752	0.587	0.573	0.506	0.546	0.536
PAK4	0.482	0.551	0.763	0.507	0.520	0.553	0.539	0.514
PAK5	0.573	0.623	0.799	0.641	0.563	0.587	0.622	0.576
PS1	0.601	0.588	0.574	0.779	0.565	0.517	0.571	0.516
PS2	0.556	0.615	0.582	0.858	0.613	0.572	0.569	0.525
PS3	0.588	0.595	0.644	0.865	0.584	0.587	0.609	0.590
PS4	0.496	0.535	0.557	0.797	0.513	0.523	0.501	0.514
BT1	0.622	0.655	0.624	0.570	0.765	0.620	0.667	0.578
BT2	0.472	0.569	0.522	0.532	0.768	0.588	0.572	0.527
BT3	0.543	0.555	0.544	0.497	0.790	0.618	0.557	0.554
BT4	0.562	0.572	0.606	0.544	0.791	0.592	0.551	0.607
BT5	0.470	0.529	0.455	0.490	0.711	0.574	0.502	0.508
CT1	0.586	0.621	0.592	0.535	0.679	0.797	0.579	0.545
CT2	0.504	0.555	0.534	0.493	0.634	0.767	0.546	0.510
CT3	0.552	0.502	0.525	0.440	0.526	0.790	0.572	0.465
CT4	0.514	0.517	0.530	0.541	0.586	0.768	0.591	0.521
CT5	0.631	0.619	0.610	0.560	0.598	0.745	0.604	0.592
TS1	0.687	0.672	0.622	0.603	0.688	0.643	0.903	0.719
TS2	0.720	0.722	0.701	0.613	0.671	0.651	0.909	0.738
TS3	0.661	0.660	0.675	0.627	0.665	0.728	0.888	0.744
WOM1	0.650	0.591	0.615	0.559	0.623	0.617	0.733	0.877
WOM2	0.671	0.647	0.624	0.557	0.618	0.583	0.707	0.879
WOM3	0.577	0.557	0.612	0.587	0.664	0.589	0.694	0.861

(Source: Estimated by author)

According to Chin (1998), Grégoire and Fisher (2006), to estimate the discriminant validity by using the table value of cross loading “each indicator should load highest on the construct it is intended to measure”. In the results, all of items met this condition, hence, discriminant validity was well established.

Inner model analysis

Table 3: Inner path coefficient of all variable

Constructs	Benevolence trust	Credibility trust	Tourist satisfaction	Tourist Word-of-mouth intention
Presentation and communication ability	0.136	0.263	0.256	
Professional attitude and ability	0.326	0.202	0.118	
Personal appearance/manners and integrity/ knowledge	0.228	0.269	0.154	
Problem Solving	0.205	0.153	0.073*	
Benevolence trust			0.180	
Credibility trust			0.176	
Tourist satisfaction				0.816

(Source: Estimated by author)

Note: * Inner path lower than 0.1

Regarding to factor presentation and communication ability in measuring performance of tour guides that is independent variable has significant effect to two types of perceived trusts: benevolence trust and credibility trust, tourist’s satisfaction respectively. Both two independent variables “professional attitude and ability” and “personal appearance/manners and integrity/ knowledge” are also statistically significant effects to three mediator variables. However, the path relationship as 0.073 of problem-solving variable and tourist satisfaction was not significant impact because it was lower than 0.1. Furthermore, this analysis proposed that two tourist’s perceived trusts positively impact to their satisfaction. Tourist satisfaction also greatly affects to their word of mouth intention with 0.816 coefficient index.

Following the table below, the word-of-mouth intention of tourist has R square equal 0.665. This means tourist’s satisfaction explained 66.5% of variance in tourist’s word-of-mouth intention. Moreover, the value R square of tourist’s satisfaction is 0.717 which was substantially explained by two types of perceived trusts: benevolence trust, credibility trust and tour guide performance including presentation and communication ability, professional attitude and ability, personal appearance/manners and integrity/ knowledge, problem solving at 71.7% of variance. Tour guide performance also explained for 64.9% and 63.4% of variance in benevolence trust and credibility trust respectively.

Table 4: The determinative coefficient

Variables	R Square
Benevolence Trust	0.649
Credibility Trust	0.634
Tourist satisfaction	0.717
Word of mouth intention	0.665

(Source: Estimated by author)

Bootstrap test of structural path significance.

Table 5: p-value and T-statistic

	T Statistics	P Values
Presentation and communication ability -> Benevolence trust	1.677*	0.094**
Presentation and communication ability -> Credibility trust	3.135	0.002
Presentation and communication ability -> Tourist satisfaction	3.466	0.001
Professional attitude and ability -> Benevolence trust	3.710	0.000
Professional attitude and ability -> Credibility trust	2.313	0.021
Professional attitude and ability -> Tourist satisfaction	1.336*	0.182**

Personal appearance and integrity/ knowledge -> Benevolence trust	2.760	0.006
Personal appearance and integrity/ knowledge -> Credibility trust	3.407	0.001
Personal appearance and integrity/ knowledge -> Tourist satisfaction	2.251	0.024
Problem solving -> Benevolence trust	2.759	0.006
Problem solving -> Credibility trust	2.328	0.020
Problem solving -> Tourist satisfaction	0.964*	0.335**
Benevolence trust -> Tourist satisfaction	2.159	0.031
Credibility trust -> Tourist satisfaction	2.633	0.008
Tourist satisfaction -> Tourist Word-of-mouth intention	26.595	0.000

(Source: Estimated by author)

Note: * T-statistic lower than 1.96
 ** p-value more than 0.05

The p-value and T-statistic of presentation and communication ability that were illustrated have satisfied for credibility trust and tourist satisfaction as p-value equal 0.002 and 0.001, but it did not satisfy for benevolence trust because of p-value 0.094 higher than the standard 0.05 and T-value 1.677 lower than 1.96. Regarding to professional attitude and ability of tour guide performance, the effect between professional attitude and ability with tourist satisfaction that should not support when p-value 0.182 and T-statistic equal 1.336. All p-value and T-statistic of personal appearance and integrity/ knowledge factor indicate that it significantly effects onbenevolence trust, credibility trust and tourist satisfaction at these T-values 2.760, 3.407 and 2.251 respectively. The hypothesis of positive relationship between problem solving ability with tourist satisfaction is not supported based on the results of these tests. Throughout these tests, it clearly sees that two perceived trusts of tourists significantly impact to tourist satisfaction and when tourists feel satisfied, they have positive word of mouth intention.

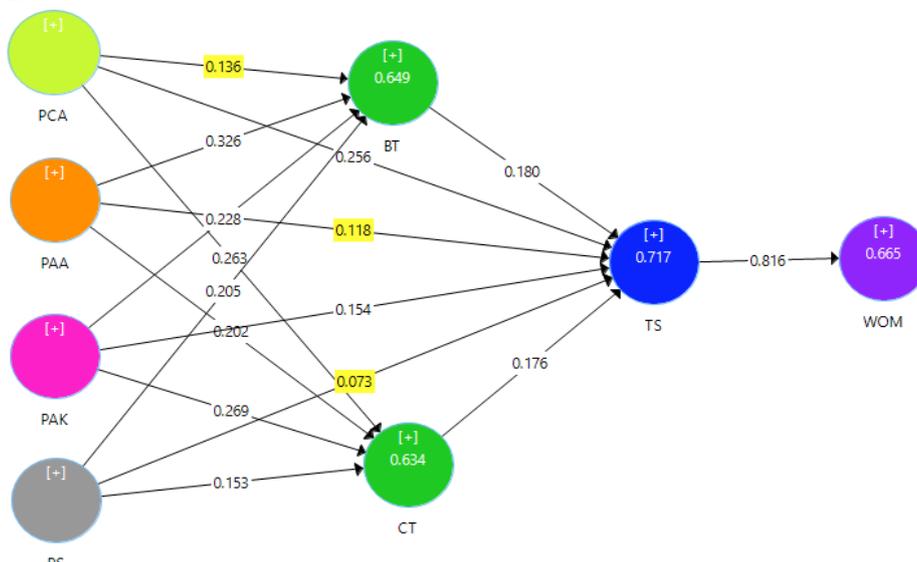


Figure 2: Path coefficient regarding T-statistic

(Source: Estimated by author)

Note: The highlight numbers have T-value lower than 1.96. Hence, these relationship paths should not be supported.

5 Discussion and Recommendation

5.1 Discussion

According to the results research’s findings, first of all this research support previous study that indicates the performance of tour guide have significant effects to the satisfaction of tourist (Huang et al., 2010). Especially, the presentation and communication ability component in tour guide performance impacts the

tourist's satisfaction more than others. On the other hand, problem-solving ability of tour guide did not have important impact to tourist's satisfaction. Therefore, travel agencies should focus on improving presentation skill and communication ability of tour leaders. Particularly, there are some items of this components that have average score lower than others such as item 1 "provided clear information on safety and security" (mean is 3.87) and item 7 "described tourist attractions patiently" (mean is 3.73), indicating that these skills should be improved to meet the satisfaction of tourist. Moreover, item 3 "arranged all the services promised on the itinerary" and item 5 "appeared to be honest and trust worthy" of personal appearance and integrity/ knowledge also should be improved for providing the better service.

Secondly, the study results also illustrated that when travelers satisfy with tour leader's performance, their positive word of mouth intention about this agency and tour guide tends to increase. It is because that the impact of tourist satisfaction on their word of mouth is very critical with the value of path coefficient equal 0.816 and R square equal 66.5%. That means this intention will create the great benefits for agencies when they want to promote their services to potential customers without advertising. Hence, they can save cost by using customer's word of mouth marketing but also increase the brand name.

In addition, this research finding provides another significant discussion that tourist perceived trusts are the important mediator variables between tourist's satisfaction and tour guide performance. These trusts also critically influence to tourist's satisfaction. Although presentation skill and communication ability component is the strongest direct impact on the satisfaction of tourists, it did not have important effect with benevolence trust according to the results of total effects table.

Finally, the factor problem-solving ability did not directly affect to tourist satisfaction after testing but it still positively impacts to benevolence and credibility trusts. Therefore, managers of tourism agencies can consider improving this skill of tour guides for rising customer's trust, through that contributing to increase their satisfaction.

5.2 Limitation and suggestion for further research

Firstly, because of the time limitation and inconvenience, the sample population used in this research that just focus on Vietnamese outbound tourists. For further study, the respondents should be tourist who have different national culture to see the different view of them about measuring tour guide performance.

Next, the sample was collected in Ho Chi Minh City and the sample size was only 203 respondents. Therefore, this research did not enough to meet the objectives that diversify and generalize for the whole Vietnamese tourists. In future, the sample size can be expanded more to get these objectives.

Finally, in this research, we have ignored the relationship between two perceived trusts of customers and word of mouth intention. In next research, these relationships should be tested to understand more exactly about factors that impact word-of mouth intention of tourists.

For suggestion, the future research can change the dependent variable word-of-mouth intention to other tourist's behavioral intention such as repurchase intention.

6 Conclusion

This study demonstrated the objectives that illustrated the relationships among tour guide's performance, outbound tourist satisfaction, their perceived trusts and word of mouth intention for oversea package tour of Vietnamese tourists. The research also proposed the multidimensional construct including four factors of tour guide performance: communication and presentation ability, professional ability and attitude, personal integrity/knowledge and appearance, problem-solving. These tour leader's performance factors and two other mediating factors that are benevolence trust and credibility trust can be seen as the effective components for building the satisfaction of tourists through that increasing their intention of word-of-mouth. This means that the positive tour guide performance image is not only positive significantly affected to tourist's trusts and their satisfaction, but also is the factor that determine the word of mouth intention of customers.

Moreover, this research has proposed some suggestions for both tour guide and managers of agencies in order to define the advantages and disadvantages attributes of tour guide in tourism business, and then enhancing and fostering the performance of them to reach customers' satisfaction and trusts at the higher level as well as their positive word of mouth intention.

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Appendix

Section 1-Tour guide performance measurement.

Construct	Item codes	Measurement	Reference
Presentation and communication ability	PCA1	This tour guide provided clear information on safety and security.	Chang, 2012; Tsaut and Teng, 2016
	PCA2	This tour guide had good communication and presentation skill.	
	PCA3	This tour guide gave daily briefing on tour itinerary.	
	PCA4	This tour guide was punctual.	
	PCA5	This tour guide was friendly.	
	PCA6	This tour guide described tourist attractions in comprehensive detail.	
	PCA7	This tour guide described tourist attractions patiently.	
Professional attitude and ability	PAA1	This tour guide appeared well-trained for his/her job	Chang, 2012
	PAA2	This tour guide was able to solve problems	
	PAA3	This tour guide has a sense of humor	
	PAA4	This tour guide was always helpful	
Personal appearance/manners and integrity/ knowledge	PAK1	This tour guide was knowledgeable about the destination	Chang, 2012
	PAK2	This tour guide was polite and courteous	
	PAK3	This tour guide arranged all the services promised on the itinerary	
	PAK4	This tour guide appeared neat and tidy	
	PAK5	This tour guide appeared to be honest and trust worthy	
Problem Solving	PS1	When an emergency occurs, this tour guide first calmed tour members.	Tsauro and Teng, 2016
	PS2	When an emergency occurs, this tour guide implemented necessary contingencies immediately.	
	PS3	Whenever an emergency occurs, this tour guide acted responsibly.	
	PS4	This tour guide tracked the proceeding of an emergency event until it is resolved satisfactorily.	

Section 2-Tourist Perceived Trust Measurement

Construct	Item codes	Measurement	Reference
Benevolence trust	BT1	This tour guide cares for us.	Chang, 2012; Aurifeille, J.M and Medlin, C.J, 2009
	BT2	In times of shortages, this tour guide has gone out on a limb for us.	
	BT3	This tour guide is like a friend.	
	BT4	We feel this tour guide has been on our	

	BT5	side. When we share our problems with this tour guide, we know that he/she will respond with understanding	
Credibility trust	CT1	This tour guide has been frank in dealing with us.	Chang, 2012
	CT2	Promises made by this tour guide are reliable.	
	CT3	This tour guide is knowledgeable regarding his/her services.	
	CT4	This tour guide did not make false claims.	
	CT5	This tour guide was open in dealing with us.	

Section 3-Tourist satisfaction measurement

Construct	Item codes	Measurement	Reference
Tourist satisfaction	TS1	My decision to join this outbound tour was a wise one.	Tsaur and Tend, 2016
	TS1	Overall, I am satisfied with the decision of joining this outbound tour.	
	TS2	Overall, I am satisfied with this tour guide	

Section 4-Tourist Word-of-mouth intention measurement

Construct	Item codes	Measurement	Reference
Tourist Word-of-mouth intention	WOM1	I am willing to recommend this travel agency and its services to others	Agag and El-Masry, 2016.
	WOM2	I usually say positive things about this travel agency community to others	
	WOM3	I will tell my friends and relatives to use this travel agency services	