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Abstract
Backpackers' holiday satisfaction was measured by using HOLSAT, a model that compares the performance of positive and negative holiday attributes against a holidaymakers' expectation [Tribe, J., & Snaith, T.1998]. The attributes used are developed for each particular application and are not generic; in this case, the attributes were adapted from critical literature concerning tourism aspects of Ho Chi Minh City, Vietnam.
The survey was conducted in Western Backpackers Town, a typical area in the centre of Ho Chi Minh City where backpackers gather together for affordable accommodation and other tourist services. The findings indicate that backpackers' perception of Vietnam as a holiday destination rotated around an axis of cheap and friendly attributes, namely a wide range of affordable food, drink, handicrafts, tourism service. Base on the research, after the trip, backpackers were found to be significantly satisfied with the hotel service, the tropical climate, chance of cruising on a river, the convenience in telecommunication and the process of immigration and customs clearance. Challenges of infrastructure in Vietnam and the service quality from both public and private sectors were also indicated in order to enhance holiday satisfaction in the segment of backpacker tourists.
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