

FACTORS AFFECTING INTERNATIONAL TOURISTS' SATISFACTION OF STREET FOOD IN HO CHI MINH CITY

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Abstract

The purpose of this research is to explore the factors affecting international tourists' satisfaction of street food in Ho Chi Minh city. This study used convenience samples with 203 international tourists in Ho Chi Minh city and employed linear regression analysis. The results indicated that all the factors affecting the international tourists' satisfaction towards street food, ranked in order of importance are as follows: (i) food quality, (ii) food hygiene, (iii) food price, (iv) food variety, (v) attitude of staff, (vi) food environment, (vii) food information, and (viii) food heritage. Some policies are recommended to tourist agencies and authorities to improve international tourists' satisfaction towards street food.

Keywords: Street food, satisfaction, international tourist, Ho Chi Minh city.

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1. Introduction

Ho Chi Minh City is not only an economic and commercial center of Vietnam but also one of the most attractive destinations. According to the General Statistics Office of Vietnam (2017), the average daily expenditure of an international visitor for food and drinks accounts for 22.23% of total daily expenditure in Vietnam, which is just lower than the spending on accommodation and transport.

Therefore, food is always considered as the center of tourism and plays an important role in creating distinctive features for each region. Food also provides opportunities for visitors to approach different cultures and have a lasting impression after visiting a destination (Hall and Mitchell, 2002). Recently, Ho Chi Minh City has been voted as one of the 23 cities with the most famous street food in the world for the iconic food experiences with plastic tables and chairs on the sidewalks.

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International visitors could enjoy the famous dishes such as “Phở”, “Bánh mì”, barbecue skewers, while watching the busy life of the streets (CNN, 2017).

In the past, numerous studies have been conducted in many countries to explore the impacts of street food on tourism (Qing et al., 2013; Roozbeh et al., 2013; Joo et al., 2015; Hendijani, 2016; Chavarria and Panuwat, 2017; Yusuf, 2017). In Vietnam, studies in the field of tourism, especially regarding the topic of food tourism, are limited. In the context that food is a sole factor of specific destination, the study conducted by Le Chi Cong and Dong Xuan Dam (2016) showed that there were five factors affecting local food including attitude of restaurant staff, food quality, price perception, facilities and space information about cuisine and restaurants, which have the same effect on the satisfaction of international visitors. Nevertheless, Nha Trang City is a provincial city and not a prominent destination in Vietnam. Researching this topic in Ho Chi Minh City is a fresh new study and essential for the Vietnamese tourism industry.

This study aims to measure the effect of food on international tourists' satisfaction when visiting Ho Chi Minh City. This study helps regulatory authorities identify weaknesses as well as strengths in street food services, thereby attracting more tourists to and increasing tourists' loyalty with Ho Chi Minh City destination. The results of this research are expected to support not only street food businesses but also tourism service providers to develop plans to improve the quality of street food and constantly improve the competitiveness of enterprises.

2. Literature review

2.1. Street food

According to the Food and Agriculture Organization of United Nations (1986), Street foods are ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places. Street food vendors differed from such formal food service operations as cafés, ‘takeaways’, ‘chopbars’ and restaurants. In addition, the definition “Street foods are minimally processed to highly processed foods that are sold on streets and other public places, consumed on the spot and/or ready to take home or delivered to the workplace” (FAO, 2014) focuses mainly on its diversity. Moreover, the World Health Organization considers street food as food and drinks that can be enjoyed immediately and sold in streets or in public places. Thus, from these concepts, the common characteristics of street food could be identified as cheap and convenient for ready-consumption.

Street food has a pivotal role in contributing to the development of the tourism industry. First of all, because street food attracts visitors by satisfying visitors' desired experiences, it is a critical asset for sustainable tourism growth (Sims, 2009). Besides, Trunfio et al. (2006) conclude that spending on food and drinks took a large portion of total travel expenditures. In addition, the culinary experience brings relaxation, provides knowledge, and shows personal status and style of the customer (Frochot, 2003). According to Hudson (1999), motivations of travelers are composed of “push” factors and “pull” factors. The group of “pull” factors influences the decision of destination

selection, while the group of “push” factors creates motivation for visitors to come to a certain destination. Fields (2002) affirms that food could hold both “pull” and “push” functions by “pulling visitors away from familiar dishes and regular eating habits” and “pushing them to new and exciting cuisine”.

Street food plays an important role not only to the tourism growth but also to the overall economic development. Marras (2014) points out that street food business is a source of sufficient income for millions of men and women who have low financial capital and limited knowledge. The investment capital amount for street food activities is relatively low and the processing does not require too many complex skills. Because of these reasons, business on street food is considered to be the source of income of thousands of families. In addition, the study also indicated that the role of these business units is prominent in promoting local economic growth, food security – sovereignty, and sustainable food supply chain between urban and rural areas.

2.2. Effects of street food on international tourists' satisfaction

Satisfaction of tourists towards food services and tourism are examined quite numerously. There are a number of studies on cuisine experiences at a destination as a key factor leading to visitors' satisfaction (Lopez and Sanchez, 2012; Getz, 2000; Boyne et al., 2002). Food is found to be one of the most enjoyable activities during journey (Frochot, 2003). Rust and Oliver (2000) find that experiences in unusual cuisine contributing to individual excitement, improving the relationship between expectation and satisfaction of international tourists. In addition, Kivela and Crofts (2006) show that

food may raise total value of a trip, especially for those seeking new experiences that require a greater level of satisfaction.

Several studies show that visitor satisfaction of gastronomy is a result of a contentment feeling of cuisine. Nonetheless, other studies proved that the level of food satisfaction is the motivation of visitor's behavioral intention towards local cuisine, which is composed by food visual perception (quality, variety, authenticity) and food satisfaction perceptions (core values, food choices, accessibility) (Karim et al., 2011; Chavarria and Panuwat, 2017). Therefore, analyzing factors determining gastronomy services to improve the visitor satisfaction of a particular destination is a challenging work. In this study, tourists' satisfaction of food is a dependent variable.

2.3. Factors determining international tourists' satisfaction of street food

Cuisine topics have attracted a lot of interest from academic studies globally. Many studies have been conducted in either Western countries such as France (Frochot, 2003), England (Kim & Eves, 2016), or in Southeast Asia such as Thailand (Chavarria and Panuwat, 2017), Malaysia (Jalis et al. 2009), and Indonesia (Hendijani, 2016). In addition, the abundance of the science of gastronomy leads to the composition of the food services is extremely diverse.

Food quality: Food services do not only relate to human basic needs but also affect directly health of visitors. As result, its quality is considered as one of the most important factors. Nevertheless, perspectives in quality have not been unique in many studies. Particularly, Haven-Tang and Jones (2006) defined that the cuisine quality includes four

aspects: healthy, sensory appeal, nutrients, and flavor attraction. Meanwhile, Quan and Wang (2004) argue that the essence of food quality is the artistry in process, decoration and flavor, making the distinct impression for visitors and increasing their overall satisfaction with the trip. Despite different approaches, both studies confirm that the quality of food has a positive influence upon the value perception and experiences of visitors towards a destination. Both theoretical and empirical studies present that positive perception could contribute to consumers' satisfaction (Parasuraman, 1994). Therefore, this study proposes the hypothesis H1:

H1: The quality of food has a positive effect on tourists' satisfaction.

Food price: Food price is the measure aligned with the quality and reflected on the products (Pyo and McLellan, 1991). The more reasonable the price of food is, the more positively it affects tourists' satisfaction (Le and Dong, 2016). Nonetheless, Joo et al. (2015) findings about prices of common goods and services suggested that they have a negative impact on the visitors' satisfaction. In other words, if the price of goods and services is higher, the level of satisfaction will decrease. Jones and Jenkins (2002) define price perception as the actual price for traveling and this price may be higher than the normal price. Hence, hypothesis H2 is proposed:

H2: Food price contributes to the increasing level of tourists' satisfaction.

Attitudes of service staff: Food service staffs are the ones who fully understand customers' psychology and fulfill their requirements (Miller et al., 2008). Parasuraman et al. (1994) point

out that a restaurant staff should acquire necessary qualifications such as knowledge, professional courtesy, appearance, and adequate attention to take care of their customers. Quan and Wang (2004); Werner (2007); Le and Dong (2016) prove that appropriate manners and attitudes of the staff at the restaurant have a positive impact on tourists' satisfaction. Especially in the service sector, service quality has a considerable impact on the increase of customer perception and satisfaction. For this reason, hypothesis H3 is proposed as follows:

H3: The attitude of the staff has a positive impact on the satisfaction of visitors.

Food environment: According to Walker (2007), food environment is defined as a place that is airy and provides an impressive design. Therefore, surrounding environment and facilities at a street food court and a restaurant could inspire international tourists to have a comfort feeling when enjoying the street food (Walker, 2007). Le and Dong (2016) and Cho et al. (2011) indicate that surroundings have a positive effect on the satisfaction of international visitors when experiencing local food. Hendijani (2016), however, show that there is no relationship between food environment and satisfaction of international travelers. The purpose of this study is to explore the relationship between food environment and satisfaction of tourists. Thus, hypothesis H4 is advanced as follows:

H4: Food environment has a positive impact on visitors' satisfaction.

Food information: Food information is defined generally as detailed information relating to dishes and food locations to facilitate culinary activities and experiences

of visitors. In addition to the information about hotels, visit attractions, transportation, traffic conditions, food information always draws the attention of visitors (Quan and Wang, 2004; Werner, 2007). Additionally, Le and Dong (2016) confirm that food information has a positive effect on the satisfaction of international tourists. Moreover, Yusuf (2017) find that visitors were likely to be exposed to media such as social networking, television and the Internet to find reliable sources of street food. The more available and accurate information about street food is, the more satisfied visitors could feel. Therefore, hypothesis H5 is proposed:

H5: Food information has a positive impact on international tourists' satisfaction.

Food heritage: Haven-Tang and Jones (2006) argue that the heritage of food could strengthen positive impression and convey an authentic message of both food culture and destination history. To be more specific, street food has been considered to be a key element of intangible heritage preserved by immigrants (Lysaght, 1998). Moreover, Rusher (2003) studied food as a symbol since few food products are connected to fantasy and have significant symbolic. Moreover, Chavarria and Panuwat (2017) argue that street food is one of the easiest ways for travelers to interact with local cultures, thereby enriching personal experiences and gaining meaning. Another approach was made by Hendijani (2016), which shows that cuisine heritage is the strongest and the most positive impact factor on international visitors' satisfaction. Yusuf (2017) agree that cultural experience through street food has a positive effect on street food consumption behavior. The major limitation of these

studies is that the relationship between food heritage factor and visitors' satisfaction has not been examined. The following hypothesis H6 is constructed:

H6: Food heritage has a positive impact on the satisfaction of international travelers.

Food variety: A study by Jalis et al. (2009) defined food variety regarding to the well-presented and dining customs. Contributing to this definition, Karim et al. (2011) argue that food variety is tourists' determination to choose a destination for street food experiences. Criteria for the evaluation of food variety are varied among previous studies. Generally, customers will have a higher motivation to purchase if there are more choices. Various factors make buying decision more flexible so that customers could choose the most satisfying option for them (Amornrat, 2015). Berry et al. (2002) affirm that the effort of tourists devoting in purchasing decisions could be reduced by the decrease in diversity of products and services composed by the perceived value and customers' satisfaction. In the narrow context of street food, Hendijani (2016) show that there is no correlation between the variety of local food and overall satisfaction of international diners. Hypothesis H7 is proposed to exam the role of this factor:

H7: The more diverse street food is, the more satisfied international tourists could feel.

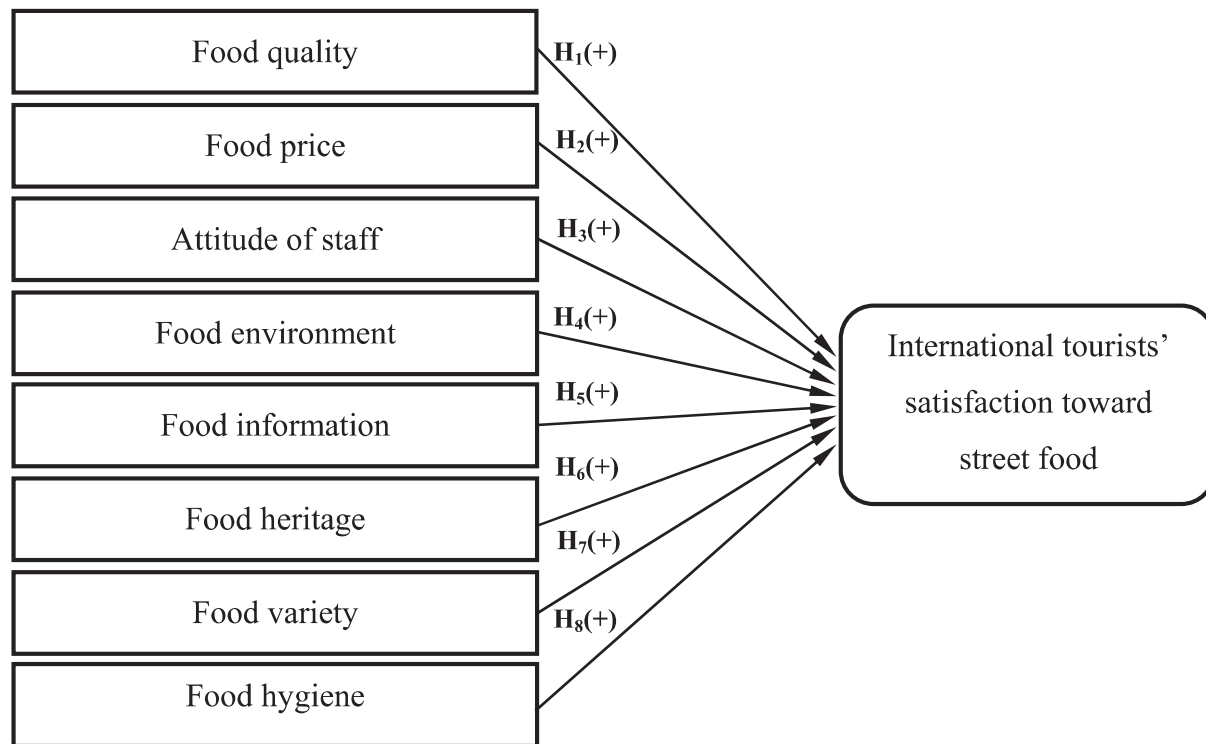
Food hygiene: Cho et al. (2011) defined the hygiene of street food including four criteria: physical environment, utensils used for catering; hygienic street food vendors, and sanitary street food. Yusuf (2017) argue that food hygiene is synonymous with health caring in the consumption of street food. This factor is a source of influence on the interest

of international travelers in consuming local food (Kim and Eves, 2016). Both studies indicated that food hygiene positively impact tourists' satisfaction. The study by Chavarria and Panuwat (2017) conducted in Phuket Island in Thailand did not show any effect of food hygiene on the behavioral intention towards the consumption of street food and

tourist satisfaction. In fact, food hygiene is a major concern for the public for developing countries in Southeast Asia. It is, thus, necessary to determine the role of this factor. Hypothesis H8 is proposed as follows:

H8: The higher level of food hygiene will positively impact on the satisfaction of international tourists.

Figure 1. Proposed research model by authors



Source: Synthesized by authors

3. Methodology

The scales to evaluate factors including food quality, food price, food environment, and food information (H1, H2, H4, H5) were adopted and developed based on the previous research of Le and Dong (2016). Food heritage factor (H6) was developed from the scales in research of Yusuf (2017), Hendijani (2016), and Roozbeh et al. (2013). Factor food variety (H7) was adopted from the

research of Le and Dong (2016), Hendijani (2016), and Karim et al. (2011). The factor of food hygiene (H8) was taken from Cho et al. (2011) and Chavarria and Panuwat (2017).

This research was conducted in two phases:

(1) A draft study was conducted with an aim to formulate, evaluate, and modify the questionnaire prior to the official survey. Firstly, the initial draft scale was checked

by pretest method through interviewing and discussing with a senior lecturer in Foreign Trade University, Ho Chi Minh city campus and eight foreign tourists in an English club at Binh Thanh District, Ho Chi Minh city. The result indicated that most of the interviewees agreed with scales referred to previous studies and suggested some wording adjustment to adapt to the studied context in Vietnam. Next, a pilot study was conducted with the attendant of sixty foreign tourists, from September 27th 2018 to October 05th 2018 so as to verify the quality of the final questionnaire used for the official survey.

(2) The official survey was carried out to collect the data to evaluate the determinants affecting international tourists' satisfaction of street food in Ho Chi Minh city. In total, 240 hard copies of questionnaires containing three self-administered parts were distributed to foreign visitors in the top street food areas such as the 23/09 Park, Asiana Food Town,

Bui Vien Street, Ben Thanh Market from October 09 to October 29, 2018. The final sample consists of 203 respondents.

4. Results and discussion

4.1. Respondents' profiles

The demographic profile of the respondents is summarized in Table 1. It is shown that the number of male and female tourists accounts for 47,8% and 52,2%, respectively. The majority of foreign tourists visiting Ho Chi Minh city were young, aging between 18 and 35 years old, which account for 73,2% of the total sample. Approximately 36,5% were those between 36 – 45 years old and 10,3% were over 45 years old. Regarding to nationality, respondents visiting Ho Chi Minh city mainly came from Europe (26,1%) and America (20,07%). The majority of respondents has earned university and higher education. More than half of the interviewees experienced university education.

Table 1. Demographic profile of respondents

Attributes		Frequency	Percentage (%)
Gender	Male	97	47.8
	Female	106	52.2
Age	18 - 25 years	28	13.8
	26 - 35 years old	80	39.4
	36 - 45 years old	74	36.5
	above 45	21	10.3
Nationality	Asia	32	15.8
	Europe	53	26.1
	America	42	20.7
	Oceania	35	17.2
	Others	41	20.2

Attributes		Frequency	Percentage (%)
Level of education	Secondary certificate	16	7.9
	College diploma	73	36.0
	University degree	86	42.4
	Postgraduate degree	28	13.8

Source: Synthesized by authors

Table 2 indicates that the visit frequency of international tourists in Ho Chi Minh city is rather high. About 65% of respondents have visited Ho Chi Minh city at least two times. In addition, approximately 50% of tourists has intended to stay for 3 – 5 days in Ho Chi Minh city.

Table 2. Some features of international tourists in Ho Chi Minh City

Attributes		Frequency	Percentage (%)
Visiting frequency	1 time	72	35.5
	2 times	55	27.1
	3 times	43	21.2
	More than 3 times	33	16.3
Trip duration	1 - 2 days	52	25.6
	3 - 5 days	97	47.8
	More than 5 days	54	26.6
Partners	Alone	37	18.2
	Family	45	22.2
	Friends	56	27.6
	Partners	39	19.2
	Others	26	12.8

Source: Synthesized by authors

4.2. Results

At first, Cronbach Alpha analysis was used to evaluate the reliability of scales. The result shows that among 40 items attaching to both dependent and independent variables, five items were removed as the Item – Total statistics of these items was at a low level of

internal consistency. Then, 35 items were used for the Exploratory Factor Analysis (EFA). The interpretability of factors was improved through varimax rotation, in which one item in food heritage factor was listed out. Nince factors were identified from the remaining 34 items with the Eigenvalues of 1.089 and the total variance of 65.365%.

Table 3. OLS regression result

Independent variables		Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.	VIF
		β	Std. Error	Beta			
(Constant)		-0.377	0.276		-1.366	0.174	
CLAT	Food quality	0.223	0.040	0.308	5.552	0.000	1.255
GCAT	Food price	0.173	0.041	0.250	4.196	0.000	1.446
NVAT	Attitude of staff	0.109	0.034	0.165	3.193	0.002	1.088
KGAT	Food environment	0.091	0.033	0.154	2.737	0.007	1.301
TTAT	Food information	0.093	0.040	0.130	2.328	0.021	1.270
DSAT	Food heritage	0.095	0.041	0.131	2.291	0.023	1.328
DDAT	Food variety	0.178	0.047	0.212	3.775	0.000	1.292
VSAT	Food hygiene	0.151	0.036	0.215	4.248	0.000	1.044
R Square = 0.525 Adjusted R Square = 0.506		Durbin - Watson = 1.969					
F change = 26.815		Sig. = 0.000					

Source: Synthesized by authors

Pearson correlation analysis was conducted and the result illustrated that all independent variables were correlated with the dependent variable with values of correlation coefficients range from 0.197 to 0.472. There is no serious correlation among independent variables so that multicollinearity among independent variables is not a problem. In order to measure specific effects of each independent variable on tourists' satisfaction of street food, the OLS regression analysis was applied.

The regression model used in this study shows an adjusted R square value of 0.506, meaning that the model explains 50.6% of the variance in tourists' satisfaction of street food in Ho Chi Minh city. A Durbin-Watson test with a value of 1.969 indicates that a

significant difference between the dependent and independent variables exists. To further rule out any possibility of autocorrelation, a visual inspection of the Pearson correlation table was conducted to confirm that none of the values exceeds 0.7. The F value was equal to 28.815 (df, 8,194) with a significance level of 0.0001 ($p < 0.05$). This result demonstrates that the independent variables were good determinants for tourist's satisfaction of street food. The model suggests that all of the eight independent variables including (i) food quality, (ii) food hygiene, (iii) food price, (iv) food variety, (v) attitude of staff, (vi) food environment, (vii) food information, and (viii) food heritage are significant predictors of the dependent variable.

4.3. Discussion

4.3.1. Food quality

The independent variable with the highest beta value was food quality ($\beta = 0.308$, Sig. = 0.000), which is a similar outcome to the results of Cho et al. (2011), Le and Dong (2016), and Hendijani (2016). This findings indicates that the high quality of street food has a positive relationship with tourists' satisfaction. To be more specific, when the quality of street cuisine satisfies tourists' expectations, they gain other spiritual values leading to increase the overall satisfaction (Quan and Wang, 2004). Thus, Hypothesis H1 is supported.

4.3.2. Food price

Food price is the second highest predictive of tourist's satisfaction of street food in Ho Chi Minh city ($\beta = 0.250$, Sig. = 0.000). This result is similar to previous studies that show a positive relationship between price of street food and tourist's satisfaction (Le and Dong, 2016; Joo et al., 2015; Pyo and McLellan, 1991). It is important to mention that this factor is highly evaluated because the price of food is reasonable in Ho Chi Minh city, which is one of the cheapest cities in the world (Forbes, 2017; Skyscanner, 2017). Therefore, foreign tourists feel satisfied with their street food experience in Ho Chi Minh city. Hypothesis H2 is, thus, supported.

4.3.3. Attitude of staff

Results from the linear regression indicate that the subjective attitude of staff is positively correlated to tourist's satisfaction of street food ($\beta = 0.165$, Sig. = 0.002). This finding is in line with previous studies adopted the theory of Parasuraman et al. (1994). In addition to staff service quality, the high concentration and willingness to serve customers also

contribute to the enhancement of customers' perception and their satisfaction. Moreover, the results are consistent with the previous studies of Quan and Wang (2004), Werner (2007), Le and Dong (2016). Friendly and hospitable citizens of Ho Chi Minh city make the visitors feel to be welcomed (Dong Xuan, 2015), impacting positively on the quality of service personnel at local restaurants. Hypothesis H3 is, therefore, confirmed.

4.3.4. Food environment

Although not strong ($\beta = 0.154$, Sig. = 0.007), the impact of food environment factor on international tourists' satisfaction of street food in Ho Chi Minh city is positive. This result is consistent with the theoretical framework of Quan and Wang (2004) on culinary culture. To be more specific, space and cleanliness are the first requirements for travelers to choose a restaurant. Additionally, the studies of Le and Dong (2016) and Cho et al. (2011) confirm that surrounding factors contribute greatly to the growing desire of visitors. If they are satisfied, what they feel about and what they experience in street food would be enhanced, leading to their increased satisfaction. In conclusion, Hypothesis H4 is accepted.

4.3.5. Food information

Despite the fact that the level of impact is the lowest ($\beta = 0.130$, Sig. = 0.021), food information has a positive effect on international tourists' satisfaction of street food in Ho Chi Minh city. Theoretically, this finding is consistent with previous studies, which present that local cuisine is generally an important message that any destination wants to announce to visitors during each trip (Werner, 2007). This result are not different from the previous studies of Le and Dong (2016) and Yusuf (2017). Tourism industry and

street food businesses in Ho Chi Minh city have been effectively providing cuisine information through media to tourists. As a result, tourists have been informed about places where they can go to explore fabulous cuisines. To sum up, Hypothesis H5 is confirmed.

4.3.6. Food heritage

The food heritage factor has a positive effect on the level of satisfaction of international tourists towards street food in Ho Chi Minh city, which is illustrated by the beta value of 0.113 at the significance level of = 0.000). This result is in line with the study of Hendijani (2016), which shows that experiencing local cuisine is one of the ways for visitors to learn about local culture. Street food try to satisfy tourists' satisfaction by focusing on reserving destination heritage and making a good impression through delivery the meaningful message from local street food, enriching the personal experience and encouraging tourists to share this experience by the word-of-mouth (Yusuf, 2017). Therefore, Hypothesis H6 is accepted.

4.3.7. Food variety

Food variety and international tourists' satisfaction are positively correlated ($\beta = 0.212$, Sig. = 0.023). In contrast to the research by Hendijani (2016), which does not indicate the relationship between the variety of food and international tourists' satisfaction, this result reveals that food diversity indeed has an important influence on the satisfaction of the customers. This result is consistent to Amornrat (2015), which shows that the diversity of products and services could increase customer satisfaction. In fact, one of the strengths of street food in Ho Chi Minh city is the interference from many different regions in Vietnam. Therefore, there are

abundant methods of cooking and many dish flavors of street food which provides a variety of choices for visitors' need. As a result, Hypothesis H7 is confirmed.

4.3.8. Food hygiene

Food hygiene factor has a positive impact on the satisfaction of international visitors to Ho Chi Minh city ($\beta = 0.165$, Sig. = 0.000). This result is consistent with the theoretical study of Sonnenburg (2000), who mentions that food hygiene is always one of the top priorities for international visitors. The reason is that food hygiene is associated with physical risks which can negatively affect tourists' health. The result is consistent with the study of Yusuf (2017) and Kim and Eves (2016), who argue that hygiene is one of the most important factors affecting customer satisfaction. Nevertheless, the study of Chavarria and Panuwat (2017) in Phuket, Thailand, indicates that there is no strong effect of food hygiene on tourist satisfaction and their street food consumption. In addition, those items of hygiene factor have the lowest mean value in comparison with any other items. It can be explained that street food vendors in developing countries such as Vietnam is unaware of food hygiene, pointed out by Muyanja et al. (2011), and that they are also unconscious of business ethics in the lack of food shelves, uncovered food and dirt and dusty furniture (Lan Phuong, 2016). Hypothesis H8 is supported.

5. Conclusions and proposals

From the above results, this study proposes some recommendations mainly for domestic and foreign businesses including a considerable number of food individual business establishment which generates employment for millions of poor and unskilled

with limited formal education people and Vietnamese small and medium enterprises (SMEs) in food services and drinking sector.

On one hand, it is necessary to improve the quality of street food. Specifically, enterprises should ensure their standardized inputs. They should develop their strategies to meet new requirements of modern healthy food trends. Moreover, a variety of menus need to be considered seriously. To do this, food vendors should enhance the level of processing and invest in training programs for chefs to improve the way of processing and decoration. In addition, food and drink businesses could consider harmonizing elements of different culinary traditions to diversify culinary products and bringing new tastes to visitors.

In terms of customers' loyalty achievement, businesses should have clear price tags on food and drinks, especially during the peak season to build trust with visitors. Additionally, promotion programs such as gifts and discounts should be developed based on the characteristics of the visiting frequency in order to attract more loyal visitors.

Regarding to the attitude of staff, staff rules of communication need to be applied strictly so that international diners could feel comfortable and satisfied. For example, staff training packages for communication skills, knowledge of street food, and culture understandings should be provided.

In terms of food environment, the traditional design of Vietnam can convey an informative cultural message, attracting more customers.

Furthermore, it is necessary to establish a food information chain such as tour guides, hotel staff, drivers and travel agents with the

aim to introduce the traditional cuisine and delicious dishes to international visitors. Moreover, local street food businesses should utilize media to promote typical dishes on prestigious websites, magazines, and tourism publications.

In order to increase the tourists' awareness and identification of food heritage, business participation in street food festivals is a key. For instance, in a food fair, the participants know how to prepare delicious food and how thrilled to experience the cooking process. In addition, traveling companies should coordinate with street food businesses to organize tours of street food cooking for visitors to join and experience.

On the issue of food hygiene and safety, food businesses have to obey the hygiene and safety codes. If foreign companies want to enter the Vietnamese food market, they can join food courts in commercial centers or traditional street food stalls in street food districts. They should actively cooperate with local enterprises to benefit from Vietnam's comparative advantages in food culture and agricultural products. Either franchising or licensing can be a form of cooperation. Furthermore, these businesses could plan to export Vietnamese street food products such as rice sandwiches, rolls to foreign markets.

Government authorities should regularly organize street food festivals to introduce cuisines and special gastronomy features of Ho Chi Minh city to international visitors. At the same time, local food administration in Ho Chi Minh city should take measures to check food hygiene and safety regularly to maintain good image of Vietnamese cuisines in the eyes of foreign tourists.

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