Abstract

The aim of this research is to study tourists' overall satisfaction for the tourism products of Koh Chang, Thailand, as the tourist statistics of the destination showed that tourists are visiting Koh Chang every year. The tourism product attributes of attractions, transportation, accommodations, travel agency, restaurants & entertainment and shopping or gifts & souvenirs are studied. In this research the data was collected by a set of questionnaires distributed to 400 tourists both Thai and non-Thai, who had experienced visiting Koh Chang, Thailand. Inferential statistics in the form of Pearson's correlation analysis were used for hypothesis testing.

The findings reveal that the overall satisfaction for attractions is a low positive correlation, a value equal to .337; a moderate positive correlation for transportation with a value of .448; a moderate correlation for accommodation with a value of .441; a moderate positive correlation for travel agencies with the value equal to .586; a moderate for restaurants & entertainments with a value of .528 and a moderate positive correlation of shopping or gifts & souvenirs with the value equal to .536.

Result from hypotheses testing showed that there was a relationship between tourists' overall satisfaction and tourism products of Koh Chang, Thailand including attractions, transportation, accommodations, travel agency, restaurants & entertainments and shopping or gifts & souvenirs. However, the hypotheses testing illustrated a low and moderate positive value of correlation. Recommendations based on the findings suggested that relevant tourism departments need to enhance the infrastructure, strengthen promoting Koh Chang’s attractions such as Trat province improving the streets, publicize attractions and cleanliness of attractions; and furthermore, they can give more knowledge using multiple languages to communicate to foreign tourists.