ABSTRACT

Among the international tourist visiting Thailand, the Asian market has showed the continuous growth in the number of tourist arrivals and receipts, even though there have been the many unexpected crises which created the slow growth in world-wide tourism. Nevertheless; the Chinese tourism market was the least affected in the world-wide economic downturn. While the number of Chinese outbound tourist has been increasing the number of Chinese tourists visiting Thailand has been decreasing. Major reasons are the problem of low quality package tours and the increasing number of Approved Destination Status Destinations (ADS). In order to retain status, it is necessary for Thailand to satisfy the tourist by offering the tourism products and services according to their need.

This study aimed to measure the satisfaction of Chinese tourists with Thailand's tourism products as well as examine which of the tourism products that could influence their satisfaction. In this study, 23 tourism product attributes were examined by using the t-test analysis and the multiple regression analysis.

From the 400 set of questionnaires surveys with the Chinese leisure tourist, the results from the pair t-test indicated that Chinese tourists showed dissatisfaction with all of the 23 tourism product attributes (Expectation > Perceived Performance). From another perspective, the overall satisfaction score of Chinese tourists with Thailand's tourism products showed a level of the satisfaction. In the multiple regression analysis aimed to assess the relationship between a set of Thailand's tourism product attributes with Chinese leisure tourists, followed by price, education, environment and nature attributes respectively. According to the results, recommendations could be made that when improving or developing the tourism product for Chinese tourists, security is the most important factor that should not be forgotten. In addition, educational attribute does not only emphasize museums and zoos, but the tour guides should provide informative and accurate knowledge as well.

With the support from the Chinese government for consumer rights, information on the products and services should be truthful. Tour operator should offer good quality products and services at the reasonable prices in order to screen out low quality tourists. This will create tourist satisfaction which will lead to the good reputation and the health of Thailand's tourism industry.