

Abstract

Currently, in Thailand, the tourism industry plays an important role in generating income and country development. Therefore a well-organized tourism industry in each area or destination becomes a major strategy to build the exquisite image and to attract visitor from around the world. However, cultural diversity could be an obstacle. The difference in tourists' attitudes or satisfaction levels toward the destination may minimize destination attraction. For this reason, a study on the differences of tourists' satisfaction is essential.

The purpose of this study is to compare the tourists' satisfaction between Asian and Western respondents the eight dimensions of tourism products in Bangkok destination. The study examines the tourist' satisfaction difference by using T-test hypotheses testing and cross-tabulation for analyzing demographic data. The number of Asian and Western tourists is 420. Theses respondents are equally distinguished to evaluate the differences of satisfaction's levels.

The results of the study indicate that Asian and western tourists have different satisfaction in levels accommodation while the other factors such as local transportation service, hospitality and customer care, level in prices, and airport service are not found to be different in satisfaction levels. For demographic data by using cross-tabulation analysis, Western tourists mostly were younger than Asian tourists and usually spent long time journeying alone or with their a few close friends. It was quite different from their counterpart that was likely to travel with a big group or with their families in a short time period. However, the highest number of both groups had the same education level, they were Bachelor's degree holders.