SATISFACTION OF CHINESE LEISURE TOURISTS WITH
THAILAND'S TOURISM PRODUCTS

By

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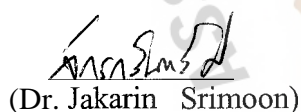Bangkok Thailand
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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Member/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.
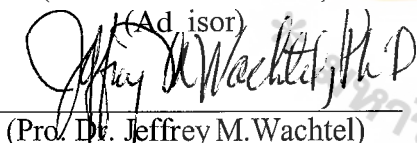
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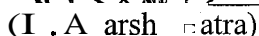
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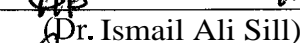
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ABSTRACT

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.

TABLE OF CONTENTS

Title   Page

Title   Page

LIST OF TABLES

Table   **Page**

LIST OF FIGURES

Chapter 1

Introduction

This chapter introduces the issues of this research in terms of background, objectives of the study and significance of the study. The purpose of- this study is to examine the satisfaction of Chinese leisure tourists with regard to Thailand's tourism products and the influence factors. This study could provide benefit to the people involved in the tourism industry in developing a strategy to meet the needs of Chinese leisure tourists.

1.1 Overview of International Tourism

Recently tourism has become a global industry as international boundaries continue to shrink. All regions of the world hosted a greater number of international tourists even though there were grim expectations and debate about the crisis. The number of international tourists reached 714.6 million in year 2002, showing an increase of 3.1% from year 2001 (as shown in Figure 1.1). All regions except America showed growth in the rate of international tourist arrivals (Europe 2.4%, Asia and Pacific 7.9%, Americas -0.6%, Africa 3.7% and Middle East 10.6%). The preliminary results for year 2002 show a substantial change in global tourism: while Europe firmly remained number one in international tourist arrivals, Asia and the Pacific claimed the number two spot from the Americas. The international tourist arrivals to African and Middle Eastern destinations grew slightly above the world average (WTO, 2003).

Due to the weakening economies of major tourism generating markets and the impact of the terrorist attacks on September 11, 2001, there were 693 million international tourist arrivals to international destinations in year 2001. This showed a decrease of 4 million of international tourists from year 2000 when there were 697 million international tourists who traveled internationally. All regions showed a negative impact except East Asia and the Pacific that recorded positive percentages of 3.8 and 5.5 respectively. In year 2000, the receipts from international tourism climbed to $476 billion, an increase of 4.5 percent over year 1999. But in year 2001, there were $463 billion in international tourism receipts, showing a decrease of -2.6 % from year 2000 (WTO, 2002).

Figure 1.1 Growths of International Tourist Arrivals from 1998-2002
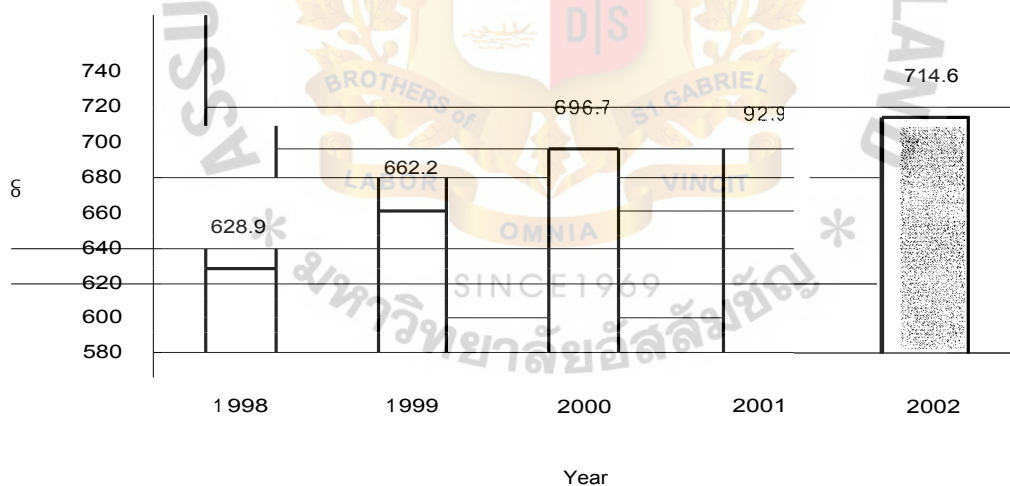
Source: International tourist arrival 2002, World Tourism Organization

The World Tourism Organization (WTO) surveyed 85 of its national tourism authority members to create a blueprint for planning future travel marketing, which is titled "Tourism 2020 Vision Projects". WTO forecasted that by year 2020, the tourism

industry would triple. Over the next decades, there will be 1.56 billion international tourists arriving worldwide. These tourists will spend over US$2 trillion annually or US$5 billion per day, which will account for 10 percent of international trade (WTO, 1997).

As shown in Table 1.1, the World Tourism Organization predicted that Germany, Japan, USA, and China will generate the highest number of tourists, especially China. The top ten receiving countries will see a major change; China will become one of the leading tourist generating countries by year 2020 ("Focus the future ", 1998).

Table 1.1:   Top World Tourist Generating Countries by year 2020

	Country	Number of tourists (Million)	Share of total arrivals
1	Germany	163.5	10.2%
2	Japan	141.5	8.8%
3	U.S.	123.3	7.7%
4	China	100.0	6.2%
5	U.K.	96.1	6.0%
6	France	37.6	2.3%
7	Netherlands	35.4	2.2%
8	Canada	31.3	2.0%
9	Russia	30.5	1.9%
10	Italy	29.7	1.9%

Source: Tourism 2020 Vision Project, World Tourism Organization, 1997

In economic terms, international tourism receipts are classified as exports and international tourism expenditures as imports. For many countries, international tourism is an indispensable source of foreign-currency earnings; improving international balance

Moreover, in year 2000 the World Tourism Organization ranked Thailand, with international tourist arrivals of 9.51 million as 21st out of the World's top 25 destinations. In addition, with internationals tourism receipts of 7.12 billion dollars, Thailand was ranked 16th out of the World's top 25 tourism earners (TAT, 2002a). The key factors that contributed to the success of Thailand's tourism are both public and private partnerships. These are seen in the cooperation between the Tourism Authority of Thailand (TAT) and other public sectors and the clear linkage with many other industries. These industries range from transportation, commerce to health and retail shopping. They are also evident in many promotional campaigns such as "Amazing Thailand", "Be My Guest", etc. (TAT, 2002b).

Table 1.2: Thailand Tourist Arrivals 2002: Top 10 Source Market

Rank	Country	Numbers	% Share	%Growth
	Malaysia	1,332,355	12.25	+12.35
2	Japan	1,239,421	11.40	+5.25
3	China	797,976	7.34	-0.42
4	Korea	704,649	6.48	+6.66
5	United Kingdom	704,416	6.48	+6.66
6	Taiwan	674,366	6.20	-8.70
7	USA	555,353	5.11	+5.22
8	Singapore	546,796	5.03	+2.82
9	Germany	411,049	3.78	+2.00
10	Australia	351,508	3.23	+104

Source: Thailand Tourism Statistical Report 2002, Tourism Authority of Thailand

of payments and generating employment. Moreover, the tourism industry does not only give economic benefits but non-economic benefits as well. For example there are social, political and educational exchanges among host communities and tourists. Thus, recently, a greater number of countries have paid great attention to the development of the international tourism industry.

1.2 Tourism in Thailand

Thailand has shifted from an agricultural-base to a more industrialized and service-based economy and the tourism industry have played a major role in Thailand's economic development for over 40 years. Thailand has been able to rely on tourism as a cash generator and the largest source of foreign-exchange earnings (Intarakomalyasut, 2002). The number of international tourists arrivals to Thailand has grown at an excellent rate with an increase of 5.29 million in year 1990; 8.58 million in year 1999 (TAT, 2000); and 11.05 million in 2002 (TAT, 2002b) (as shown in the Figure 1.2).

Figure 1.2:   Number of Tourist Arrivals to Thailand during 1997-2002
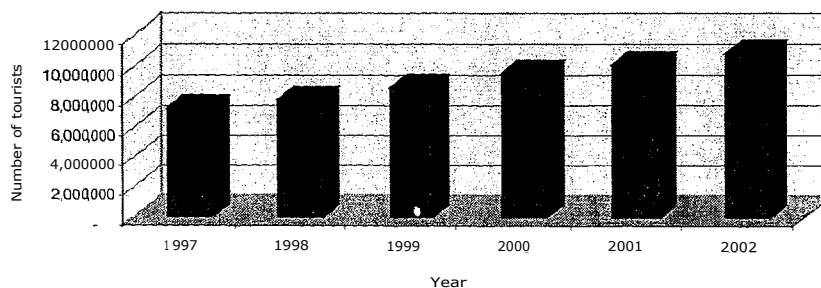
Source: Thailand Tourism Statistical Report 2002, Tourism Authority of Thailand

The Thai tourism industry performed well, despite the prospect of war in Iraq, with nearly 3 million foreign tourists arriving during the last quarter of year 2002 and over 2 million in January and February 2003. Asian tourist was ranked as the highest number of international tourists visiting Thailand in year 2002 (Fiscal Policy Research Institute, 2003). The countries of the international tourist arrivals in Thailand in year 2002 are represented in Table 1.2. The table shows that the four highest numbers are from Asia.

Rapid growth of tourism in conjunction with strong international demand yields high economic returns, stimulates the nation's economy, creates jobs, encourages investments and raises the country's standard of living. Unlike other industries, tourism requires little in the way of import but generates more foreign exchange than many other industrial export products (Intarakomalyasut, 2002).

Figure 1.3: Thailand's Major Export Earners and Tourism Income 1999-2001
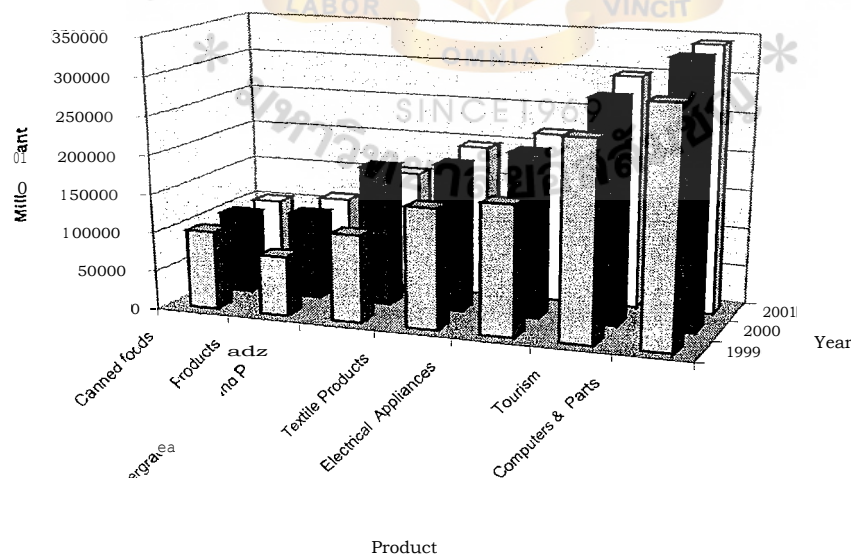
Source: Thailand Tourism Statistical Report 2001, Tourism Authority of Thailand

As can be seen in Figure 1.3, revenue from the tourism industry showed continuous growth from year 1999-2001, representing the highest earnings among the other exporting products except the computers and parts (TAT, 2002). In year 2002, revenue from the tourism industry was over 300 million baht, representing 6 percent of Thailand's Gross Domestic Product (Fiscal Policy Research Institute, 2003).

Figure 1.4:   Breakdown of Tourism Receipt 2001
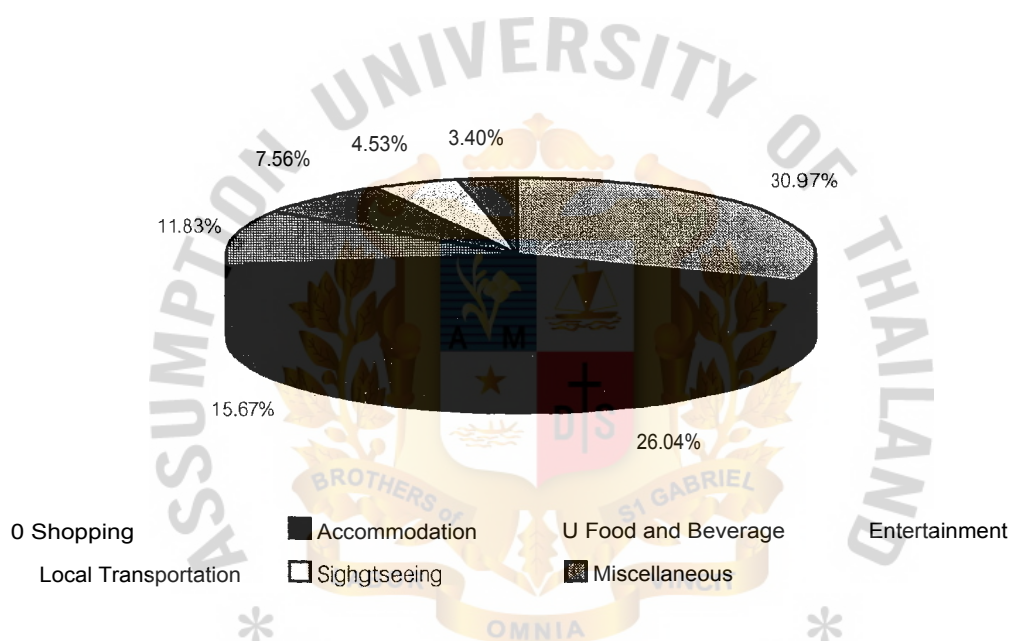
Source: Thailand Tourism Statistical Report 2001, Tourism Authority of Thailand

Figure 1.4 graphs tourism receipts from year 2001. Shopping and accommodation had the highest shares at 30.97% and 26.04% respectively (TAT, 2002). Since shopping in Thailand involves more locally manufactured products rather than imported products, this suggests that tourism could generate income as well as careers for the local communities in other areas of the Thai economy (Fuller, 1997).

1.3 Development of Chinese International Tourism

1.3.1 Overview of the Outbound Mainland Chinese Tourist

Among tourist generating countries, Chinese outbound tourists have been increasing continuously. According to the Tourism Vision 2020 Project, the WTO also predicted that by the year 2020, there would be 100 million Chinese tourists traveling abroad annually (WTO, 1997). The percentage of Chinese travel internationally grew from 620,000 in year 1990 to 12.13 million in year 2001, showing approximately a 38% annual average growth rate (King, 2003). In year 2001 Chinese outbound tourists were divided to two groups: 42.8 % for official travel and 57.2 % for leisure travel (CNTA, 2002). Chinese outbound tourism has appeared to be high due to two factors:

- In accordance with the open door policy in 1980s, the economy of China has been growing continuously. The Gross Domestic Product (GDP) grew from RMB 21.6 billion in year 1991 to RMB 89.4 billion in year 2000, an increase in excess of 300%. With considerable fluctuations from year to year, the annual average increase was around 15% (King, 2003). Since personal disposable income has increased, the Chinese have more durable goods such as TVs, VCRs, and washing machines and so on. More Chinese do not need to struggle for the basic necessities. Personal disposable income has acted as a strong impetus for overseas travel. Additionally, the five-day working policy has provided the Chinese with more leisure time to travel (King, 2003). These people seek the opportunity of going abroad to broaden their view of the world (Ram, 1993).

- With to the relaxation of outbound travel restrictions, the Chinese have been allowed to travel to overseas destinations that have Approved Destination Status (ADS) with China. The ADS has provided a way of controlling the volume of outbound tourism

to countries where the international travel balance remains in surplus. Now there are 22 destinations that have the ADS agreement with the Chinese government: Brunei, Indonesia, Thailand, Malaysia, Cambodia, Laos, Myanmar, Vietnam, Nepal, Hong Kong, Macao, Japan, South Korea, Singapore, Philippine, Australia, New Zealand, Egypt, Germany, Malta and Turkey. Leisure travel is the main purpose of visiting the ADS countries; for the non-ADS countries, only official travel is allowed (King, 2003).

Table 1.3:   The Ranking of First Stop Destination of China Outbound Tourist

Rank	1997	1998	1999	2000	2001
1	Hong Kong	Hong Kong	Hong Kong	Hong Kong	Hong Kong
2	Macau	Macau	Macau	Macau	Macau
3	Cambodia	**Thailand**	**Thailand**	**Thailand**	**Thailand**
4	**Thailand**	Japan	Japan	Russia	Russia
5	Vietnam	Russia	Russia	Japan	Japan
6	Singapore	USA	USA	S. Korea	S. Korea
7	Malaysia	S. Korea	S. Korea	USA	USA
8	Russia	Singapore	Singapore	Singapore	Singapore
9	N. Korea	N. Korea	N. Korea	N. Korea	N. Korea
10	The Phiplppine	Australia	Australia	Australia	Australia

Source: The Yearbook of China Tourism Statistics 2002, China National Tourism

Administration

In accordance with the outbound tourism restrictions, which allowed Chinese leisure tourists to travel within the ADS countries only, Hong Kong and Macau have been classed as "Special Administrative Regions (SAR)". As shown in Table 1.3, they have been ranked as the most popular destinations for Chinese tourists, followed by Thailand

in third place. They provide a shorter distance to travel, similar culture and convenience to visit. The other factors Chinese tourists consider when choosing a destination are as follows (King, 2003):

- **Outstanding scenery, freshness and space:**   Most urban Chinese are living in small apartments and are looking to the experience something different from home when they go on holidays.

- **Safety and cleanliness:** Living in a crowded city creates the desire to visit cleaner and safer places.

- **Increase knowledge of different cultures:** Because of the long isolation of the Communist era, many Chinese are extremely eager to see the outside world and learn more about different countries and cultures.

- **Status:** Chinese are very status conscious. It is a general impression that going to certain places where gives prestige and recognition.

Currently, less than **1%** of the total population of the Peoples Republic of China travel abroad. Assuming a rapidly expanding economy and the absence of major international conflict or global recession, the Chinese outbound market should grow significantly in both volume and value. The Chinese outbound market has potential to exert greater influence over the development of tourism worldwide over the next decade (King, 2003).

1.3.2 Chinese Tourists in Thailand

Among the inbound tourists visiting Thailand, the Chinese tourists market has been one of the fastest growing and generating a high income to Thailand's economy. The similarity of the culture, variety of tourist destinations, short distance, and good value for the money, have all been factors that motivate more and more Chinese tourists to travel to Thailand (TAT, 2000). As shown in Figure 1.5, the number of Chinese outbound tourists traveling to Thailand had shown continuous growth until it reached the peak period in year 1999.

Figure 1.5: Number of Chinese tourist arrival to Thailand during 1987- 2002
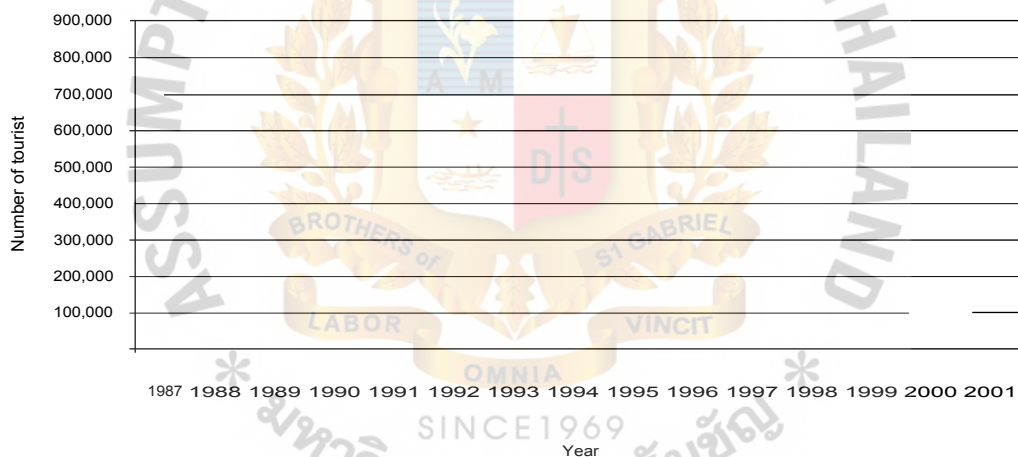
Source: Thailand Tourism Statistical Report 2002, Tourism Authority of Thailand

The detail of development and the factors that influenced the change in Chinese markets are presented as follows:

- Since year 1989 Chinese tourists were allowed to travel to the oversea destination on the official and technical purpose. Later in year 1990 Chinese tourists were allowed for oversea traveling on the leisure purpose to the Approved Destination Status

destination (ADS). First Chinese were allowed to travel to Hong Kong, Macau and to nearby border for example Lao, Vietnam.

• In 1992 the area of Approved Destination Status (ADS) destination expanded to the Asian countries such as Thailand, Malaysia, and Singapore etc. Thailand has had the ADS agreement from the Chinese government in order to allow Chinese tourist to travel to Thailand for leisure purposes. Thailand has become a popular destination among Chinese outbound tourists. By the end of year 1993, number of Chinese tourists traveling to Thailand showed a growth rate of 102.98% from year 1992 (TAT, 2000).

• In year 1997 when the Asian Crisis occurred, the currency of Thailand, Singapore and Malaysia depreciated significantly. As a result it was more affordable for Chinese residents to travel to Singapore, Thailand and Malaysia. But as seen in Figure 1.5, the graph shows a drop in Chinese tourist arrivals to Thailand in year 1997 because the Chinese government put more restrictions on the Chinese outbound tourists.

• As a result of Chinese leisure tourists have been allowed to have a visa upon arrival since 1998, the number of Chinese leisure tourists showed a high growth rate and reached its peak in year 1999. There were 775,626 of Chinese tourists traveling in Thailand.

• As the demands of Chinese outbound tourists increased, so did the competition among the tour operators. The Tourism Authority of Thailand (TAT) has been concerned about the low price of tour programs being charged in the Chinese market. This depreciates the quality of the tour and leads to a dissatisfactory tourist experience. The low price is mainly the result of price-cutting among the Chinese tour operators who are facing a highly competitive market; "a zero dollar tour package" has been promoted. For example, the standard package tour, (Hong Kong-Bangkok-Singapore-Hong Kong) which costs around $1,000, may be sold to Chinese tourists for as little as 200 dollars or even

zero dollars. The land operator will take care of the accommodation and basic tourism facilities then will compensate by selling expensive optional tours or taking tourists to expensive jewelry and souvenir shops that sell the extremely expensive items. As a result, Thai tour guides tend to earn more commission from persuading or forcing Chinese tourists to buy the expensive local products and services at higher price. The zero dollar tour packages cause complaints from tourists and hurt the whole industry. Even though the Tourism Authority of Thailand (TAT) and the Association of Thai Travel Agents (ATTA) has established a minimum tour price of US$ 18 per day, the minimum prices have not been observed (TAT, 1999). As shown in Figure 1.5, the number of Chinese tourist arrivals has been decreased since year 2000. The number of Chinese tourists traveling to Thailand dropped after reaching the peak in year 1999 from 775,626 to 704,080 in year 2000. It was negative growth rate of -13.1%

- To overcome the problem of low quality package tours, TAT has asked Thai tour operators to propose a diverse range of packages featuring different destinations and content. TAT will also guarantee the quality of the tour operators proposing these packages and will work with the China National Tourism Administration (CNTA) to support this guarantee (TAT, 1999). Moreover, the Chinese government has been working with the Association of South East Asian Nations (ASEAN) to resolve this issue, particularly as consumer awareness is growing rapidly in China. Chinese tourists have been encouraged to report any complaints that they have about the quality of tours (King, 2003). Even though the number of tourist was still lower when compared to year 1999 but in year 2001 the number of Chinese tourist arrivals showed growth from -9.22 % in year 2000 to -1.31% in year 2001 (TAT, 2001). The most up-to-date numbers on Chinese tourist arrivals to Thailand was 797,976 in year 2002, which showed the growth of

+9.82% from year 2001 and represented 7.34% of total international tourist arrivals to Thailand (TAT, 2002b).

Figure L6:   Break down of the Tourism Receipt from the Chinese Market in 2001
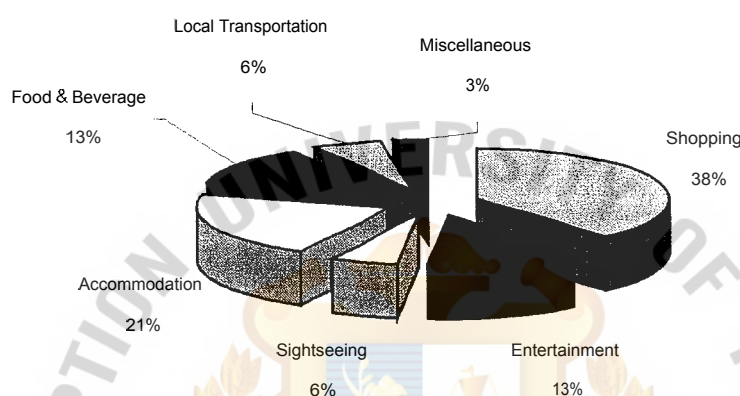
Source: Thailand Tourism Statistical Report 2001, Tourism Authority of Thailand

The potential of the Chinese tourist market to generate export earnings and create jobs in the Thai tourism industry is enormous. When Chinese travel abroad, they will spend money shopping for gifts and souvenirs for friends and relatives, or shopping on behalf of their relatives, colleagues, friends, or even their neighbors (Ram, 1993). As shown in the Figure 1.6 from the tourism receipts from the Chinese market in 2001, shopping had shared the biggest share of the Chinese expenditure while they were traveling in Thailand.

1.4 Statement of Problems

Development of international tourism has increased competitiveness among tourist destinations. New destinations have been established, some existing ones made further progress and others declined. In the past, Chinese tourists were not allowed to travel abroad. Later the Chinese were allowed limited access to nearby bordering countries, then allowed traveling to Asia and Oceania (Zhang, 2000). Now Chinese leisure tourists are able to travel to Germany as the first country in the European Union (EU) (King, 2003).

The number of Chinese leisure tourists that have traveled overseas has grown from 620,000 in year 1990 to 12.13 million in year 2001. According to the Tourism Vision 2020, the WTO has predicted that by year 2020, there will be 100 million Chinese tourists traveling internationally (WTO, 1997).

At the beginning, Thailand had the advantage of being one of the few countries that Chinese tourists were allowed to visit for the leisure purposes. Today, more countries have the Approved Destination Status (ADS) from the Chinese government in order to allow Chinese to travel to those countries and to have the benefit of promoting China as a tourist destination in that destination (Murphy, 2002). So now there are more alternatives available for Chinese leisure tourists. Thailand is faced with the problem of both existing and new competitors.

Moreover, in year 2000 and year 2001, there were a decreasing number of Chinese tourist arrivals in Thailand. The main problems came from the low quality package tour (zero dollar tour) and cheating of tourists such as the jewelry scams, high

prices of optional tours and so on, all of which damage the image of Thailand's tourism products.

Thus with the growing trend of the Chinese tourists traveling abroad and the competing destinations trying to capture the Chinese outbound market (whether the first visit or revisit), it is imperative for the travel marketer to consider the satisfaction level of Chinese leisure tourists with regard to Thailand's tourism products Knowing the satisfaction level of the customer can help in improving the tourism product according to the needs of tourists (Lam, Mok, & Wong, 1996) by developing formal marketing and product strategies that will ensure the long term health of the Chinese tourist market.

According to differences in experience, belief, and expectation, tourist tend to have varieties of perceptions of overall satisfaction. Therefore, it should be useful to identify the factors, which influence the satisfaction of tourists. Moreover, to invest the resources for development of the wrong attributes could be a waste of money, labor and time. Therefore, by examining the important level of each attribute in influencing the overall satisfaction of the tourist, the marketers could directly provide the resources to areas where performance improvement is likely to have the most effect on overall customer satisfaction.

Successful application of the satisfaction concept may give a competitive advantage through generating the benefits such as increasing customer retention and positive word of mouth recommendation (Remington, 1998). Therefore, it is important to find the answers to the following questions:

- Are Chinese leisure tourists satisfied with Thailand's tourism products?

- Which attributes have the most influence on the overall satisfaction of Chinese leisure tourists with regard to Thailand's tourism products?

1.5 Objective of Study

Recognizing the growing relationship between the Chinese tourist market and Thailand's tourism industry, it is important to know more about the satisfaction level of Chinese tourists with regard to Thailand's tourism products. The objectives of this research therefore are the following:

♦ To assess the Chinese leisure tourist's level of satisfaction with Thailand's tourism products.

♦ To assess the relationship between Thailand's tourism products and the Chinese leisure tourist's overall satisfaction.

1.6 Significance of the Study

In a highly competitive situation, such as the tourism industry, where destinations offer similar benefits, the appropriate direction of tourism development is needed to maintain the status of Thailand as a tourism destination. Therefore, being able to access the level of tourist's satisfaction is important for being successful in the business.

The marketer should be able to assess the perceptions of tourists toward the tourism product attributes; determine which attributes are important; and discover how to make the tourists satisfied with the tourism product's attributes during their vacation. By measuring the satisfaction level of the Chinese tourists, people who are involved in the tourism industry could assess the current performance of their tourism products. This study can help to identify which tourism product attributes are important, which perform effectively, and which need improvement.

1.7 Scope and Limitation of Study

This research aims to investigate the satisfaction level of the Chinese leisure tourists with Thailand's tourism products. There are major limitations associated with this study.

•   This research was conducted at the departure lounge of Bangkok International Airport by examining the expectation, perceived performance and over all satisfaction of the Chinese leisure tourists with Thailand's tourism products. Tourists were asked questions to give a rating at the same time on expectation and perceived performance of Thailand's tourism products. These ratings could be biased because the expectation level is from the stage before travel starts and perceived performance is rated after a tour is finished.

•   The respondent is targeted by using the quota sampling technique. The quota was determined by gender only (Male =55% and Female = 45%) since because male and female of Chinese tourists show differences in satisfaction levels and characteristics (Yu & Weiler, 2001). Therefore, questionnaires were set with the criteria according to gender only. Differences in other types of demographic profiles also show different characteristics. For further study, the researcher would recommend conducting further satisfaction measurement research under the different age groups, incomes, education levels, careers, and so on.

•   This research was targeted to the Chinese leisure tourist only, while the business tourist also shows the potential of the growth in arrival rate. By comparing satisfaction levels of the Chinese business tourist and the satisfaction level of the Chinese

leisure tourist with Thailand's tourism products, the result could represent a more complete picture of this emerging market.

1.8 Definition of Terms

Approved destination Status (ADS):   The agreement that confined the leisure-based tour from Mainland China to travel to Special Administration Region and countries according to the ADS list. Now there are 22 destinations: Brunei, Indonesia, Thailand, Malaysia, Cambodia, Laos, Myanmar, Vietnam, Nepal, Hong Kong, Macao, Japan, Korea, Singapore, Philippines, Australia, New Zealand, Egypt, Germany, Malta and Turkey (King, 2003).

Attraction: Facility developed especially to provide residents and visitors with entertainment, activities, learning, socializing and other forms of stimulation that make a region or destination a desirable and enjoyable place (Goeldner, Ritchie, & McIntosh, 2000).

Attribute of tourism product: Attributes are features or characteristics of a tourism product, which determine the attractiveness of a tourism destination (Gearing, Charles, & Turgut, 1974).

Business tourism: Tourist trips that take place as part of people's employment, largely in work time, rather than for pleasure in people's leisure time (Swarbrook & Homer 1999).

Customer satisfaction: A psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product or service (Pizam, 1999).

Destinations: Places with some form of actual or perceived boundary, such as the physical boundary of an island, political boundaries or even market-created boundaries (Kotler, Bowen, & Makens, 1996).

Destination attractions: The elements within a destination's environment which, individually and combined, serve as the primary motivation for tourist visits. They are comprised of natural attractions, built attractions, cultural attractions, social attractions and environmentally friendly attractions (Sasser et al., 1978 cited in Witt and Moutinho, 1995)

Destination facility: Elements within the destination or linked to it, which make it possible for a visitor to stay at the destination, enjoy and participate in the attraction. They include accommodations, restaurants, transportation at the destination and other services. (Sasser et al., 1978 cite in Witt and Moutinho, 1995).

Inclusive tour: A travel plan for which prearranged transportation, wholly by air or partly by air and partly by surface, together with ground facilities (such as meals and hotel, etc.) are sold for a single total price (Goeldner et al., 2000).

International tourism: Those tourist trips where residents of one country take holidays or business trips to other countries (Swarbrook & Horner, 1999).

Infrastructure: The facilities, equipment, and installations needed for the basic functioning and daily lives of the residents of a region. These include communication systems, water and sewage facilities, public protection, health, transportation, and education systems (Goeldner et al., 2000)

Leisure: The time which is not devoted to work or other duties. However, some people also use the term to describe an industry, which provides products and services for people to use in their spare time (Cooper, 1993).

Tourism: The temporary, short-term movement of people to destinations outside the places where they normally live and work. The activities during their vacations at these destinations include movement for all purposes as well as day visits or excursions (WTO 1985 as cited in Youell, 1995).

Tourism product: A bundle or package of tangible and intangible components, based on activities at a destination. The package is perceived by the tourist as an experience, which is available at a price. (Middleton, 1994).

Word of mouth: The process whereby consumers who have experienced a product or service pass on their views, both positive and negative, about the product or service to other people. (Swarbrook & Homer, 1999).

Zero dollar tourism: An Outbound tour operator in China making exclusive deals with an inbound tour operator to lower the price of a tour program .The land operator will have to take care of the cost for accommodation and other tourism facilities, then the land operator will cover the expense by selling the optional tour and receiving the commission paid by the jewelry or souvenir shops. These shops will sell extremely expensive items (Parnsoonthorn, 1999).

Chapter 2

Literature Review

In this part the literature used in building up the conceptual model of this research will be review. It presents a review of the literature and research related to tourism product attribute and customer satisfaction.

2.1   Definition of Tourism

Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work. The activities during their vacation at these destinations include movement for all-purposes as well as day visits or excursions (WTO, 1985 as cited in Youell, 1995).

According to Youell (1995), tourist activities are normally divided into leisure tourism and business tourism (as shown in Figure 2.1).

- Leisure tourism includes many of the activities that most people think of as tourism. Moreover, leisure can be thought of as the time and the attitude of mind to create the period of time when other obligations are at a minimum (Cooper, 1993).

- Business tourism has started playing an important role since business tourism is a high value commodity and can earn significant sums for the hotelier, caterer, and transport operator.

Figure 2.1:   Different Forms of Tourism
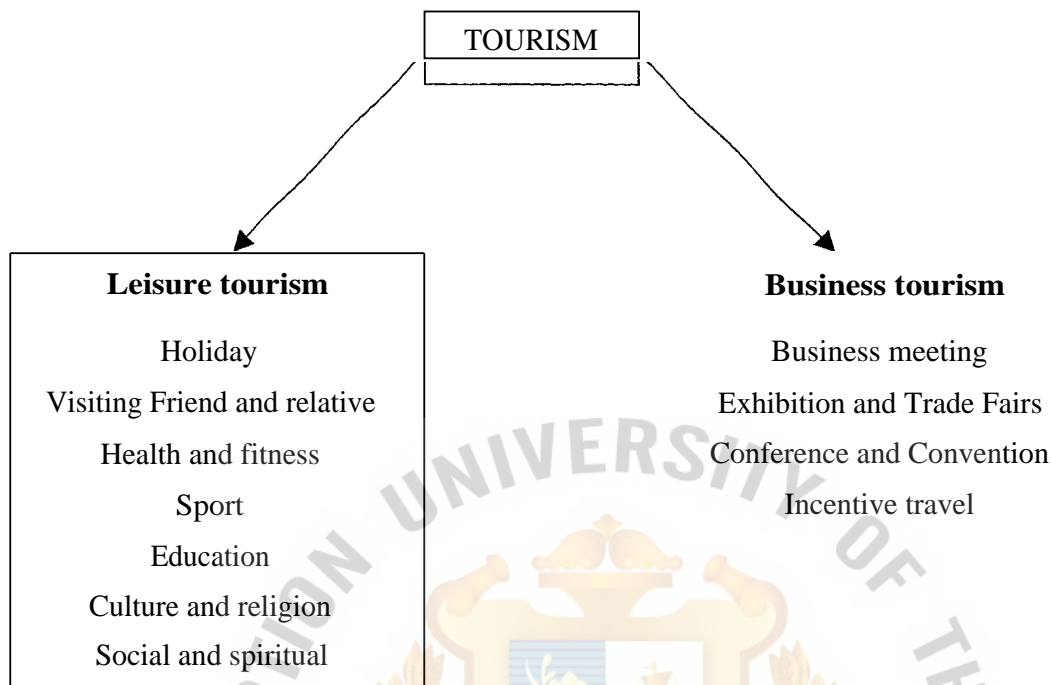
Source: Youell (1995) Leisure and Tourism: Advance GNVQ.

According to the study of events (Horna, 1994) most events are leisure experiences, which are freely chosen for its intrinsic reward. Leisure as a construct involves a number of dimensions:

- Absorption and concentration of the ongoing experience.

- Lessening of focus on the self.

- Feeling of freedom or lack of constraint.

- Enriching the perception of the object or the events.

- Increasing the intensity of feeling.

- Decreasing the awareness of the passage time.

2.2 Tourism Products

A tourism destination is a package of tourism facilities and services, which are composed of a number of multidimensional attributes that together determine its attractiveness to a particular individual in a given situation. The concept of tourism products are explained in terms of their component parts and benefits they offer to the customers. Middleton (1994) noted that as far as the tourist is concerned, the product covers the complete experience form the time he leaves home to the time he returns to it. A tourism product is considered as:

- A component of the attraction.

- A facility at the destination.

- An accessibility of the destination.

These attributes consist of all those elements of a 'non-home' place that draw discretionary travelers away from their homes. They included the historical sites, amusement parks, and spectacular scenery, also the services and facilities, which cater to the everyday needs of tourists (Lew, 1987, cited in Middleton, 1994). Tourism products are largely services (Swarbrook & Horner, 1999), which are different from the consumer products. The characteristics of services are as follows:

- *Intangibility*   Services have the characteristic of being intangible; customers can not see, taste, or smell them before using. This characteristic is considered as a risk when choosing a tourism product.

- *Inseparability*   Services have the characteristic of overlap between production and performance of the service and consumption of the service.

- *Heterogeneity*   It is difficult for tourism providers to give the same level of service at every consumption time. The mood of the tourist also affects his or her appraisal of the service .It is a risk to make a repeat purchase that relies on past experience since tourists can change over time.

- *Lack of ownership*   The consumer has access to the facility or activities only when buying a product or service. The consumer will never own anything at the end of the transaction. Service often leads to satisfaction not ownership.

Tourism products are perceived in two different ways:

- <u>Product perceived by customer:</u> Middleton (1994) defined a tourism product as a bundled package of tangible and intangible components, based on activities at a destination. The package is perceived as an experience, available at a price.

- <u>Product taken by the marketing manager of individual producer organization:</u> They generally take a much narrower view of the products that they are selling, which are primarily focused on their own services. It is recognized as airlines, hotels, attractions, car rental and other producer organization in the industry.

2.2.1 Tourism Product Attributes

Most destinations offer a range of products and appeal to a range of segments; prices in the travel and tourism industry cover a very wide range. Price varies by season,

by choice of activities, internationally, by exchange rates as well as by distance traveled, transportation mode, and choice of facilities or services.

According to Middleton (1994), there are five main components of the overall tourism products:

1. Destination attraction and environment

- Natural attraction: Landscape, beach, climate, geographic feature, natural resource.

- Built attraction: Building and tourism infrastructure including historical and modern architecture, monument, park and garden, convention center, marina, ski slope, golf course.

- Cultural attraction: History and folklore, religion and art, theater, music and dance, museum and special event.

- Social Attraction: Way of life of the resident, language or opportunity for social encounters.

2. Destination facility and service

- Accommodation unit: Hotels, holiday villages, apartments, villas, campsites, hostels, condominiums, guest houses, and farms.

- Restaurant, bar and café: Ranging from fast food restaurant to luxurious restaurant.

- Transportation at the destination: Taxi, coach, car rental, and cycle hire.

- Sport activities: Ski school, sailing school, golf club, and other facilities such as craft course, language school.

- Retail outlet: Shops, travel agents, souvenirs, and camping supplies.

- Other services: Hairdressing, information service, and equipment rental.

3. Accessibility of the destination

- Infrastructure: Road, airport, railway, seaport, marinas, etc.

- Equipment: Size, speed and range of public transport vehicles.

- Operational factor: Routes operated, frequency of service, prices charged.

- Government regulation: Law and regulatory control over operation.

4. Image and perception of the destination

All destinations have images, which are powerful motivation factors for travel and tourism. It is an essential objective of destination marketing to sustain, alter or develop images in order to influence prospective buyer's expectations.

5. Price to consumer

Price in the tourism industry covers a very wide range: by season, by choice of activities, and by exchange rate, as well as by distance traveled, transportation mode, and choice of facilities or services.

In the study by Gearing et al. (1974), a set of attributes for judging the attractiveness of tourism destination was outlined. The original study of these attributes ranked sixty-five tourism areas in Turkey. They grouped these attributes into the following five major categories:

Natural factors

- Natural beauty

- Climate

Historical factors

- Ancient ruins

- Religious significance

- Historical prominence

Social factors

- Artistic and architectural

  feature

- Festivals

- Distinctive local feature

- Fairs and exhibits

- Attitude toward tourist

- Facility conductive to

  health-rest and tranquility

Recreational and shopping facilities

- Sport facility

- Educational facility

- Night time recreation

- Shopping facility

Infrastructure, food, and shelter

- Infrastructure above minimum tourist

  quality

- Food above minimum tourist quality

- Lodging facility above minimum

  tourist quality

2.3 Customer Satisfaction

2.3.1 Definition of Customer Satisfaction

Customer satisfaction is a psychological concept that involves the feeling of well being and pleasure that results from obtaining what one hopes for and expects from an appealing product or service (WTO, 1985, cited in Pizam, 1999). A customer is likely to be more satisfied with the offering that has an ability to provide them what they need, want or desire. It increases relative to the costs incurred.

Vavra (1997) noted that customer satisfaction could also be defined as satisfaction based on the outcome or a process.

- Outcome definition of customer satisfaction characterizes satisfaction as the end-state resulting from the experience of consumption. This end-state may be the cognitive state of reward and costs to the anticipated consequences.

- A process definition of customer satisfaction characterized satisfaction as emphasizing the perceptual, evaluative and psychological processes contributing to customer satisfaction. In this definition, assessment of customer satisfaction is made during the service delivery process.

Lee, H., Lee, Y., & Yoo (2000) stated that the customer satisfaction with service is a function of two independent elements:

1. Functional element: for example, the food and beverage in a restaurant.

2. Performance element: for example, the service of the waiter in a restaurant.

Satisfaction has been described as related to but not equivalent to the service quality. Or simply said satisfaction is a transaction-specific measurement of the experience. The evaluations of individual service transactions have been termed satisfaction judgements. In contrast, the perception of service quality would be similar to an individual's overall evaluation of general attitude toward the service firm in the long run (Bitner, 1990). Bolton and Drew (1991) posited that perception of service quality is not a function of consumer residual perception of the services quality from the prior period while his or her level of dis/satisfaction with the current level of service performance.

In reference to the study of Lee et al. (2000), which mentioned that customer satisfaction exerts a stronger influence on purchase intention than service quality, since

the customer may not need to buy high service quality instead he would be more interested in the products that could satisfy his needs. Some factors such as convenience, price and availability may influence satisfaction and purchase intention, while not actually effecting the customer's perceptions of service quality (Cronin & Taylor, 1992). Consequently, when sometimes there are limited resources, the manager should not only improve the quality of the product or service but also should improve the product or service according to the need of customer in order to satisfy them (Lee et al., 2000).

2.3.2 The Customer Satisfaction Measurement

The primary reason for measuring customer satisfaction is to collect information, either regarding what customers needs to be done differently, or to assess how well an organization is currently meeting its customer's needs.

Secondarily by surveying the customers, an organization is demonstrating its interest in communicating with its customers—finding out about their needs, pleasures or displeasure, and overall well-being. Even though it is impossible to measure the satisfaction of every single customer, those whose opinions are solicited and others who observed this process are given a sense of recognition (Vavra, 1997).

Nauman (1995) as cited in Pizam (1999) suggested the reasons for measuring the customer satisfaction might vary according to the organization. There are five main common objectives in measuring customer satisfaction:

1.   To understand what attribute is the most important to the customers who may affect decision making; the relative importance of the attributes; and to get a performance evaluation of how well the firm delivers each attribute.

2.   The attributes that are significant to the customers will link directly to the value-added processes in the firm and are put into a form consistent with the internal measurements used to evaluate the process.

3.   To achieve customer-driven improvement, valuable sources of innovation are required. The creation of a comprehensive database is needed not only tracts the sale, but provides sources of innovation.

4.   To measure the competitor's strengths and weaknesses by determining the customer's perception of competiting choices.

5.   To link the customer satisfaction measurement to internal systems.

There are two major ways that have been often used to measure the customer satisfaction. They are the expectancy disconfirmation theory by Oliver (1980) and the performance-based model by Cronin (1992). These two models have been famously used famously the development in related issues has been continued by many researchers.

- **Disconfirmation theory**

The widely used approach that has been used to explain customer satisfaction/dissatisfaction is the expectancy disconfirmation theory by Oliver (1980). According to the disconfirmation theory (the paradigm of disconfirmation model is shown in Figure 2.2), customers purchase goods and services with pre-purchase expectations about anticipated performance. Once the product has been purchased and used, outcomes are compared against expectations. When outcomes match the expectations, confirmation occurs. Disconfirmation occurs when there are differences

between expectations and outcomes. Negative disconfirmation occurs when product/service performance is less than expected. Positive disconfirmation occurs when product/service performance is better than expected. Satisfaction is caused by the confirmation or positive disconfirmation of consumer expectations and disconfirmation is caused by the negative disconfirmation of consumer expectations.

- **Performance based model**

This model assumes and is operationalized by regressing overall satisfaction on the perceived performance scores of the attributes (Danaher & Mattsson, 1994; Parasuraman et al., 1988). The attribute with the greatest slope parameter will result in the largest per unit increase in overall satisfaction in the attribute's performance.

Figure 2.2:   Disconfirmation Paradigm of Customer Satisfaction
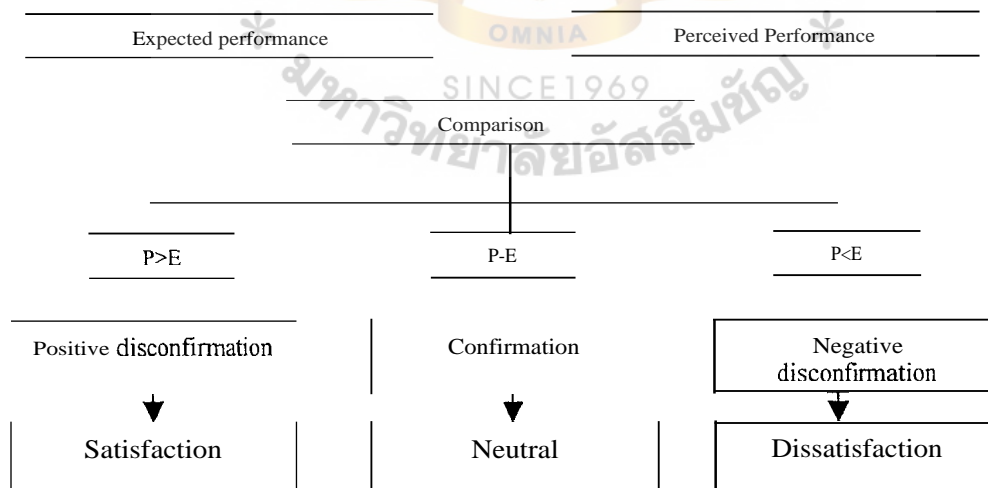
Source: Walker (1995), Services encounter satisfaction: Conceptualized, p.7

2.3.2.1   Expectation and Perceived Performance

According to the research on customer satisfaction and service quality, the gap between expectation and perceived performance is the key element that identifies customer satisfaction.

Expectation: is defined by Parasuraman, Zeithaml and Berry (1988) as desires or wants of a consumer. There are different kinds of expectations (Boulding, Kalra, Zeithamal, & Stelin 1993).

- *Will Expectation* − is the average level of quality that is based on all known information, most often meant by the customer. The customers believe what will happen in the next service encounter.

- *Should Expectation* − is what customers feel they .deserve from the transaction. Very often what should happen is better that what the customer actually thinks will happen.

- *Ideal Expectation* − is what the customer wants in the ideal sense, which would happen under the best circumstances.

Carman (1990) has stated that service quality expectations involved norms and these norms are based on past experience. Customers might update their expectations once they received further information about the destination (Boulding et al., 1993). Beside the tourist's past experience, expectation can be influenced by advertising and other sales promotion methods through multiple information sources, such as word of mouth communication, brochures, television and other media. Both commercial and social environments have been shown to affect destination choices. (Mill & Morrison, 1992 as cited in Kosak & Remington, 2000)

Role of Expectation: The role of expectations in satisfaction has traditionally been modeled in two ways:

• *Anticipation:* Under the role of anticipation, the consumer's expectation has a direct influence on satisfaction levels. The direct influence is absent of any assessment of outcome or performance levels of the stimulus (Oliver, 1988). Expectation serves as the baseline for satisfaction assessment; it provides the foundation of attitude formation. Further study by Oliver (1997) stated that the assimilation effect resulted in satisfaction judgment being high when expectation is high, or low when expectation is low. The majority of the empirical findings supported a positive relationship between expectation and satisfaction.

• *Comparative reference:* Expectation serves at an adaptation level, a part of customer satisfaction when actual outcome exceeds the expectation (positive disconfirmation); dissatisfaction when expectation exceeds the outcome (negative disconfirmation); and just satisfied when outcomes matches expectation. Hence Oliver and DeSarbo (1988) stated that there is a positive relationship disconfirmation and satisfaction.

Expectation is dynamic and may shift over time due to changes in aspiration level or needs at a particular moment in time. Therefore, expectations will be domain specific and may alter under the influence of new situations (Boulding et al., 1993). Creating proper expectation is important for the service provider to avoid the disappointment of customers when expectations cannot/will be met. Therefore, the service provider should communicate to the customers what should be expected and what should not be expected. Over-promising and under-delivering will result in dissatisfaction (Ryan, 1995).

<u>Perceive performance:</u> Perceived performance lies in the consumer perceptions of the tourism attribute's performance, it is affected by the characteristic of the product and by the circumstances surrounding its acquisition (Chu, 2000). There are two main meanings of performance as follows (Oliver & DeSarbo, 1988):

Role of Perceived performance: The role of perceived performance in satisfaction has traditionally been modeled in two ways:

1. Performance is defined as the perceived benefit of the product or service during consumption.

2. Performance plays the role of the primary standard of comparison by which customer satisfaction is assessed. As a component of disconfirmation, performance has been modeled as a direct effect to satisfaction. Perceived performance is an important variable in influencing a tourist destination choice. It carries the greatest weight in the various decision made by tourists. Analysis of product performance is important to marketers in helping to understand consumer behavior, drafting better positioning strategies and developing more effective advertising campaigns based on product attributes and associated with the perceived benefits.

2.3.3 Importance of Customer Satisfaction

The overall satisfactions of tourists are modeled as dependent on customer satisfaction with the specific attribute of the experience. The satisfaction of tourists with the tourism industry is believed to be associated with the productive customer from the organization's point of view. As shown in Figure 2.3, there are many research findings demonstrate that there are significant relationships among tourist satisfaction, intention to return and positive word of mouth communication (Spreng, Harrell & Mackoy, 1995; Beehoo & Prentice 1997; Hollawell 1996; Pizam, 1994). A similar relationship exists

among tourist's dissatisfaction, such as willingness to look for other destinations for future trips and negative word of mouth communication (Hallowell, 1996; Pizam, 1994). According to Swarbrooke and Homer (1999) there are three main reasons for customer satisfaction, namely:

- It leads to positive *word of mouth* recommendation of the product to friends and relatives, which in turn brings new customers since the-satisfaction will create a positive attitude toward the brand.

- The positive attitude of the customers may lead to the greater likelihood of the same brand being purchased. Creating *repeat customers* bring a steady source of income with no need for extra marketing expenditure.

- Dealing with *complaints is expensive,* time consuming and bad for the organization's reputation (unfavorable word of mouth). Furthermore it has a direct cost through compensation payment.

Figure 2.3:   Behavior Intention Model Adapt from Service Recovery Intention Model
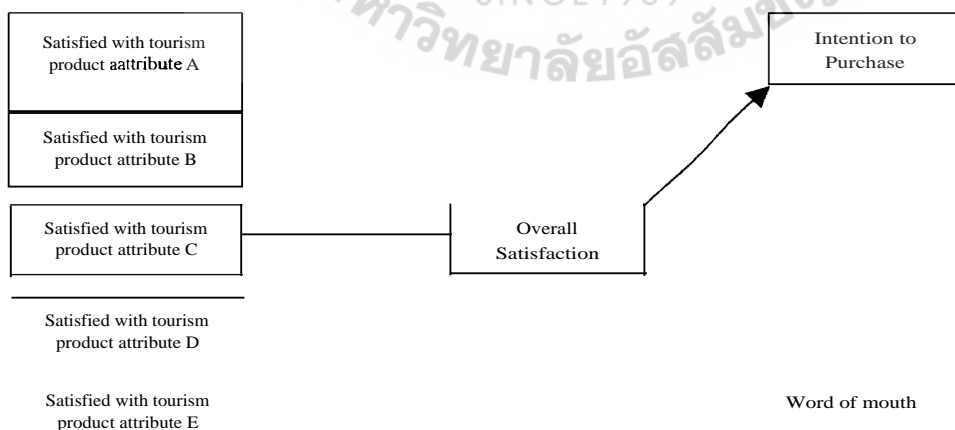
Source: Spreng et al. (1995). "Service Recovery: Impact on satisfaction and intention"

2.4 The Evaluation Factor for Measuring Chinese Tourist's Satisfaction with Regard to Thailand's Tourism Products

The tourism product attributes selected for this study were mainly derived from the previous destination attractiveness study conducted by Gearing et al., (1974). However, some extensions were incorporated. There were also some additional tourism products attributes that have been add to the original list by Gearing et al., due to the definition of tourism product attributed by Middleton (1994). Five additional tourism product attributes are listed as follows:

- Personal safety

- Political stability within country

- Reasonable price of product and service

- Fluctuation of exchange rate

- Clean environment

These additional five tourism product attributes have been examined by previous studies in the evaluation of the performance of tourist destination such as Yu and Weiler (2001). Therefore 23 tourism product attributes were selected for this study. These attributes will be used as the basis to examine how respondents evaluate Thailand's tourism product performance and to measure their satisfaction. These tourism product attributes will be extracted to construct the conceptual model in Chapter 3. Each will be the basis of measuring expectations and the perceived performance of Thailand's tourism products. The 23 tourism product attributes are listed as follows:

- Natural beauty

- Climate

- Ancient ruins

- Religious significance

- Historical prominence

- Artistic and architectural features

- Festivals

- Distinctive local feature

- Fairs and exhibits

- Attitude of local toward tourist

- Sport facility

- Educational facility

- Facility conductive to health rest and

  tranquility

- Night-time recreation

- Shopping facility

- Infrastructure above minimum

  tourist quality

- Food above minimum tourist

  quality

- Lodging facility above minimum

  tourist quality

- The fluctuation of exchange rate

- A reasonable price

- Personal safety

- Political stability within Thailand

- Clean and tidy environment

2.5 Previous Studies

Hailin Qu and Isabella Li (1997) studied the characteristics of Chinese visitors to

Hong Kong. This research provided a wider view since it focused on Hong Kong as the

tourist destination. This research provided useful information on the characteristics, travel

patterns, destination selection attributes, perceptions and satisfaction levels of the Chinese

visitors toward Hong Kong. The main finding was indicated from the evaluation of the

importance and satisfaction mean. This method provided a general idea of what was

importance to the Chinese tourist when they were making the selection of the destination

and their satisfaction level with the destination. This research did not ask about the expectation since they used the performance base in measuring the satisfaction. The result may not provide an accurate evaluation of satisfaction but is more likely to be a perception of service quality. When examining the rating of the importance level of each attribute by asking the tourists, the researcher may have a problem with receiving the same rating for every attribute or most of the attributes.

- Vincent C.S. Heung, the Assistant Professor of the Department of Hotel and Tourism Management in the Hong Kong Polytechnic University had studied the satisfaction of Chinese travelers with Hong Kong hotel service (2000) in order to measure the satisfaction level of Chinese travelers in relation to Hong Kong's hotel service. Mr. Heung used the disconfirmation paradigm in order to determine the satisfaction or dissatisfaction with Hong Kong's Hotel service attributes and further used multiple regressions to examine an attribute that played an important role in creating the overall satisfaction of Mainland Chinese travelers with hotel service attributes. Moreover, the beta weight in the multiple regressions, which is equivalent to the relative importance level in creating the overall satisfaction, was able to identify what a company needed to do in order to create overall satisfaction and improve factors, which were causing dissatisfaction.

This research provided a good example of methodology for measuring customer satisfaction by using both disconfirmation paradigm and regression analysis in order to provide more productive results. But when considering the limitations of this research, the questionnaire was distributed to the respondents who departed Hong Kong by land and sea but excluded the respondents who departed from Hong Kong by air. Therefore, the results are not truly representative. Moreover, the question about expectations of

Mainland Chinese travelers and performance of Hong Kong's hotel service was asked in the same setting so bias may have occurred.

- The study of Marion Joppe and David W. Martin (2001) was based on the image of Toronto as a tourist destination. This research also focused on the use of Important – Performance Analysis (IPA) but they called it the Important- Satisfaction of the visitor. The objective emphasized the strengths and weaknesses of the destination attributes. They stated that for strategic management, the recognition of the customer on core service competency must be approached from a framework of the quality assessments and enhancements. The Important—Performance Analysis entailed the simultaneous consideration of consumer assessments of the important salient attributes and their level of satisfaction with the service provided and the performance of the service providers in an understandable way. This study indicated that the most important factors in determining traveler's satisfaction are safety, variety of activities and accommodation, which Toronto could serve to satisfy the tourist. Therefore, the image of Toronto was perceived as a clean place that provided a variety of things to see and do as well as having quality accommodation. However, it was also perceived as a high priced destination.

The study of the tourist's perceptions can help in managing the service encounters to reduce the perceived risk, thus increasing their expectations in a way that other competing destinations could not match. Developing a strategy that produces a brand image to increase visitors' knowledge, expertise and confidence in these attributes, which visitors indicated are important in their choice of destination, was a key determinant of satisfaction and could increase the service value of the destination.

• The study of Xin Yu and Betty Weiler (2000) on the leisure behavior of the Chinese tourist as a pleasure traveler in Australia also assessed the perceived importance of and satisfaction with the tourism product attributes in Australia. This research provided informative data about demographic and travel characteristics of Chinese tourists in selecting tourism destinations and how they perceived the quality of service that they received.

The result of this study indicated that in the first period, outbound Chinese leisure tourists were mainly focused on the visa application. In the past, the Chinese had a limited opportunity to travel. This has now changed and they can visit many other countries. From the response rate; the Chinese emphasized safety, scenic beauty and famous attractions as the most important factors. Additionally, from the interview with the tour guide, Chinese tourists were always looking for a price cut even though they had strong purchasing power.

In the demographic profile, the researcher perceived that the groups with children were more interested in activities with an educational purpose such as visiting the local community, historical sites and farms. The researcher also stated that in the future, Chinese tourists would travel with their children and participate in more educational activities. Since there is only one child in the typical Chinese family, these children might have great influence on their parent's decision making.

The previous studies presented different methods of measuring satisfaction levels of tourist in different countries, such as Canada, Hong Kong, Australia, etc., from the perspective of Chinese tourists and international tourists. Each of the methods has both advantages and disadvantages, such as the disconfirmation model which shows the confirmation/disconfirmation of the expectation and perceived performance of the respondents, but no further detail on what factor should be emphasized on. This is unlike

the Performance – based analysis that will identify the influence factors to overall satisfaction.

With the growing trend of Chinese traveling internationally, satisfaction measurement can be useful for the strategic development of Thailand's tourism product attributes in order to meet the demand of the customer and avoid the problem of negative word of mouth communication .

In reference to the studies of the previous researchers, in order to reach the benefit of measuring tourist satisfaction and examine the influencing factors, this research will support the method of Vincent C.S. Heung who conducted the research of Chinese tourist satisfaction toward Hong Kong's hotel service by using the disconfirmation model in determining the satisfaction and using the multiple regression analysis in examining the most influential factors to tourist satisfaction.

Chapter 3

Research Framework

This study accessed the relationship between Chinese leisure tourist's expectations and perceived performance of 23 of Thailand tourism product attributes. Based on the literature reviewed in the previous chapter, 23 attributes were identified for this study. This chapter contains four parts: theoretical framework, conceptual framework, research hypothesis and discussion of the concepts and operational definitions of the variables.

3.1 Theoretical Framework

Based on the previous studies of customer satisfaction described in the Literature Review (Chapter 2). The theoretical framework is related to the model of the tourism product – as a package of tangible and intangible components based on the activities at the destination (Middleton, 1994). This framework represents the instruction and simplification process of the research problem and analysis.

Several theoretical models are related to measuring customer satisfaction, such as the Disconfirmation model by Oliver (1980) or the Performance based model by Cronin and Taylor (1992). Each model was based on a different definition of customer satisfaction.

According to the Disconfirmation model, customers purchase goods and services with pre-purchase expectations about the anticipated performance. Once a product has been purchased and used, perceived performance is compared against the expectations. When outcome matches expectations, confirmation occurs. Disconfirmation occurs when

there are differences between expectations and outcome. Negative disconfirmation occurs when the expectation is less than expected while positive disconfirmation occurs when product performance is better than expected. Satisfaction caused by confirmation or positive disconfirmation.

According to the Performance base model, customer satisfaction is the evaluation of perceived performance regressed against the overall satisfaction. This method will provide the useful result of the performance level of each attribute with the overall satisfaction by the slope of the parameter.

Since this study aims to identify whether Chinese leisure tourists are satisfied with Thailand's tourism products and understand how these tourism product and service performances impact overall satisfaction, both methods are used to analyze the data. In a highly competitive industry like the tourism industry, the benefit of maintaining customer satisfaction is the key factor to retaining customers and improving the profitability of the organization. It is also important because the satisfaction of customers creates word of mouth communication and the intention to return to the destination (Spreng et al., 1995).

3.2 Conceptual Framework

The conceptual framework is defined as any highly formalized use of symbols. This section presents the model that is adapted from theories and previous research of the Literature Review in Chapter 2. The model was constructed to illustrate the theoretical systems so that they can be tested and examined. In addition, it was constructed generally analyze the relationship between dependent and independent variables. This research investigated the satisfaction of Chinese leisure tourists with regard to Thailand's tourism

products through evaluation of tourist's expectations and perceived performance .The conceptual framework is outlined in Figure 3.1

For the evaluation factor, these 23 of attributes came from the tourism product attributes used in Gearing et al., (1974) and some additional tourism product attributes in order to complete with the definition of tourism product attributes according to Middleton's (1994). These variables played a crucial role in measuring customer satisfaction and were used as a basis for measuring the expectation and perceived .performance of Thailand's tourism products.

According to the theory of expectancy disconfirmation paradigm by Oliver (1980), satisfaction is related to both sides and the direction of disconfirmation. The direction of disconfirmation has three potential outcomes: negative disconfirmation, positive disconfirmation and confirmation. The important level of each tourism product attribute in influencing the overall Chinese leisure tourist's satisfaction can then be further determined. The beta weight identifies the important level of each attribute, which affects the overall tourist satisfaction. The greatest slope of the parameter represents the largest effect in overall satisfaction (Danaher & Haddrell, 1996).

Figure 3.1: The Conceptual Framework Adapted from Disconfirmation Model

by Hill (1986)

Independent Variables

Tourism Product Attribute

- Natural beauty
- Climate
- Religious significance
- Historical prominence
- Artistic and architectural features
- Accessibility to the tourism site
- Festivals
- Distinctive local feature
- Faired and exhibits
- Attitude of local toward tourist
- Sport facility
- Educational facility
- Facility conducive to health rest and tranquility
- Nighttime recreation
- Shopping facility
- Infrastructure above minimal tourist quality
- Food above minimal tourist quality
- Loading facility above minimal tourist quality
- Exchange rate fluctuation
- The reasonable price when compared to other destination
- Personal safety within Thailand
- Political stability within the country
- Clean and tidy

Expectation

Dependent Variables

Satisfaction

(+)   (0)

Disconfirmation

(-)

Dissatisfaction

Perceived Performance

3.3 Hypothesis Statement

A hypothesis is a statement or proposition that can be tested by reference to empirical study (Ticehurst, 2002).

Based on the conceptual framework, which was presented earlier, the hypotheses needed to be constructed to test the validity of the assumption. The results represent how the independent variables are associated with the dependent variables.

Ho_i: There is no significance difference between Chinese leisure tourist's expectations of the natural beauty attribute and perceived performance of the natural beauty attribute.

Ha_i: There is significance difference between Chinese leisure tourist's expectations of natural beauty attribute and perceived performance of the natural beauty attribute.

Ho_e: There is no significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute.

Ha_t: There is significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute.

Ho_s: There is no significant difference between Chinese leisure tourist's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.

Ha_i: There is significant difference between Chinese leisure tourist's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.

Ho_4: There is no significant difference between Chinese leisure tourist's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.

Ha_4: There is significant difference between Chinese leisure tourist's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.

Ho_5: There is no significance difference between Chinese leisure tourist's expectations of the festival attribute and perceived performance of the festival attribute.

Ha_5: There is significance difference between Chinese leisure tourist's expectations of the festival attribute and perceived performance of the festival attribute.

Ho_6: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of the fair attribute.

Ha_6: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of the fairs and exhibitions attribute.

Ho_7: There is no significant difference between Chinese leisure tourist's expectations of the ancient ruin attribute and perceived performance of the ancient ruin attribute.

Ha_7: There is significant difference between Chinese leisure tourist's expectations of the ancient ruin attribute and perceived performance of the ancient ruin attribute.

Ho_8: There is no significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.

Ha_8: There is significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.

Hog: There is no significance difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute.

Hag: There is no significance difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute.

How: There is no significant difference between Chinese leisure tourist's expectations of the sport facility attribute and perceived performance of the sport facility attribute.

$Ha_{1}0$: There is significant difference between Chinese leisure tourist's expectations of the sport facility attribute and perceived performance of the sport facility attribute.

Ho_{11}: There is no significant difference between Chinese leisure tourist's expectations of education facility attribute and perceived performance of education facility attribute.

Ha_{11}: There is significant difference between Chinese leisure tourist's expectations of education facility attribute and perceived performance of education facility attribute.

Ho12: There is no significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute.

Han: There is significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute.

Ho13: There is no significant difference between Chinese leisure tourist's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.

Ha_{13}: There is significant difference between Chinese leisure tourist's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.

Ho_{14}: There is no significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute.

Ha_{14}: There is significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute.

Ho_{15}: There is no significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.

Ha_{15}: There is significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.

Ho_{16}: There is no significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute.

Ha_{16}: There is significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute.

Ho_{17}: There is no significant difference between Chinese leisure tourist's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.

Ha_{17}: There is significant difference between Chinese leisure tourist's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.

Ho_{18}: There is no significant difference between Chinese leisure tourist's expectations of

attitude of local people attribute and perceived performance of attitude of local

people attribute.

Ha_{18}: There is significant difference between Chinese leisure tourist's expectations of

attitude of local people attribute and perceived performance of attitude of local

people attribute.

Ho_{19}: There is no significant difference between Chinese leisure tourist's expectations of

the reasonable price of product and service attribute and perceived performance of

the reasonable price of product and service attribute.

Ha_{19}: There is significant difference between Chinese leisure tourist's expectations of

the reasonable price of product and service attribute and perceived performance of

the reasonable price of product and service attribute.

Ho_{20}: There is no significant difference between Chinese leisure tourist's expectations of

the exchange rate fluctuation attribute and perceived performance of the exchange

rate fluctuation attribute.

Ha_{20}: There is significant difference between Chinese leisure tourist's expectations of

the exchange rate fluctuation attribute and perceived performance of the exchange

rate fluctuation attribute.

Ho_{21}: There is no significant difference between Chinese leisure tourist's expectations of

the personal safety attribute and perceived performance of the personal safety

attribute.

Ha_{21}: There is significant different between Chinese leisure tourist's expectations of the

personal safety attribute and perceived performance of the personal safety

attribute.

Ho$_{22}$: There is no significant difference between Chinese leisure tourist's expectations of
the political stability attribute and perceived performance of the political stability
attribute.

Ha$_{22}$: There is significant different between Chinese leisure tourist's expectations of the
political stability attribute and perceived performance of the political stability
attribute.

Ho$_{23}$: There is no significant different between Chinese leisure tourist's expectations of
the clean and tidy environment attribute and perceived performance of the clean
and tidy environment attribute.

Ha$_{23}$: There is significant different between Chinese leisure tourist's expectations of the
clean and tidy environment attribute and perceived performance of the clean and
tidy environment attribute.

Ho$_{24}$: Thailand's tourism products do not influence the overall satisfaction of Chinese
leisure tourist.

Ha$_{24}$: Thailand's tourism products influence the overall satisfaction of Chinese leisure
tourist.

3.4 Concepts and Operationalization Definition of Variables

- **Operation Definition**

The major objective is to examine the satisfaction of Chinese leisure tourists with Thailand's tourism products and measure how well each factor of tourism product attribute can perform in influencing the overall satisfaction of the tourists. The operation of this research is divided into two parts that will run accordingly to the following structure:

Part I: The Pair t-test is used to compare the mean score of the expectation level and mean score of the perceived performance of the tourism product attribute. The expectation and the perceived performance scales were constructed by using the Likert scale. The score of the expectation and perceived performance is shown in Table 3.1

Table: 3.1   Expectation and Perceived Performance Score

Score	Expectation	Perceived Performance
5	Very High	Very Good
4	High	Good
3	Neutral	Neither good nor bad
2	Low	Bad
1	Very Low	Very bad

The results according to the expectancy disconfirmation model by using pair t-test are determined as following:

- Satisfaction attribute provides the perception score of greater than or equal to expectation score and with a significant t -value ($p<0.05$)

- Dissatisfaction attribute is weighted against the perception score and with a significant t-value ($p<0.05$)

Part II: Twenty-three of Thailand's tourism product attributes were used as the independent variable in the multiple regression analysis of the independent variable, and the overall satisfaction was used as the dependent variable. The overall satisfaction scale was constructed by using the Likert scale (as shown in Table 3.2).

Table: 3.2   Overall satisfaction score

Score	Overall satisfaction score
5	Very satisfied
4	Satisfied
3	Neither satisfied nor dissatisfied
2	Dissatisfied
1	Very dissatisfied

Table3.3:   The Interpretation score of overall satisfaction level

Mean Score	Overall satisfaction level
1.00-1.80	Very dissatisfied
1.81-2.60	Dissatisfied
2.61-3.40	Neither satisfied nor dissatisfied
3.41-4.20	Satisfied
4.21-5.00	Very Satisfied

Note: $\dfrac{\text{Maximum score} - \text{Minimum score}}{\text{No of level}} = \dfrac{5 - 1}{5}$

$$= 0.8$$

In order to find the overall satisfaction level, the interpretation of overall satisfaction is computed by summing up all individual scores then recording the score for classification of overall satisfaction into five levels by using the mean value (Ketsing, 1987 as cited in Siripurikarn, 2001). Therefore, the level of overall satisfaction is determined according to the range of mean scores as shown in Table 3.3 The multiple regression analysis provides the predicted result of overall satisfaction in relation to tourist's perceived performance with tourism product attribute. The equation is represented as the follow:

$$Y = a + \quad b_2 x_2$$

- Coefficient determination (R^2) is the measurement of the percentage of variation in the dependent variable explained by the variation in the independent variable. The value of R^2 ranges from 0 to 1. For the value close to 0, the result means that the dependent variable is not related to the independent variable. The value of 1 tells that the dependent variable can be perfectly predicted from the independent variable. Therefore, it can be simply said that the high R^2 value is a good fit.

- F- ratio indicates the result of the regression model whether a significant relationship exists between the dependent and the set of the independent variables, which is referred to as the overall significance.

- Coefficient of partial correlation (t-test) is the coefficient label B. It is used to explained the importance of each independent variables in the regression equation according to the beta weight. The attribute that presents the highest value of label B is represented as the most influential attribute to overall satisfaction.

Table 3.4: Concept and Operationalization definition of variable

Variable	Operationalization	Measurement Scale	Question Number
Chinese tourist's expectation with Thailand's tourism product • Natural beauty • Climate • Religious significance • Historical prominence • Artistic and architectural features • Ancient ruin • Festivals • Distinctive local feature • Fairs and exhibits • Attitude of local toward tourist • Sport facility • Educational facility • Facility conductive to health-rest and tranquility • Night time recreation • Shopping facility • Infrastructure above minimum tourist quality • Food above minimum tourist quality • Loading facility above minimum tourist quality • Exchange rate fluctuation • The reasonable price when compare to other destination • Personal safety within Thailand • Political stability with in the country • Clean and tidy	The degree of tourist's belief about tourism 's product attribute.	Interval Scale 5 = Very high 4 = High 3= Neutral 2 = Low 1=Very low	Whole set of Question in Part II

Variable	Operationalization	Measurement Scale	Question Number
The perceived performance of Thailand 's tourism product • Natural beauty • Climate • Religious significance • Historical prominence • Artistic and architectural features • Ancient ruin • Festivals • Distinctive local feature • Fairs and exhibits • Attitude of local toward tourist • Sport facility • Educational facility • Facility conductive to health-rest and tranquility • Night time recreation • Shopping facility • Infrastructure above minimum tourist quality • Food above minimum tourist quality • Loading facility above minimum tourist quality • Exchange rate fluctuation • The reasonable price when compare to other destination • Personal safety within Thailand • Political stability with in the country • Clean and tidy	The degree of tourist's Perceived how each tourism product attribute possess	Interval Scale 5 = Very good 4 = Good 3= Neither good nor bad 2 = Bad 1 = Very bad	Whole set of Question in Part II

3.5   Hypotheses and Statistic Test

Table 3.5: The hypothesis statement and the data analysis technique

Hypothesis	Statistic Test
Ha_i: There is significant difference between Chinese leisure tourist's expectations of natural beauty attribute and perceived performance of the natural beauty attribute	Paired t-test
Ha_i: There is significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute	Paired t-test
Ha_i: There is significant difference between Chinese leisure tourists's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.	Paired t-test
Ha_4: There is significant difference between Chinese leisure tourists's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.	Paired t-test
H5: There is significant difference between Chinese leisure tourists's expectations of the festival attribute and perceived performance of festival attribute.	Paired t-test
Ha_6: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of fairs and exhibitions.	Paired t-test
Ha_i: There is significant difference between Chinese leisure tourists's expectations of the ancient ruin attribute and perceived performance of ancient ruin attribute.	Paired t-test
Ha_8: There is significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.	Paired t-test
Ha_g: There is significant difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute	Paired t-test
Ha_{10}: There is significant difference between Chinese leisure tourists's expectations of the sport facility attribute and perceived performance of the sport facility attribute	Paired t-test

Hypothesis	Statistic Test
Ha_{11}: There is significant difference between Chinese leisure tourists's expectations of education facility attribute and perceived performance of education facility attribute.	Paired t-test
Hap: There is significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute	Paired t-test
Ho_n: There is no significant difference between Chinese leisure tourists's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.	Paired t-test
Ha_{14}: There is significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute	Paired t-test
Ha_{15}: There is significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.	Paired t-test
Ha_{16}: There is no significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute	Paired t-test
Ha_{17}: There is significant difference between Chinese leisure tourists's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.	Paired t-test
Ha_{18}: There is significant difference between Chinese leisure tourists's expectations of attitude of local people attribute and perceived performance of attitude of local people attribute.	Paired t-test
Ha_{19}: There is significant difference between Chinese leisure tourist's expectations of the reasonable price of product and service attribute and perceived performance of the reasonable price of product and service attribute.	Paired t-test
Ha_{20}: There is significant difference between Chinese leisure tourist's expectations of the exchange rate fluctuation attribute and perceived performance of the exchange rate fluctuation attribute.	Paired t-test

Hypothesis	Statistic Test
Ha₇₁: There is significant difference between Chinese leisure tourists's expectations of the personal safety attribute and perceived performance of the personal safety attribute.	Paired t-test
Ha₇₂: There is significant difference between Chinese leisure tourist's expectations of the political stability attribute and perceived performance of the political stability attribute.	Paired t-test
Ha,3: There is significant difference between Chinese leisure tourists's expectations of the clean and tidy environment attribute and perceived performance of the clean and tidy environment attribute.	Paired t-test
Ha,4: Thailand's tourism products influence the overall satisfaction of Chinese leisure tourist.	Multiple regression

Chapter 4

Methodology

The purpose of this chapter is to present the rationale for the research objectives and the designs employed in the current study.

- First, the research design explains techniques and methods used for data collection.

- Second, the sampling design describes how the target respondents are classified. It also describes the sample size, sampling frame and sample unit.

- Third, the research procedure defines sampling techniques and the procedure for gathering information.

- Fourth, the data analysis elucidates the statistical techniques, which are used for calculating each hypothesis, along with the judgement procedure of the results.

4.1 Research Methodology

The quantitative method is used in this study; this method is the reference to empirical research where data is transformed to numbers. It deals with scientific analysis and variables. The quantitative method gives the benefit of reaching a large number of people by simplifying reality. The data is gathered through both primary and secondary data (Finn, Elliott-White, & Walton, 2000).

4.2 Source of Data

4.2.1 Primary Data Collection

Primary data is gathered mainly by a questionnaire survey of Chinese tourists. The questionnaire is originally designed in English and will be translated to Chinese for the convenience and correct understanding of Chinese tourist. The questionnaire is designed in 3 sections

- Demographic data will be asked as the screening question to separate the group of respondents according to the quota set.

- Evaluation of expectation and perceived performance will use the 5-point Likert scale to evaluate the Chinese tourist's expectation and perceived performance of Thailand's tourism products.

- The overall satisfaction will also use the 5-point Likert scale to evaluate the satisfaction level of the Chinese leisure tourist with Thailand's tourism products.

4.2.2 Secondary Data

Secondary data refers to the analysis of information collected according to the purpose of the researcher. This research is based on a number of types of secondary data, for example: previous studies, newspapers, and the statistic collection of the World Tourism Organization (WTO), Tourism Authority of Thailand (TAT), and the China National Tourism Administration (CNTA). The secondary data plays a major role in the research designed by providing the direction of the plan, ideas, and the available sources of primary data.

4.3 Research Instrument

This research will use the self-administered structured questionnaire as the main instrument to examine the demographic profile and the satisfaction level of Chinese tourists with regard to Thailand's tourism products. The questionnaires contain the 23 tourism product's attributes. The questionnaire is designed to 3 parts:

- Part 1:   Frequency Distribution will be used to analyze the socio-demographic characteristics of the Chinese tourist.

- Part 2:   A 5-point Likert scale is used, which requires the respondent to indicate the degree of expectation and perceived performance using sets of statements on a particular subject (Finn et al., 2000). This study will use the Likert scale to generate responses on expectations and perceived performances of 23 tourism product attributers.

- Part 3:   A 5-point Likert scale is used to identify the overall satisfaction score of the Chinese leisure tourist with Thailand's Tourism products. The overall satisfaction score is used to evaluate the tourism factor in a multiple regression analysis.

Expectation scale
- 5 = Very high
- 4 = High
- 3 = Neutral
- 2 = low
- 1 = very low

Perceived performance scale
- 5 = Very Good
- 4 = Good
- 3 = Neither good nor bad
- 2 = Mediocre
- 1 = Very bad

Overall satisfaction scale
- 5 = Very satisfied
- 4 = Satisfied
- 3 = Neither satisfied nor Dissatisfied
- 2 = Dissatisfied
- 1 = Very dissatisfied

4.4   Sampling Plan

4.4.1 Target Population

The sample is selected from any Chinese tourist who came from the Mainland (People's Republic of China) to Thailand for the purpose of leisure.

4.4.2 Sampling Method

The quota samples are representative samples where the variable representation is made proportionate to the working population. Quota sampling is a popular technique in marketing research since it tends to ensure proportionate heterogeneity of the sample (Finn et al., 2000).

4.4.3 Sampling Unit

To examine the gap between the Chinese tourist's expectations and the tourism product's performances, the most suitable place is the last stop before leaving Thailand. The departure lounge of Bangkok International Airport will provide a good time and place to conduct the survey for- this research because .at this stage, departing tourists will have checked in; been through the customs and immigration; bought their duty-free goods; and often have time to spare. The chosen respondents will be asked their place of origin to ensure that they are from the People's Republic of China (Mainland) and were in Thailand for the purpose of leisure travel.

4.4.4 Time Frame for Data Collection

The data for the sampling unit was collected from February 24 until March15, 2003.

4.4.5 Sampling Size

Considering to the large size of target population, the technique for determining non-probability sample size is made by a table of sample size as shown in Table 4.1 (Yamane, 1969). The sample is based on the expected rate of theoretical sample sizes for different sizes of population and 95 percent level of certainty: A. 2 o Confidence Interval $(\pi=0.5)$ [a].

Table 4.1:   Sample Size for Specified Confidence Limits and Precision When Sampling Attributes in Percent

Size of Population (N)	Sample Size n for Precision e of					
	±1%	±2%	±3%	±4%	±5%	±10%
500	[b]	[b]	[b]	[b]	222	83
1,000	[b]	[b]	[b]	385	286	91
91,500	[b]	[b]	638	441	316	94
2,000	[b]	[b]	714	476	333	95
2,500	[b]	1,250	769	500	345	96
3,000	[b]	1,364	811	517	353	97
3,500	[b]	1,458	843	530	359	97
4,000	[b]	1,538	870	541	364	98
4,500	[b]	1,607	891	549	367	98
5,000	[b]	1,667	909	556	370	98
6,000	[b]	1,765	938	566	375	98
7,000	[b]	1,842	959	574	378	99
8,000	[b]	1,905	976	580	381	99
9,000	[b]	1,957	989	584	383	99
10,000	5,000	2,000	1,000	588	385	99
15,000	6,000	2,143	1,034	600	390	99

Size of Population (*N*)	Sample Size *(n)* for Precision *(e)* of					
	+1%	±2%	±3%	±4%	+5%	±10%
20,000	6,667	2,222	1,053	606	392	100
25,000	7,143	2,273	1,064	610	394	100
50,000	8,333	2,381	1,087	617	397	100
100,000	9,091	2,439	1,099	621	398	100
→ cc	10,000	2,500	1,111	625	400	100

Source: Yamane, T. (1969), an Introductory Analysis, pp. 886

4.4.6 Sampling Procedure

Quota sample is the case of representative sample where variable representation is made proportionate to the working population (Finn et al., 2000).

This research used the quota sample as the sampling method, since base on the study by Chu (2000), which stated that male Chinese tourists and female Chinese tourists have difference in satisfaction levels. Therefore, in order to ensure proportionate heterogeneity of the sample, quota sampling can represent the most reliable sample when compared to the population.

For the most reliable data, each quota for each group comes from the average of actual percentage of gender of the Chinese tourists visiting Thailand from 1997-2001. From the calculation, the 400 sample set respondents were divided into two groups according to average proportion of sample size in Table 4.2. The numbers of respondents were 220 (55%) of male and 180 (45%) of female.

Table 4.2:   Proportion of Sample Size

Year	Male	Female
1997	57.61 %	42.39 %
1998	53.41 %	46.59 %
1999	52.44 %	47.56 %
2000	54.41 %	45.59 %
2001	55.29 %	44.71 %
Average proportion of sample size	55 %	45 %

Source: Thailand Statistical Year Book 2002, Tourism Authority of Thailand

- Exclusion criteria

According to the criteria in determining the type of respondent who will have the potential to be chosen to respond to the questionnaire, there will be some groups of people who will not be considered. These include the mentally ill tourists, infants or children who do not understand the written language, and senior citizens who are not able to answer the questionnaire.

4.5 Data Analysis Technique

The analysis of the data is reported by using the research questions as a foundation. Several methods of statistical analysis are applied in this study through encoding and processing the Statistical Package of Social Sciences (SPSS) for the data evaluation and analysis. The statistical test for this study will be conducted based on four main studies.

4.5.1 Descriptive Analysis

In this study, descriptive statistics including simple frequency distribution, which has been employed to examine the distribution pattern of data for each variable, were computed on the respondent demographic and travelling profile and on the tourism product attributes.

4.5.2 Statistical Analysis

4.5.2.1   Paired Sample T-Test

Paired sample t-test applied to the Chinese leisure tourist's expectations and perceived performance of Thailand's tourism products (23 tourism product attributes) to determine whether differences existed between expectation and perceived performance.

4.5.2.2   Average Weighted Mean

This research used the average weighted mean in measuring the perception of tourists on overall satisfaction. The most common statistic for tabulating data is percent distribution, indicating the percent of tourists who answer each of the available response options. In this study, the mean score is weighted as shown in Table 3.3, Chapter 3.

4.5.2.3   Multiple Regression

Regression analysis represents the impact of independent variables on the dependent variable, while the correlation will provide useful information about the relationship between two variables. Regression analyses provide a simple linear bivarate one, which involves one dependent and one independent. To be more appropriate to the

tourism issue, which consists of activities or destinations, the multiple regression is likely to be determined by large numbers or factors rather than single cause (Finn et al., 2000).

When the list of the independent variable is very long, and t he researcher needs some methods to screen out those variables that no longer contribute significantly to the dependent variable, then "stepwise regression" has been predicted. In the stepwise regression procedure, the independent variables enter the regression analysis in stages, whereby the independent variables are either introduced, or deducted from the equation, one at the time. The independent variable best correlated with the dependent variable is included in the equation.

In the second stage, the remaining independent variable with the highest partial correlation with the dependent, controlling for the first independent, is entered. The process is repeated, partially at each stage, for previously entered independent variables, until the addition of a remaining independent variable does not increase R-squared by a significant amount. The multiple regression model is presented as follows:

$$Y = Bo + B_1X_1 + B_2X_2 \ ..+B_kX_k$$

Estimated value of the dependent variable

Bo   =   Estimated constant

X1, X2 . Xk =   Value of the independent variable

B1, B2 …Bk =   Partial regression coefficient for the independent variable

The Multiple regression test

- **The Coefficient determination (R^2)**

The coefficient determination (R^2) is the measurement of the percentage of variation in the dependent variable explained by the variation in the independent variable (Anderson, Sweeney, & Williams, 2002). It can be simply said that R^2 is used as an indicator to test how well an estimator fits the sample data. The value of coefficient determination ranges from 0 to 1. A value close to 0 means that the dependent variable is not linearly related to the independent variable. A value of 1 tells that the dependent variable can be perfectly predicted from the independent variables. High R^2 means a good fit (Anderson et al., 2002).

- **Linear regression analysis**

F-test is used to determine whether a significant relationship exists between the dependent and **the** set of all the independent variables. F- test could be referred to as overall significance (Anderson et al., 2002)

Hypothesis test

Ho: $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$

Ho: At least one of 13, #0; I = 1, 2, 3... k

Test statistic: F - test

$$F = \frac{(SSR)/k}{(SSE)/(n-k-1)} = \frac{MSR}{MSE}$$

Where:

SSR   = sum of squares due to the regression

SSE   = the error sum of squares

k   = number of independent variables

n   = number of respondents

Decision rule: Ho will be rejected if F-test value $> F_{k, n-k-1; 1-a}$

        and significance of F $>a$

The F-test is associated with the analysis of variance table; the table is a test of the

null hypothesis that $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$.

• **Partial regression coefficient**

Coefficient of partial regression is the coefficient label B, since the coefficient

for a particular variable is adjusted for other independent variables in the equation . The

coefficient of partial regression can be used to explain the importance of each

independent variable when it is used to predict the dependent variable with other

independent variable in the regression equation (Anderson et al., 2002).

Hypothesis test

    Ho: $= 0$

    Ho: At least one of Pi $= 0 = 1, 2, 3 ...k$

Test statistic: t-test

    $T = \dfrac{b_i - 0}{Sb_I}$

Decision rule: Ho will be rejected when

    $t > t_{1-\alpha/2;n-k-n}$ or $t < - t_{1-\alpha/2;n-k-1}$ or

    $t_I > t_{1-a/2 \ n-k-1}$ or

    When significance oft $<a$

Chapter 5

Data Analysis

This chapter presents the survey results of data analysis and interpretation of findings on various topics and issues. The purpose of the study is to examine the Chinese leisure tourist's expectation and perception of Thailand's tourism product in relation to overall tourist satisfaction. The summary of the analysis for each survey item is displayed in the following presentation. The analysis begins with the demographic profile of surveyed respondents, followed by statistical finding for the specific research questions.

5.1 Descriptive Analysis

5.1.1. Respondent's Demographic Characteristics

The researcher gathered the primary data through 425 sets of questionnaires. Data was collected by distributing questionnaires at the departure lounge of Bangkok International Airport during the period of 24 February - 15 March 2003. The number of valid questionnaires was 400 sets. There were 25 invalid questionnaires, which are not included in this data analysis and interpretation. Therefore, the totals of 400 sets of questionnaire are presented as follows:

Table: 5.1   Frequency Distribution of Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	220	55.0	55.0	55.0
	Female	180	45.0	45.0	100.0
	Total	400	100.0	100.0	

Source: SPSS

5.1.1   Gender   According to the Table 5.1, 400 respondents were divided into 2 groups; 180 of the respondents are female while 220 of the respondents are male. This data represented 45% and 55% respectively.

Table 5.2:   Frequency Distribution of Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 25	39	9.8	9.8	9.8
	25-34	159	39.8	39.8	49.5
	35-44	102	25.5	25.5	75.0
	45-54	79	19.8	19.8	94.8
	55 and over	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Source: SPSS

5.1.2   Age According to the Table 5.2, 159 respondents are aged between 25-34 years (39.8 %); 102 respondents are aged between 35-44 years (25.5%); 79 respondents are aged between 46-54 years (19.8%); 39 respondents are aged under 25 years (9.8%); and 21 respondents are aged 55 years and over (5.3 %).

Table 5.3:   Frequency Distribution of Education Level

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or	115	28.8	28.8	28.8
	Bachelor degree	165	41.3	41.3	70.0
	Vocational	39	9.8	9.8	79.8
	Master degree	14	3.5	3.5	83.3
	Other	67	16.8	16.8	100.0
	Total	400	100.0	100.0	

Source: SPSS

5.1.3   Education level   From Table 5.3, the results show that among 400 respondents, the majority have an education level of Bachelor's degree: 165 respondents or 41.3%. Next is the high schoolor or less level that represents 115 respondents or 28.8%. Vocational school is 39 respondents or 9.8% and Master's degree is 14 respondents or 3.5%. The remaining respondents do not fall into one of the categories and are thus listed as "other" type of education. This category contains 67 respondents or 16.8%.

Table 5.4:   Frequency Distribution of Occupation

Occupation

		Frequenc	Percent	Valid	Cumulativ Percent
Valid	Professional	29	7.3	7.3	7.3
	Government & military	44	11.0	11.0	18.3
	Commercial person	105	26.3	26.3	44.5
	Laborer or Service	55	13.8	13.8	58.3
	Retire	14	3.5	3.5	61.8
	Manageri	46	11.5	11.5	73.3
	Agricultural	27	6.8	6.8	80.0
	Housewife	34	8.5	8.5	88.5
	Student	21	5.3	5.3	93.8
	Other	25	6.3	6.3	100.0
	Total	400	100.0	100.0	

Source : SPSS

5.1.4   Occupation From Table 5.4, the results show that the majority of the respondents are commercial persons (26.3%). The remaining are labor or service workers (13.8%); managerial (11.5%); government and military   (11%); housewife (8.5%); professional (7.3%); agricultural worker (6.8%); other(6.3%) and student (5.3%).

Table 5.5:   Frequency Distribution of Income Level

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 10,000	22	5.5	5.5	5.5
	10,001-20,000	67	16.8	16.8	22.3
	20,001-30,000	132	33.0	33.0	55.3
	30,001-40,000	102	25.5	25.5	80.8
	40,001-50,000	25	6.3	6.3	87.0
	50,001-60,000	31	7.8	7.8	94.8
	above 60,000	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Source: SPSS

5.1.5   Income level From Table 5.5, the results indicate that the majority of the respondents have an annual income ranging between 20,001-30,000 RMB (33%) and 30,001-40,000 RMB (25.5%). The rest are 10,001-20,000 RMB (16.8%); 50,001-60,000 RMB (7.8%); 40,001-50,000 RMB (6.3%), below 10,000 RMB (5.5%); and above 60,000 RMB (5.3%).

5.1.2 Respondent's Expectation, Perceived Performance and Overall

Satisfaction with Thailand's Tourism Products

The research instrument (Part I and Part II of the questionnaire) attempted to measure the satisfaction of the Chinese tourist by comparing the tourist's expectation with perceived performance. There are 23 statements, which represented the tourist's expectation and perceived performance of tourism product attributes. For each statement, the respondents were provided with a five-point scale. Mean scores and standard deviation are calculated according to overall customer satisfaction and expectation - performance scores.

- Overall satisfaction = very dissatisfied to very satisfied

- Expectation = very low to very high

- Perceived performance = very bad to very good.

Table 5.6:   The Mean Score of Overall Satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
Overall satisfaction	400	1.00	5.00	3.4475	.87987
Valid N (listwise)	400				

Source : SPSS

Table 5.6 shows the mean score of 3.4475 for overall customer satisfaction. Which indicated, according to the tabulating percentage (as shown in table 3.3), that Chinese leisure tourists were satisfied with Thailand's tourism products.

Figure 5.1:   Mean Score of Expectation and Perceived Performance
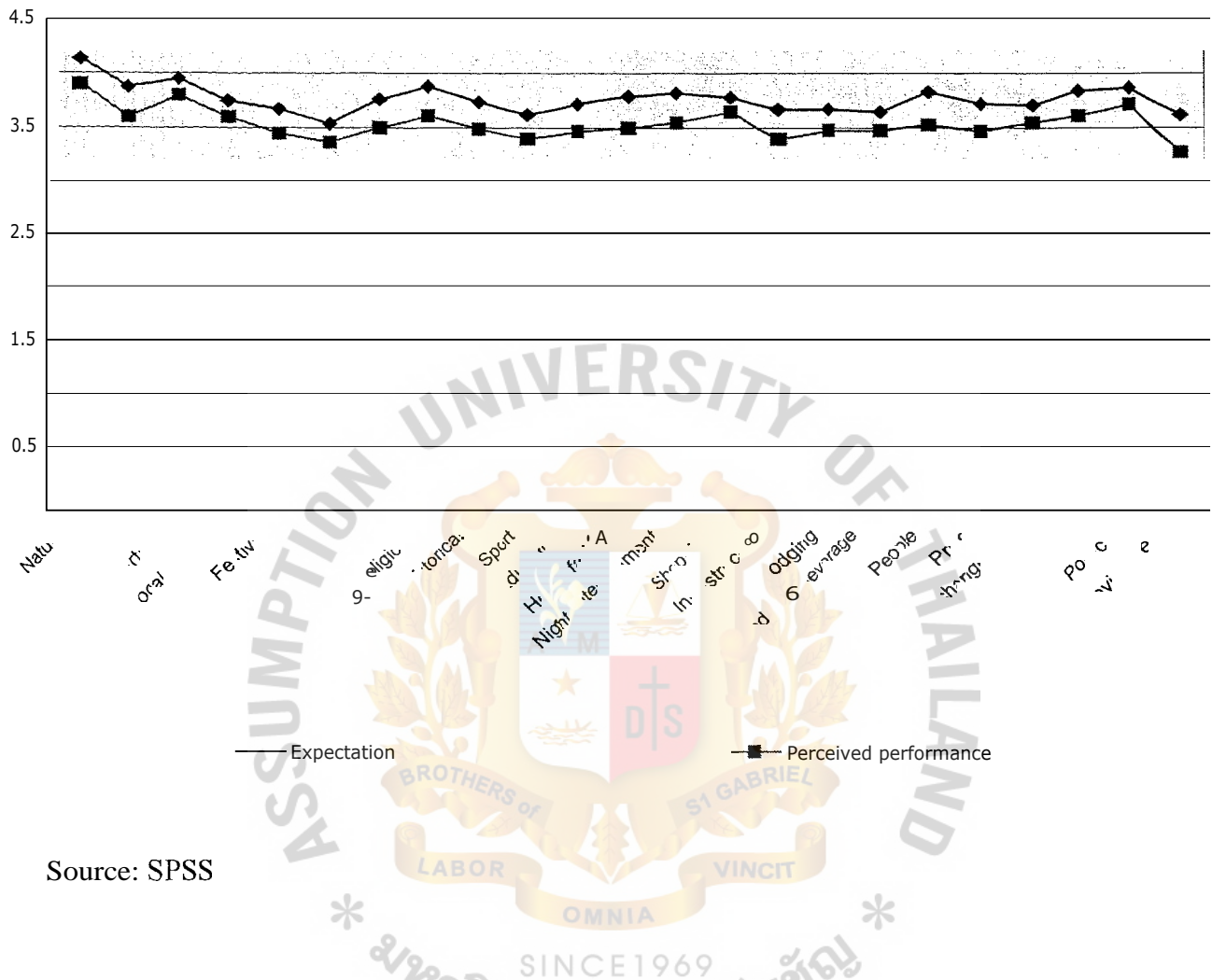
Source: SPSS

Based on Figure 5.1, the mean score espectation of natural beauty attribute ranked

the highest (4.13), followed by the artistic feature, climate and nighttime recreation while

environment (3.62) and sport (3.61) ranked the lowest. In comparison, the mean

perceived performance score of of natural beaty attribute ranked the highest (3.95)

followed by the artistic feature, climate, safety and religious while environment (3.28)

ranked the lowest.

5.1.3 Relationship of Gender toward Perception of Chinese Leisure Tourist's

with Thailand's Tourism products

Figure 5.2:   The Relationship of Gender to Overall Satisfaction with

Thailand'sTourism products
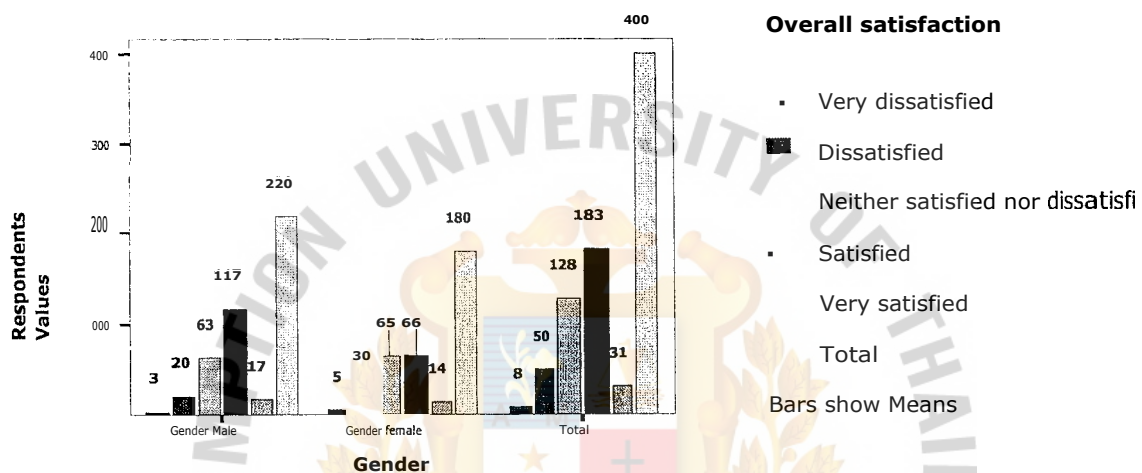
Source: SPSS

Based on Figure 5.2, the results of 400 respondents showed the result of overall

satisfaction and the relationship of gender to overall satisfaction of Chinese leisure tourist

with Thailand 's tourism products are described as the follow.

- 31 Chinese leisure tourists (17 males and 14 females) were very satisfied with

   Thailand's tourism products.

- 183 Chinese leisure tourists (117 males and 66 females) were satisfied with

   Thailand's tourism products.

- 128 Chinese leisure tourists (63 males and 65 females) were neither satisfied nor

   dissatisfied with Thailand's tourism products.

- 50 Chinese leisure tourists (20 males and 30 females) were dissatisfied with Thailand's tourism products.

- 8 Chinese leisure tourists (3 males and 5 females) were dissatisfied with Thailand's tourism products.

The results of the survey indicated that male Chinese leisure tourists tended to be more satisfied with Thailand's tourism products than female Chinese leisure tourist.

5.2 Presentation of Statistical Data and Analysis Result

Research question 1:

Are Mainland Chinese tourists satisfied with Thailand's tourism products?

In order to determine whether there are differences in Chinese leisure tourists' expectations Thailand's tourism products and Chinese leisure tourists' perceived performance of Thailand's tourism products, the pair t-test analysis was used to calculate the differences between the mean of expectation and perceived performance in each tourism product attribute.

Ho_1: There is no significance difference between Chinese leisure tourist's expectations of the natural beauty attribute and perceived performance of the natural beauty attribute.

Ha_1: There is significance difference between Chinese leisure tourist's expectations of natural beauty attribute and perceived performance of the natural beauty attribute.

Ho_e: There is no significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute.

Hat: There is significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute.

Ho3:   There is no significant difference between Chinese leisure tourist's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.

Ha_i: There is significant difference between Chinese leisure tourist's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.

Ho4:   There is no significant difference between Chinese leisure tourist's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.

Ha_4: There is significant difference between Chinese leisure tourist's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.

Hoy: There is no significance difference between Chinese leisure tourist's expectations of the festival attribute and perceived performance of the festival attribute.

Ha;: There is significance difference between Chinese leisure tourist's expectations of the festival attribute and perceived performance of the festival attribute.

Ho_b: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of the fair attribute.

Ha_o: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of the fairs and exhibitions attribute.

Hoy: There is no significant difference between Chinese leisure tourist's expectations of the ancient ruin attribute and perceived performance of the ancient ruin attribute.

Ha_i: There is significant difference between Chinese leisure tourist's expectations of the ancient ruin attribute and perceived performance of the ancient ruin attribute.

Ho_g: There is no significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.

Hag: There is significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.

Ho_g: There is no significance difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute.

Ha_g: There is no significance difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute.

Ho_{10}: There is no significant difference between Chinese leisure tourist's expectations of the sport facility attribute and perceived performance of the sport facility attribute.

Ha_{10}: There is significant difference between Chinese leisure tourist's expectations of the sport facility attribute and perceived performance of the sport facility attribute.

Ho_{11}: There is no significant difference between Chinese leisure tourist's expectations of education facility attribute and perceived performance of education facility attribute.

Ha_{11}: There is significant difference between Chinese leisure tourist's expectations of education facility attribute and perceived performance of education facility attribute.

Ho_{12}: There is no significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute.

Ha_{12}: There is significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute.

Ho_{13}: There is no significant difference between Chinese leisure tourist's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.

Ha_{13}: There is significant difference between Chinese leisure tourist's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.

Ho_{14}: There is no significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute.

$Ha14$: There is significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute.

Ho_{15}: There is no significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.

$Ha15$: There is significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.

Ho_{16}: There is no significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute.

Ha_{16}: There is significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute.

Ho_{17}: There is no significant difference between Chinese leisure tourist's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.

Ha_{17}: There is significant difference between Chinese leisure tourist's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.

Ho_{18}: There is no significant difference between Chinese leisure tourist's expectations of attitude of local people attribute and perceived performance of attitude of local people attribute.

Ha_{18}: There is significant difference between Chinese leisure tourist's expectations of attitude of local people attribute and perceived performance of attitude of local people attribute.

Ho_{19}: There is no significant difference between Chinese leisure tourist's expectations of the reasonable price of product and service attribute and perceived performance of the reasonable price of product and service attribute.

Ha_{19}: There is significant difference between Chinese leisure tourist's expectations of the reasonable price of product and service attribute and perceived performance of the reasonable price of product and service attribute.

Ho_{20}: There is no significant difference between Chinese leisure tourist's expectations of the exchange rate fluctuation attribute and perceived performance of the exchange rate fluctuation attribute.

Ha_{20}: There is significant difference between Chinese leisure tourist's expectations of the exchange rate fluctuation attribute and perceived performance of the exchange rate fluctuation attribute.

Ho_{21}: There is no significant difference between Chinese leisure tourist's expectations of the personal safety attribute and perceived performance of the personal safety attribute.

Ha_{21}: There is significant difference between Chinese leisure tourist's expectations of the personal safety attribute and perceived performance of the personal safety attribute.

Ho_{22}: There is no significant difference between Chinese leisure tourist's expectations of the political stability attribute and perceived performance of the political stability attribute.

Ha_{22}: There is significant difference between Chinese leisure tourist's expectations of the political stability attribute and perceived performance of the political stability attribute.

Ho_{23}: There is no significant difference between Chinese leisure tourist's expectations of the clean and tidy environment attribute and perceived performance of the clean and tidy environment attribute.

Ha_{23}: There is significant difference between Chinese leisure tourist's expectations of the clean and tidy environment attribute and perceived performance of the clean and tidy environment attribute.

Ho_{24}: Thailand's tourism products do not influence the overall satisfaction of Chinese

leisure tourist.

Ha_{Z4}: Thailand's tourism products influence the overall satisfaction of Chinese leisure

tourist.

Decision rule: The null hypothesis will be rejected if p- values (the t- statistic significant

value) is less than 0.05 , otherwise accept the null hypothesis and reject the

alternate.

According to the   disconfirmation theory of Oliver (1980), positive disconfirmation occurred when product service performance was better than the expectation and negative disconfirmation occurred when product /service performance was less than expected. Table 5.7 shows the result of a negative mean difference, the expectation score outweighs the perceived performance score with a significant t-value (p>0.05). The result indicated that those Chinese tourists are dissatisfied with all of all the tourism product attributes.

Table 5.7:   Result of Pair T-Test between Chinese Tourist Expectation and Perception

of Thailand's Tourism Product Attributes

Destination Attribute	Expectation Mean	SD	Perception Mean	SD	Mean Difference	T Value	Significance (two-tailed)
Natural beauty	4.13	0.70	3.93	0.73	- 0.19	5.020	.000
Climate	3.87	0.72	3.69	0.87	- 0.18	4.323	.000
Artistic feature	3.94	0.77	3.80	0.75	- 0.14	3.336	.001
Local feature	3.74	0.78	3.59	0.82	- 0.15	3.376	.001
Festival	3.66	0.87	3.44	0.86	- 0.20	4.662	.000
Fairs	3.53	0.88	3.37	0.85	- 0.16	3.508	.001
Ancient Ruin	3.75	0.83	3.50	0.87	- 0.25	5.427	.000
Religious	3.87	0.85	3.60	0.86	- 0.26	5.962	.000
Historical	3.74	0.84	3.48	0.79	- 0.25	5.591	.000
Sport	3.61	0.81	3.38	0.76	- 0.23	4.784	.000
Education	3.72	0.78	3.47	0.81	- 0.24	5.506	.000
Health rest	3.79	0.80	3.54	0.75	- 0.24	5.075	.000
Nighttime	3.82	0.77	3.55	0.79	- 0.27	6.242	.000
Shopping	3.78	0.83	3.65	0.81	- 0.12	2.65	.000
Lodging	3.65	0.83	3.48	0.88	- 0.19	4.07	.000
Infrastructure	3.67	0.80	3.40	0.81	- 0.27	6.506	.000
Food and Beverage	3.65	0.91	3.48	0.91	- 0.17	3.391	.001
Local people	3.83	0.81	3.53	0.83	- 0.30	6.401	.000
Reasonable price	3.72	0.78	3.47	0.87	- 0.24	4.859	.000
Exchange rate	3.71	0.75	3.54	0.75	- 0.16	3.778	.000
Political stability	3.87	0.75	3.72	0.75	- 0.14	3.229	.001
Environment	3.62	0.79	3.28	0.78	- 0.34	7.596	.000

Source: SPSS

Research question 2

How do Thailand's tourism product attributes influence the overall satisfaction of Chinese leisure tourists?

In this research, there are 23 independent variables (tourism product attributes), which might influence overall satisfaction (dependent variable). Thus the researcher incorporates these independent variables and the dependent variable into the multiple regression model.

A multiple regression analysis was used to measure the degree of influence of the independent variable on the dependent variable. The result was an equation that described the linear relationship between the dependent variable and the independent variable. Multiple regression is notes the impact of each independent variable upon the Coefficient of determination, thereby indicating the relative importance of each independent variable to the dependent variable

When the list of independent variables is very long, and the researcher needs some method to screen out those variables, which no longer contributes significantly to the dependent variable, then "stepwise regression" is used. In the stepwise regression procedure, the independent variables enter into the regression analysis in stages, whereby the independent variables are either introduced or deducted from the equation, one at a time. The independent variable best correlated with the dependent variable is included in the equation. In the second stage, the remaining independent variable with the highest partial correlation with the dependent, controlling for the first independent, is entered. The process is repeated, at each stage partialling for previously entered independents,

until the addition of a remaining independent does not increase R-squared by a significant amount. The multiple regression model is presented as the follows:

$$Y = B_0 + B_1x_1 + B_2x_2 + \ldots + B_kx_k$$

Where:

Estimated value of the dependent variable

B_0	=	Estimated constant
$X1, X2 \quad x_k$	=	Value of the independent variable
$B_1, B2 \ldots Bk$	=	Partial regression coefficient for the independent variables, $x_1, x_2, \, x_k$

The Multiple regression tests

- **The coefficient determination (R^2)**

The coefficient determination (R^2) is the measurement of the percentage of variation in the dependent variable explained by the variation in the independent variable. Or it can be simply said that R^2 is used as the indicator to test how well an estimator fits the sample data. The value of coefficient determination ranges from 0 to 1. A value close to 0 means that the dependent variable is not linearly related to the independent variable. A value of 1 tells that the dependent variable can be perfectly predicted from the independent variables. High **R^2 mean** a good fit (Anderson et al., 2002).

- Linear regression analysis

    Hypothesis test

    H_{024}. : $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$

    Ha_{24}: At least one of $\beta_i \neq 0$; $I = 1, 2, 3...k$

    Test statistic: F- test

    $$F = \frac{(SSR)/k}{(SSE)/(n-k-1)} = \frac{MSR}{MSE}$$

    Where:

    SSR   =   Sum of squares due to the regression

    SSE   =   The error sum of square

                    Number of independent variable

                    Number of respondents.

Decision rule: Ho will be rejected if F test value $> F_{k, n-k-I; 1-a}$

                    and significance of $F > a$

    The F-test is associated with the analysis of the variance table. The table is a

test of the null hypothesis that $\beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$. In other words, the F -test is used to

determine whether significant relationships exist between the dependent and the set of

all the independent variables. The F - test could be referred to as having overall

significance (Anderson et al., 2002).

- Partial regression coefficient

Hypothesis test

$Ho_: \beta i = 0$

Ha At least one of Pi = 0 =1, 2, 3 ...k

Test statistic: t - test

$$T= \frac{b_i - 0}{Sb_I}$$

Where   bi   =   The observed value of the regression coefficient

Sbi   =   The standard and deviation of b1

Decision rule: Ho will be rejected when

$t > t_{1-\alpha/2;n-k-n}$ or $t < - t_{1-\alpha/2;n-k-1}$ or

$t I > t_{1-\alpha/2;n-k-1}$ or

When significance oft <a

The coefficient of partial regression is the coefficient label B, since the coefficient for a particular variable is adjusted for other independent variables in the equation. The coefficient of partial regression can be used to explain the importance of each independent variable when it is used to predict the dependent variable with other independent variable in the regression equation.

Hypothesis testing for variance explanation using multiple regression technique

These hypotheses were conducted to test the relationship between 23 tourism product attributes and overall satisfaction with Thailand's tourism products. The multiple regression analysis was applied to test the relationship between the independent variables and dependent variable. The results of hypothesis testing are as follows.

Ho_{24}: There is no significant relationship between Thailand's tourism products and overall satisfaction of the Chinese leisure tourist.

Ho_{24}: $\mathbf{B} 1 = B2 = \ldots = B23$

Ha_{24}: There is a significant relationship between Thailand's tourism products and overall satisfaction of Chinese leisure tourist.

Ha_{24} At least one $Bi \neq Bj$; $I = 1, 2 \ldots 23$

Where

Y	=	Value of overall satisfaction (dependent variable)
B_o	=	Estimated constant
x1	=	Nature attribute
x2	=	Climate attribute
x_3	=	Artistic feature attribute
x4	=	Distinctive local feature
x5	=	Festivals attribute
X6	=	Fairs and Exhibitions attribute
x7	=	Ancient ruins attribute
x8	=	Religious significance attribute
x9	=	Historical prominence attribute
x10	=	Sport facility attribute

-		Educational facility attribute
X12	–	Facility conductive to health rest and tranquility attribute
X13		Night time recreation attribute
X14		Shopping facility attribute
X15		Infrastructure attribute
X16	–	Loading facility attribute
X17		Food and Beverage facility attribute
X18		Attitude of local attribute
X19	–	Reasonable price of product and service attribute
X20	–	The fluctuation of exchange rate attribute
X21		Personal safety attribute
X22		Political stability within Thailand attribute
X23		Clean and tidy environment attribute

Table 5.8:   Model Summary of Regression Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529a	.280	.279	.7499
2	.592b	.351	.348	.7130
3	.617c	.381	.377	.6971
4	.633	.401	.395	.6867
5	.642e	.413	.405	.6809

a. Predictors: (Constant), safety

b. Predictors: (Constant), safety , Price

c. Predictors: (Constant), safety , Price , education

d. Predictors: (Constant), safety , Price , education, environment

e. Predictors: (Constant), safety , Price , education, environment , Natural

Source: SPSS

From table 5.8, the R^2 value presents the value of 0.413. This can be explained as approximately 41% of the variation in overall satisfaction can be accounted for by a combination of 23 tourism product attributes altogether. However, 59% of the variation in Chinese leisure tourist's overall satisfaction with Thailand's tourism products can be explained by factors other than what is accounted for by the model.

Table 5.9:   Analysis of Variance Test for Overall Satisfaction of Chinese Leisure Tourists Based on Tourism Product Factor

ANOVA [f]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.182	1	87.182	155.029	.000[a]
	Residual	223.818	398	.562		
	Total	311.000	399			
2	Regression	109.178	2	54.589	107.381	.000[b]
	Residual	201.822	397	.508		
	Total	311.000	399			
3	Regression	118.560	3	39.520	81.324	.000
	Residual	192.440	396	486 .		
	Total	311.000	399			
4	Regression	124.720	4	31.180	66.116	.000[d]
	Residual	186.280	395	.472		
	Total	311.000	399			
5	Regression	128.307	5	25.661	55.342	.000[e]
	Residual	182.693	394	.464		
	Total	311.000	399			

a. Predictors: (Constant), safety
b. Predictors: (Constant), safety , Price
c Predictors: (Constant), safety , Price , education
d. Predictors: (Constant), safety , Price , education, environment
e. Predictors: (Constant), safety , Price , education, environment , Natural
f. Dependent Variable: overall satisfaction

Source : SPSS

H025: $\beta_1 = \beta_2 = \beta_3 = 0$

Ha25: At least one of 13, #0; I = 1,2,3 at 95 % level of significance

Decision rule: The null hypothesis will be rejected if the p - value (The t- statistic significant value) is less than 0.05, otherwise accept the null hypothesis and reject the alternate.

Table 5.9 shows that the F significance value $= 55.342$, and P $= 0.000$ which is found to be significant at 95 % level of confidence, therefore Ho is rejected. It can be explained that there is significant relationship between the overall satisfaction of Chinese leisure tourists and the set of Thailand's tourism product. This means that there is at least one independent variable that can explain the dependent variable (the overall satisfaction of Chinese leisure tourists with Thailand's tourism products).

Table 5.10:   Coefficient Result for Overall Satisfaction of Chinese Leisure Tourist with Thailand's Tourism Product Attribute

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Si..
		B	Std. Error	Beta		
1	(Constant)	1.561	.156		9.992	.000
	safety	.523	.042	.529	12.451	.000
2	(Constant)	.972	.173		5.605	.000
	safety	.400	.044	.405	9.070	.000
	Price	.297	.045	.294	6.578	.000
3	(Constant)	.651	.185		3.525	.000
	safety	.341	.045	.346	7.566	.000
	Price	.234	.046	.232	5.050	.000
	education	.217	.049	.202	4.394	.000
4	(Constant)	.347	.200		1.731	.084
	safety	.307	.045	.311	6.761	.000
	Price	.213	.046	.210	4.619	.000
	education	.197	.049	.183	4.021	.000
	environment	.174	.048	.153	3.614	.000
5	(Constant)	2.368E-02	.230		.103	.918
	safety	.291	.045	.294	6.399	.000
	Price	.189	.047	.187	4.061	.000
	education	.168	.050	.156	3.382	.001
	environment	.173	.048	.152	3.628	.000
	Natural	.148	.053	.120	2.781	.006

a. Dependent Variable: overall satisfaction

Source: SPSS

Ho: β   0

Ha: At least one of βi = 0 =1, 2, 3...k

Decision rule: The null hypothesis will be rejected if p- values (the t- statistic

significant value) is less than 0.05, otherwise accept the null

hypothesis and reject the alternate.

Refer to Table 5.10, which shows the test of statistic significance of each independent variable (Thailand's tourism product attributes) to the dependent variable (overall satisfaction) by using coefficient of partial regression (t-test). Table 5.10 shows that *personal safety, price, education, environment and nature* have significant relationships with the Chinese leisure tourist's overall satisfaction. In explanation, the relative impact of the tourism product attribute on tourist's overall satisfaction was found to be statistically significant in the multiple regression model as follows:

Overall tourist satisfaction = 0.024 + 0.291(Personal safety) + 0.189 (Price) +

0.168 (Educational) + .173 (Environment) + 0.148 (Nature)

Chapter 6

Summary and Conclusion

This chapter is composed of four major sections, which represent the results of this study. The results summarized the finding, conclusion and show the-implications of the findings. Afterwards, suggestions on further study will be presented.

6.1 Summary of Personal Information of Respondent

From the respondents, male represent of 55% of the respondents. The majority of respondents represented the age group between 25-34 years (40%) and 35-44 years (26%). The largest group of respondents represents the annual income range of 20,001-30,000 RMB. The majority respondents have a moderate level of education, which is related to their career; commercial person (26%) and the labor or service worker (14%).

6.2 Summary of Result from Hypothesis Testing

The result from the study of pair t-test analysis between the expectation and the perceived performance of Chinese leisure tourists with Thailand's tourism products (Ho1-Ho23) showed that all 23 Ho hypotheses were rejected (as shown in Table 6.1). The results indicated that the level of Chinese leisure tourist's expectation of each Thailand's tourism products was higher than the level of perceived performance after their traveling

in Thailand. Therefore the results from this group of respondents indicated that they are

not satisfied with Thailand's tourism products.

Table: 6.1   Summary of Result from Hypothesis Testing

Hypothesis	Statistic Test	Level of Significance	Result
Ha$_1$: There is significant difference between Chinese leisure tourist's expectations of natural beauty attribute and perceived performance of the natural beauty attribute	Paired t-test	0.00	Reject Ho
Ha,: There is significant difference between Chinese leisure tourist's expectations of the climate attribute and perceived performance of the climate attribute.	Paired t-test	0.00	Reject Ho
Ha$_i$: There is significant difference between Chinese leisure tourist's expectations of artistic and architectural feature attribute and perceived performance of artistic and architectural feature attribute.	Paired t-test	0.01	Reject Ho
Ha$_4$: There is significant difference between Chinese leisure tourist's expectations of distinctive local feature attribute and perceived performance of distinctive local feature attribute.	Paired t-test	0.00	Reject Ho
H5: There is significant difference between Chinese leisure tourist's expectations of the festival attribute and perceived performance of festival attribute.	Paired t-test	0.01	Reject Ho
Ha$_0$: There is no significant difference between Chinese leisure tourist's expectations of the fairs and exhibitions attribute and perceived performance of fairs and exhibitions.	Paired t-test	0.00	Reject Ho
Ha$_1$: There is significant difference between Chinese leisure tourist's expectations of the ancient ruin attribute and perceived performance of ancient ruin attribute.	Paired t-test	0.00	Reject Ho

Hypothesis	Statistic Test	Level of Significance	Result
Ha_8: There is significant difference between Chinese leisure tourist's expectations of religious significant attribute and perceived performance of religious significant attribute.	Paired t-test	0.00	Reject Ho
Ha_9: There is significant difference between Chinese leisure tourist's expectations of historical prominence attribute and perceived performance of historical prominence attribute	Paired t-test	0.00	Reject Ho
Ha_{10}: There is significant difference between Chinese leisure tourist's expectations of the sport facility attribute and perceived performance of the sport facility attribute.	Paired t-test	0.00	Reject Ho
Ha_{11}: There is significant difference between Chinese leisure tourist's expectations of education facility attribute and perceived performance of education facility attribute.	Paired t-test	0.00	Reject Ho
Ha_{12}: There is significant difference between Chinese leisure tourist 's expectations of facility conducive to health-rest and tranquility attribute and perceived performance of facility conducive to health-rest and tranquility attribute	Paired t-test	0.00	Reject Ho
Ho_{13}: There is no significant difference between Chinese leisure tourist's expectations of the nighttime recreation attribute and perceived performance of the nighttime recreation attribute.	Statistic Test	Level of Significance	Result
Ha_{14}: There is significant difference between Chinese leisure tourist's expectations of the shopping facility attribute and perceived performance of the shopping facility attribute	Paired t-test	0.01	Reject Ho
Ha_{15}: There is significant difference between Chinese leisure tourist's expectations of the lodging facility attribute and perceived performance of the lodging facility.	Paired t-test	0.00	Reject Ho

Hypothesis	Statistic Test	Level of Significance	Result
Ha_{10}: There is no significant difference between Chinese leisure tourist's expectations of the infrastructure attribute and perceived performance of the infrastructure attribute	Paired t-test	0.00	Reject Ho
Hap: There is significant difference between Chinese leisure tourist's expectations of the food and beverage attribute and perceived performance of the food and beverage attribute.	Paired t-test	0.00	Reject Ho
Ha_{18}: There is significant difference between Chinese leisure tourist's expectations of attitude of local people attribute and perceived performance of attitude of local people attribute.	Paired t-test	0.00	Reject Ho
Ha_{19}: There is significant difference between Chinese leisure tourist's expectations of the reasonable price of product and service attribute and perceived performance of the reasonable price of product and service attribute.	Paired t-test	0.00	Reject Ho
Ha_{21}: There is significant difference between Chinese leisure tourist's expectations of the personal safety attribute and perceived performance of the personal safety attribute.	Paired t-test	0.00	Reject Ho
Ha_{22}: There is significant difference between Chinese leisure tourist's expectations of the political stability attribute and perceived performance of the political stability attribute.	Paired t-test	0.00	Reject Ho
Ha23: There is significant difference between Chinese leisure tourist's expectations of the clean and tidy environment attribute and perceived performance of the clean and tidy environment attribute.	Paired t-test	0.00	Reject Ho
Ha24: Thailand's tourism products influence the overall satisfaction of Chinese leisure tourist.	Multiple regression	0.00	Reject Ho

From the study of Ho24, the result showed the rejection of the null hypothesis by tourists (as shown in Table 6.1). The results indicated that the combination of Thailand's tourism product's performance is significantly related to overall satisfaction of Chinese leisure tourists. Therefore, it can be concluded that personal safety, price, education, environment, nature significantly affect the overall satisfaction of Chinese leisure tourists with Thailand's tourism products.

6.3 Conclusion Drawn Against the Research Problem and Objectives

This study aimed to answer the research questions whether the Chinese leisure tourists are satisfied with Thailand's tourism products and what are the factors that could influence the overall satisfaction. Therefore, there were two main objectives of this study.

First objective: To find the significance difference between Chinese leisure tourist's expectation and perceived performance of Thailand's tourism products. This objective aimed to measure the overall satisfaction of the Chinese leisure tourists with Thailand's tourism products. By comparing the expectation with the perceived performance in the disconfirmation paradigm, the results of Ho1-Ho23 indicated that Chinese leisure tourists were not satisfied with any of Thailand's 23 tourism products attributes (as shown in Table 5.7 where every tourism product attribute showed a negative difference). Most of the Chinese leisure tourists are traveling with a package tour for convenience and to avoid the problem of the language barrier. Tourists are traveling on a program that the tour operators have set. Recently, with the high competition, many tour operators have reduced the tour price to capture more tourists. They earn the money from

sell high price optional tours and commission from the souvenir shops and jewelry shops so shopping in Thailand was perceived as extremely expensive. With low quality package tours, Thailand has now been perceived as the cheap and low quality destination.

Nevertheless, the result from the disconfirmation model may reveal the dissatisfaction of Chinese leisure tourists with Thailand's tourism products, but when the overall satisfaction score is considered, it interprets satisfaction. It is possible that Chinese leisure tourists have received inaccurate information that could create too high of expectations. hi the evaluation of the perceived performance scores of Thailand's tourism products attribute, the nature attribute, artistic feature, shopping facility, political stability within country and personal safety are the tourism product attributes, which were perceived as having good performance. These might be considered as the strengths of Thailand's tourism products.

Second objective: To assess the relationship between a set of Thailand's tourism products and overall satisfaction

According to this objective, the study aimed to identify the tourism product attributes that influence the Chinese leisure tourist's overall satisfaction with Thailand's tourism products. From the analysis, it can be concluded that the factors that have a relationship with the overall satisfaction of Chinese leisure tourists consist of:

- Personal safety attribute
- Price attribute
- Education attribute

- Environment attribute
- Nature attribute

Personal safety

As stated in the study of Rittichainuwat (2001), that Thailand has good reputations as a safe tourism destination for both western and Asian tourists. However, the individual tourist and the backpacker have faced more problems of personal safety. Without the personal safety, the whole travel experience is ruined. This could affect the overall satisfaction of tourist.

From the result of the multiple regression analysis (Ho24), personal safety was indicated as the most important factor that significantly affected the overall satisfaction of Chinese leisure tourists with Thailand's tourism products. It was relevance to mode of travel (the package tour) selected by Chinese leisure tourists, which indicated that personal safety and convenience are important factors for them.

Price

When considering the place for leisure destination, price is referred to as an important factor. This is especially true in the Chinese market, where the price of the tourism products and services is the most powerful marketing tool. A price cutting strategy has been practiced in order to win customers. Since Thailand is perceived as a good place to first experience modernization at an affordable price (Rittichainuwat, 2001), more of the first time Chinese leisure tourists selected Thailand as the first international destination. (Hong Kong and Macao are considered as the Special Administration Regions) as reported by CNTA in King (2003), Chinese outbound tourists had less expense while they are traveling in Thailand when comparing to the other countries As Chinese tourist considered Thailand as a good value for the money destination, it was supports that the reasonable price of tourism products and service in

Thailand's is one of the important factors in influencing the overall satisfaction of Chinese leisure tourists with Thailand's tourism products.

Education

In year 1990 China started to open the country with the "Open Door Policy" and in year 1992 Chinese tourists were first allowed to travel to Asian countries for leisure purpose which included Thailand. Since then, more Chinese tourists travel internationally to broaden their view and educate themselves with the culture, way of **life** and history of the other countries (Ram, 1993). According to the study of Yu and Weiler (2001), the education attribute also played an important role while Chinese leisure tourists were traveling in Australia. Many of Chinese are eager to educated themselves with new knowledge about the destination. Especially in the families that had kids traveling along, zoos and museums tended to be their favorite place to visit.

As a result of Ho 24, education shows a relationship to the overall satisfaction of the Chinese tourists. The education attribute, which is not only museums or zoos but also informative tour guide, was indicated as the important factor that was associated with the satisfaction of Chinese tourists.

Environment

As stated in the study of King (2003), the reason for Chinese tourists to travel internationally is to escape the environment of the big cities such as Beijing and Shangai. Many Chinese leisure tourists traveled internationally for relaxation, changing the environment or escape from the normal lifestyle, so the environmental attributers such as clean air, non-pollution and the environment at the beach and the countryside of Thailand

can be indicated as an important factor in influencing the overall satisfaction of Chinese

leisure tourists.

Nature

In selecting the international destination of Chinese outbound tourist, the nature

attribute of each destination was ranked as the most important attribute (Rittichainuwat,

2001).

With a variety of beautiful destinations in Thailand, such as waterfalls, beaches,

and mountains, and with the highest score of perceived performance (as shown in Table

5.7), the nature attribute is supported as an important factor in influencing the overall

satisfaction of Chinese leisure tourists.

6.4 Implications and Recommendation

Since 1998, Thailand has ranked as the third most popular destination for Chinese

tourists, and Chinese leisure tourists have represented the large number of tourists visiting

Thailand. Moreover, Chinese leisure tourists create a high amount of tourism receipts

when compared to other countries. But in the past two years with the problem of a price

cutting war and the low quality of package tours, the number of Chinese leisure tourists

has started to fall along with the image of Thailand, which presented as an unfavorable

place to visit (Rittichainuwat, 2001). Measuring satisfaction is an integral part of the

effort that improves quality of products and services and results in competitive

advantages; these include repeat purchases, customer loyalty, word of mouth

recommendation and profitability. However, repeat purchase, customer loyalty may not

tourism products fulfill the expectations of tourist, tourists might look for different destinations for similar, but not the same experiences (Mcdougall and Munro 1994). In this case, the word of mouth recommendations would be considerably more important for the tourism products of certain destinations than gaining a high level of repeat tourists.

The critical role of word of mouth in tourism marketing is that dissatisfied tourist may not only stay away from the destination, but may spread the unfavorable word of mouth opinions to their friends and relatives (Chu, 2002). The spread of negative communication is also faster than positive communication, especially with the prospective Chinese tourists who tend to believe their friends and relatives who experienced on-that product before (Cui, 1997).

It is important for tourism planners (both government and private organizations) tour operators and service providers to understand the tourist's perception of Thailand's tourism products and the factors that could influence the tourist's satisfaction. The implications drawn from this study could be helpful to the tourism organizations and service providers in Thailand to use as information to incorporate with their existing performance evaluation for product development and marketing strategies in order to maintain and enhance their competitiveness in the tourism and related industries.

The Tourism Authority of Thailand (TAT) hopes to boost the number of Chinese tourist arrivals to one million by 2004, compared to 690,000 in year 2001. Since the mode of travel of Chinese tourist is the inclusive tour, the Tourism Authority of Thailand might also need to work more closely with the tour wholesaler and outbound travel agent in China to ensure that the important factors in influencing the satisfaction are considered when promoting and designing the tour packages. Therefore, based on the research, the recommendation is provided as follows:

• According to the data analysis in Chapter 5, personal safety is considered the most important factor in influencing the overall satisfaction of Chinese leisure tourists. Therefore, as Thailand has been positioned as a safe destination, the government should maintain the quality of tourist security. Looking at the result from the disconfirmation paradigm where the personal safety showed dissatisfaction, Tourism Authority of Thailand should be more concerned with problems of cheating tourists, robbery and pick pocketing. Moreover, the tourist policy may be trained to speak Chinese as another foreign language for easy communication when tourists need some help.

• As nature attribute was showing the significantly related to the overall satisfaction of Chinese leisure tourists, such as the beach, river, island, and waterfall. The perceived performance, however, is still showing dissatisfaction. The source of expectations including post cards, commercial, and brochures, all deliver the message of beautiful scenery. However, the Chinese tourists usually went to popular destinations such as Pattaya or Phuket. These areas are much crowded so their performance can be reduced. By creating the new interesting routes that allow tourists to visit new destinations, perception of Thailand's natural scenery may be improved.

• As the new generation of Chinese travel internationally to broaden their view, they are concerned more with education. Museums and zoos may not be the only sources of education but local architecture; monuments, local cuisine, traditional dances or festivals could be considered as educational as well. So for the tourist to be able to understand and be involved, the informative and knowledgeable tour guides plays a significant role in the success. Now there are lots of problem with the Chinese tour guides whether it is cheating tourists on the higher priced jewelry or the expensive optional tour,

or being unwilling to escort the tourists or giving them the wrong information. Quality control of the Chinese tour guides is needed.

- Since experiencing modernization is the major reason for international travel of the Chinese tourist (Ram, 1993), facilities such as accommodation, shopping, food and beverage and nighttime entertainment should be improved. The quality of the facilities according to their needs and expectations, should be relevant to the price that they have pay for the tour program. Moreover tour operator should provide a wider variety of product quality such as wider range of accommodations or the restaurants in order to meet the preferences of the affluent tourist, since the Chinese market has high purchasing power (Milton & Hilditch, 2001; Qu & Li, 1997).

- TAT and the tour operator should provide accurate tourism information to the prospective tourist, not just create propaganda about Thailand, so tourists can have a better understanding and suitable expectations. Moreover, in order to solve the problem of zero dollar tours, tourists should be warned that the low price package tour will also offer a low quality tour program.

6.5 Further study

The Chinese tourist market is a new and powerful market to the global travel industry. Today there are many potential Chinese tourists both for international business and leisure travel. In order to understand this group more effectively, the segmentation of this market is necessary. This research was done with quota sampling by using only gender as the criterion. Setting more criteria for the quota could be more useful and informative for to the next research.

Moreover, this study is focused on Thailand's tourism products in the general idea only. From the Chinese tourist's expectation-performance scores, there are lots of tourism attributes that need to be improved. For future research, the study which focus in detail of a specific industry in detail such as the study on the satisfaction Chinese tourist on of shopping attribute or the recreational attribute should provide the useful result of the health of Thailand's tourism products.

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Appendix

Questionnaire

The satisfaction of Chinese Leisure tourists

With regards to Thailand's Tourism Products

Dear Tourist,

The following questionnaire pertains to a Research project of Graduate school of Tourism Management, Assumption University , Bangkok, Thailand . The intent of the study is to assess the Chinese tourist 's the expectation and satisfaction toward Thailand's tourism products and identify factor that could influence the overall satisfaction of tourist toward Thailand 's tourism products.

The questionnaire will take only 10-15 minutes to fill out at your convenience . Please answer the question by making a circle around your answer and writing your opinions in the space provided . Thank You for your kind corporation.

The Questionnaire is comprised of 4 parts :

Part 1:   The expectation rating

Part 2:   The Performance rating

Part 3:   Overall satisfaction rating

Part 4 :   Personal data

Part I :   To better understand your perception , we would like to know the level of your expectation toward each of Thailand's tourism product attribute .

Rating Scale of expectation level :   5= Very high   4 =high   3 = Neutral   2 = low   1= Very low

Tourism Product Attributes	Expectation level of tourism product attributes				
1. Natural beauty	5	4	3	2	1
(Land scape , Beach, River , Islands and Waterfall , etc .)					
2. Climate :	5	4	3	2	1
(Amount of Sunshine , Moderate temperature ,etc.)					
3. Artistic and Architectural features :	5	4	3	2	1
(Local architecture, Mosques , monuments, pagodas ,etc.)					
4. Distinctive local feature :	5	4	3	2	1
(Local cuisine, local handcraft, folk dress, Way of life traditional dance ,music , etc.)					
5. Festival:	5	4	3	2	1
(Music and dance festival , sport events and competition ,etc.)					
6. Fair and exhibition :	5	4	3	2	1
7. Existence ,condition and accessibility of Ancient ruins	5	4	3	2	1
8. Religious Significance : (Religious observance and practice)	5	4	3	2	1
9. Historical Prominence :	5	4	3	2	1
(Famous historical site from the historical events and / or legends)					
10. Sport facility :	5	4	3	2	1
(Swimming , Golf playing , Horse back riding ,para- sailing ,etc.)					
11. Educational facility :	5	4	3	2	1
(Museum , Zoo , Plantation , Farm, etc.)					
12. Facility conducive to health rest tranquility :	5	4	3	2	1
(Spa , Traditional Massage ,etc .)					
13. Night time creation :	5	4	3	2	1
(Discotheques, Theatres , Concert ,Night Market , Night club , Dining , etc.)					
14. Shopping facility :	5	4	3	2	1
(Souvenir and gift shops , Handcraft shop , Shopping mall , Street Stroll , Flea market, etc.)					
15. Infrastructure:	5	4	3	2	1
(Public transportation facility , road, Information center , Utility , Bank , etc.)					
16. Lodging facility :	5	4	3	2	1
(Hotel , Motel , Guest house , resort, etc.)					
17. Food and Beverage facility :	5	4	3	2	1
(Local Restaurant , Food Street stroll , Chain restaurant , etc.)					
18. Attitude of local toward tourist :	5	4	3	2	1
(Local congeniality and treatment of tourists from host community)					
19. Reasonable price of product and service :	5	4	3	2	1
20. Fluctuation of exchange rate :	5	4	3	2	1
21. Personal safety :	5	4	3	2	1
22. Political stability :	5	4	3	2	1
23. Clean and tidy environment :	5	4	3	2	1

Part II :   To Better understand your perception , we would like to know the level of performance of each of Thailand 's tourism product attributes

Rating scale of performance level : 5 ≈ Very good 4 ≈ good 3 ⁼ Neither good or bad 2 = Bad 1= Very bad

Tourism Product Attributes	Performance of tourism product attributes				
1. Natural beauty	5	4	3	2	1
(Land scape , Beach, River , Islands and Waterfall , etc .)					
2. Climate :	5	4	3	2	1
(Amount of Sunshine , Moderate temperature ,etc.)					
3. Artistic and Architectural features :	5	4	3	2	1
(Local architecture, Mosques , monuments, pagodas ,etc.)					
4. Distinctive local feature :	5	4	3	2	1
(Local cuisine, local handcraft, folk dress, Way of life traditional dance ,music , etc.)					
5. Festival:	5	4	3	2	1
(Music and dance festival , sport events and competition ,etc.)					
6. Fair and exhibition :	5	4	3	2	1
7. Existence ,condition and accessibility of Ancient ruins	5	4	3	2	1
8. Religious Significance : (Religious observance and practice)	5	4	3	2	1
9. Historical Prominence :	5	4	3	2	1
(Famous historical site from the historical events and / or legends)					
10. Sport facility :	5	4	3	2	1
(Swimming , Golf playing , Horse back riding ,para- sailing ,etc.)					
11. Educational facility :	5	4	3	2	1
(Museum , Zoo , Plantation , Farm, etc.)					
12. Facility conducive to health rest tranquility :	5	4	3	2	1
(Spa , Traditional Massage ,etc .)					
13. Night time creation :	5	4	3	2	1
(Discotheques, Theatres , Concert ,Night Market , Night club , Dining , etc.)					
14. Shopping facility :	5	4	3	2	1
(Souvenir and gift shops , Handcraft shop , Shopping mall , Street Stroll , Flea market, etc.)					
15. Infrastructure :	5	4	3	2	1
(Public transportation facility , road, Information center , Utility , Bank , etc.)					
16. Lodging facility :	5	4	3	2	1
(Hotel , Motel , Guest house , resort, etc.)					
17. Food and Beverage facility :	5	4	3	2	1
(Local Restaurant , Food Street stroll , Chain restaurant , etc.)					
18. Attitude of local toward tourist :	5	4	3	2	1
(Local congeniality and treatment of tourists from host community)					
19. Reasonable price of product and service :	5	4	3	2	1
20. Fluctuation of exchange rate :	5	4	3	2	1
21. Personal safety :	5	4	3	2	1
22. Political stability :	5	4	3	2	1
23. Clean and tidy environment :	5	4	3	2	1

Part III Satisfaction level of tourist toward Thailand 's tourism product

During your stay in Thailand , What is your level of overall satisfaction toward Thailand tourism's product ？
Please circle around your answer .

Very satisfy	5
Satisfy	4
Neither satisfy or dissatisfy	3
Dissatisfy	2
Very dissatisfy	**1**

Part IV : Personal Data

1.   What is your gender ？

_____   Male   _____   Female

2.   What is your age ？

_____ Under 25   _____   45-54

_____ 25-34   _____   55 and over

_____ 35-44

3.   What is your highest graduated level of education ？

_____ High School or less   _____   Vocational School

_____ Bachelor Degree   _____   Master degree

_____   Other _____

4.   What is your present occupation ？

_____ Professional   Administrative and Managerial

_____ Government and Military Personnel   Agricultural worker

_____ Clerical , Salesmen and Commercial Person   Housewife

_____ Laborer, Production and Service worker   Student

_____   Retired   _____ Other _____

5.   Which group best describes your annual family income ？

_____ below 10000 Yuan, 10000-20000 Yuan

_____ 20001-30000 Yuan, 30001- 40000 Yuan

_____ 40001-50000 Yuan, 50001-60000 Yuan

_____   and above 60000 Yuan

中国大陆游　对泰国旅游产品满意度　表

亲　的　客
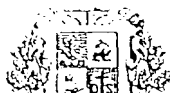
　份问卷表是泰国曼谷 Assumption　　　管理研究生院调研项

国　陆游客对泰国旅游

度，以便确定影响中国大陆游客对泰国旅游产品总体满意度的因素。该问卷表

大约需要您 10-15 分钟来回答。请在您选择的答案前画圈，并在空白处写上您

的意见。

非常感谢您的合作！

该问卷表包括以下四部分：

第一部分：预期评价

第二部分：表现评价

第三部分：总体满意度评价

第四部分：个人资料

一 ， T 的 对
期 介。

预期 fir ： 5: 4: 高 3: 中 2: 低 1:

_____ _____

1. 自然景观 （风 ，海滩，河流，岛屿，瀑布等）	5	4		2	1
	5	4	3	2	1
3. 艺术建筑外观 （ 地建筑，庙宇，己 碑，塔等）	5	4	3	2	1
4. ， 1S 统 ）	5	4	3	2	1
5. 节日（歌舞节，体育竞赛等）	5	4	3	2	1
6. 展览会	5	4	3	2	1
7. 参观古遗迹	5	4	3	2	1
8. 宗教特色（参观，参与）	5	4	3	2	1
9. 历史古迹（与人或神话有关）	5	4	3	2	1
10. 体育设施 （游泳，高尔夫，骑马，海上游乐	5	4	3	2	1
11. 教育设施 （动物园，植物园，博物馆，农场	5	4	3	2	1
12. 休闲健身（温泉，按摩等）	5	4	3	2	1
13. 夜间娱乐 （夜总会，剧院，夜市，音乐会等）	5	4	3	2	1
14. 购物设施场所 （ 品店，购物中心， 市	5	4	3	2	1
15. 基础建设 等	5	4	3	2	1
16. 住宿设施 （旅馆， 车旅馆， ）	5	4	3	2	1
17. 餐饮业设施 （当地餐厅，	5	4	3	2	1
18. 本地人对游客 度（ ）	5	4	3	2	1
19. 户 合	5	4	3	2	1
20. 汇 动	5	4	3	2	1
21. A 2	5	4	3	2	1
22. 正		4	3	2	1
23. 干	5	4	3	2	1

为了更好 解您的 ，我们很想

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旅游业产物

	5	4	3	2	1
1. 自然 观 风 海滩，河流，岛屿，瀑布 ）	5	4	3	2	1
2. 气候（阳 ，温度等）	5	4	3	2	
3. 艺术建筑外观（当地建筑，庙宇，纪 碑，塔等）	5	4	3	2	1
4- 当地特色 手工	5	4	3	2	1
5. 节日（歌舞节，体育竞赛等）	5	4	3	2	1
	5	4	3	2	1
7. 观古MA	5	4	3	2	1
8. 宗教特色（ ， ）	5	4	3	2	1
9. 历 迹（ 人或神话有关）	5	4	3	2	1
10. 体育设施（游泳，高尔夫，骑马，海上游乐活动等）	5	4	3	2	1
11. 教育设施 博物馆，农场等）	5	4	3	2	1
12. 休闲健身（温泉，	5	4	3	2	1
13. 夜间娱乐 夜市，	5	4	3	2	1
14. 购物场所 店 中心，	5	4	3	2	1
15: 基础建设 公共交通， 信息中心， ）	5	4	3	2	1
16. 住宿设施 招待所）	5	4	3	2	1
17. 餐饮业设施 ， 锁餐厅 ）	5	4	3	2	1
18. 地人 （ 友 ）	5	4			1
19. fit	5	4	3	2	1
20. 1	5	4	3	2	1
21. 安	5	4	3		
		4			
23. T1	5	4	3	2	1

的满意度

您 期 ，kJ 4M 总 A 何，

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很不满意

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___ 小于 25   ___ 25-34

35-44   45-54   55 岁

3. 您的最

           他 ----

4. 您的职业

— 业人员————   行政管理人员

- 政府职员或军人 ————业人员

- 公   员

—TA, 人员

           A

5.   均 A

— 于 10,000   —10,001— 20,000 元

—20,001— 30,000 元   —30,001 – 40,000 元

— 40,001 -50,000 元   —50,001 – 60,000 元

           60,000 元

6.   ? _____

7.   _____

8.   ____ 男 L   _____

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