

ABSTRACT

This study aimed to explore tourist satisfaction as determined by the perceived discrepancy between desired and actual situation in terms of destination attractiveness attributes for Vietnamese tourists who are visiting Thailand as a “group inclusive tour”. The study examines the relationship between variables of tourist destination’s attractiveness attributes and the overall levels of satisfaction obtained by Vietnamese tourists during their visiting time, and to investigate which variables of destination attractiveness attribute are most important contributing to their levels of satisfaction.

The expectancy-disconfirmation theory provided a conceptual framework for this study. The sample size of interest in this research will be composed of Vietnamese tourists, who traveled to Thailand in package tours between November and December in 2004. The survey was conducted at five different hotels in Bangkok. Out of 382 questionnaires, 357 were usable. Therefore, the data from 357 respondents were analyzed in this study.

Appropriate statistical analyses such as frequencies, descriptive, the paired samples t-test, correlation analysis, and multiple regressions were used according to respective objectives and descriptors. The findings showed that there were the differences between trip-expectations and trip-performance of destination attractiveness attributes. The multiple regression analysis revealed that there was a positive relationship between destination attractiveness attributes and tourists’ overall satisfaction given by Vietnamese tourists during their visiting time.