Abstract

This research studied about the perception of international tourists towards various tourism products and services at Ko Samui. It was estimated that the number of international tourists visiting Ko Samui each year was 850,827, so a number of 384 samples was used in this study at 5% tolerable error, using non-random convenient sampling technique. Descriptive statistics were used to analyze the demographic characteristics of respondents, as well as the degrees of perceptions towards various tourism products and services. Inferential statistics in the forms of t-test and ANOVA were used to test various hypotheses set in this study.

Findings reveal that the perception of international tourists towards various tourism products and services at Ko Samui are 3.83 for transportation, 3.79 for accommodation, 3.68 for travel agency services, 3.59 for activities on Ko Samui, 3.57 for restaurant and entertainment, which could be interpreted as quite good; 3.13 for cultures and festivals, and 3.03 for safety, which could be interpreted as neutral.

Results from hypothesis testing reveal that there is no difference in international tourists' perception in the following aspects: transportation facilities when classified by nationality, gender, and marital status; accommodation when classified by gender and marital status; travel agency services when classified by nationality, gender, and marital status; activities on Ko Samui when classified by nationality, age, gender, and marital status; restaurant and entertainment when classified by age, gender, marital status, education, and income; culture and festival when classified by nationality, age, gender, marital status, education, and income; safety when classified by age, gender, marital status, and education. There is a difference in international tourists' perception in the following aspects: transportation facilities when classified by age, edu ation, and income;

accommodation when classified by nationality, age, education, and income; travel agency services when classified by age, education, and income; activities on **Ko Samui** when classified by education and income; restaurant and entertainment when classified by nationality; safety when classified by nationality and income.