

# **BUSINESS AND LEISURE TOURISTS' PERCEPTION ON SELECTED ATTRIBUTES OF LUXURY HOTELS IN BANGKOK: A COMPARATIVE STUDY**

**Shveta Kukreja and Adarsh Batra, Ph.D**  
Graduate School of Business, Assumption University

## **ABSTRACT**

*The Travel and Tourism Industry in Bangkok is growing at a steady pace which holds the Hospitality Business in a strong position. In order to understand the customers' purchase behavior in the hospitality industry, specifically Luxury hotels, it is necessary to know the perception of tourists' regarding several attributes of luxury hotels that create value. Different guests see value in a different light depending on their purpose of travel. The main purpose of this study was to determine the difference in the perception of business tourists and leisure tourists toward the selected attributes of luxury hotels in Bangkok. The related attributes were brand name and reputation, physical property, guestroom design and amenities, bathroom fixture and amenities, functional service, interpersonal service, food and beverage related services and quality standards.*

*The respondents of this study were Business and Leisure tourists who had stayed in selected luxury hotels in Bangkok. A total of 400 valid questionnaires were obtained by sample survey. It was found that there was no significant difference between business and leisure tourists in their perception of interpersonal services and food and beverage related services of luxury hotels in Bangkok. There were significant differences between business and leisure tourists' in their perception of brand name and reputation, physical property, guestroom design and amenities, bathroom fixture and amenities, functional service and quality standards.*

## **INTRODUCTION**

For many years Thailand has been a very attractive tourism destination for a wide range of traditional and alternative tourists. Tourism has played a major part in Thailand's economic position and continues to improve despite setbacks such as SARS (Severe Acute Respiratory Syndrome), terrorism and economic downturn. The tourism industry in Thailand has an important role in generating income and growth to the country especially in times of economic recovery. Tourist arrivals have continued to increase each year, with successive marketing campaigns launched from time to time by the Tourism Authority of Thailand, which has made positive contribution in increasing Thailand's profile as a tourist destination.

International tourists visited Thailand before 1960 (Mingsam, Bezic & White, 1998), but they were not significant in terms of numbers until later years. In 1960, there were only 81,340 tourists arrivals,

however, Thailand welcomed more than 10 million tourists in years 2002 and 2003, and looks forward to greeting about 12 million tourists in the year 2005 (Tourism Authority of Thailand, 2005). Meetings, Incentives, Conventions and Exhibitions (MICE) visitors accounted for 15% to 17% of the total tourist arrivals in Thailand in the year 2003.

This article reports on our study of how the overall best practice champions create visible value, as determined by their customers. For the purpose of this study, we define value as customers' perceptions that specific hotel attributes have fulfilled their needs during their hotel stay. In order to understand the customers' purchase behavior in the hospitality industry, specifically the luxury hotels, it is necessary to measure the perception of tourists' regarding several attributes of luxury hotels. The four luxury hotels selected for this study were Amari Airport Hotel (Bangkok International Airport), Dusit Thani Hotel (Silom), J.W. Marriott Hotel (Sukhumvit) and Novotel