A COMPARATIVE STUDY OF INTERNATIONAL TOURISTS SATISFACTION IN THAILAND

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by

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate' s Advisor and Committee Members/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 Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

This research focuses on a comparative satisfaction survey among international tourists from four countries: China, Japan, the U.S.A and the U.K. who visited Thailand. Destinations attract visitors from a wide range of countries and it is therefore inappropriate to only assess the satisfaction levels of one cultural group of tourists.

The objective of this study was to identify and compare the satisfaction of international tourists from U.K., the U.S.A, Japan and China with their travel experiences in Thailand, and recommend management implications to handle cross-cultural issues. In order to understand the relationship between the different variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual framework.

The data was collected by a set of questionnaires distributed to 400 international tourists at Suwarnabhumi International Airport, Bangkok at the end of their holidays in Thailand. Descriptive statistics, One-way ANOVA and post-hoc analysis were performed to analyze the perception of respondents' satisfaction levels.

The study found out that the U.K. tourists perceived higher satisfaction than the other three countries; while Japanese tourists got lowest while traveling in Thailand. The hypotheses testing showed significant differences and similarities in certain aspects of foreign tourists' satisfaction of tourist destinations, attributes, activities, prices and impressions of Thailand as a destination. In addition, recommendations were made for the Thailand tourism industry to better understand key tourists markets

and customize accordingly.

Keywords: Cross-cultural; Tourists; satisfaction; Thailand

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CHAPTER I

GENERALITIES OF THE STUDY

Tourism is vital for many countries in recent decades due to the large intake of money for businesses with their goods and services and the opportunities for employment in the service industries associated with tourism. According to World Tourism Organization (UNWTO) (2009), there were over 924 million international tourist arrivals in 2008, receipts US$ 944 billion in 2008. World Travel & Tourism Council (WTTC) is forecast to account for US$ 5,474 billion of economic activity, equivalent to 9.9% of total GDP in 2009. Real GDP growth for the travel & tourism economy is expected to be -3.5% in 2009 because of the impact of the global economic crisis, but to average 4.0% per annum over the coming 10 years. The contribution of the travel & tourism economy to employment is expected to rise from 219,810,000 jobs in 2009, 7.6% of total employment, to 8.4% of total employment by 2019.

1.1 Background of the Study

International tourism has grown rapidly over the last 50 years, which has resulted in major challenges in destination management (Echtner and Ritchie, 2003). Throughout the world an increasing number of destinations have been developed for tourism, heightening the competition in the tourism sector (Pawitra and Tan, 2003). Facilitated by increased levels of disposable income, increased leisure time and more efficient transport systems, tourists today have a wide range of destination choices available (Weaver and Lawton, 2002).

With the accelerating growth in competition, customer satisfaction has become a critical issue within the tourism industry. Satisfaction is a key judgment made by customers about products or services and can heavily influence the success of a destination (Bowen and Clarke, 2002). Tourism is an experience made up of many inter-related components and thus tourist satisfaction with a destination can be

considered a cumulative measure of total consumption and purchase experience over time (Haber and Lerner, 1998). Under the growing complexity and competitiveness of the global marketplace, the development, survival, success and failure of a tourism destination depends largely upon the satisfaction of customers (Haber and Lerner, 1998). Thus, ensuring the satisfaction of tourists can increase the competitiveness of a destination and influence the decision-making process of potential tourists.

It is widely agreed in the literature that favourable tourist perceptions are positively related to customer satisfaction, which is important for the long-term economic success of a destination (Akama and Kieti, 2003). Destinations must be effectively managed and all individual products and services that make up the tourism product must be considered (Kozak and Rimmington, 2000). Tourism marketers strive to ensure the optimal positioning of a destination in a highly competitive marketplace (Beerli and Martin, 2004). However, most destination-positioning strategies do not take into account cross-cultural differences.

The influence of national cultural characteristics on determining tourist satisfaction levels has not been given much consideration in the literature (Pizam and Jeong, 1996). The literatures indicate that satisfaction levels, tourist behaviour and tourist perceptions of a destination or service business may vary according to countries of origin (Pizam and Sussman, 1995; Pizam and Jeong, 1996; Kozak, 2001). These variations in customer attitudes and behaviours emphasize the need for destination managers to segment the market and develop specific marketing strategies for each cultural group. The literature suggests that cultural differences result in different post-trip evaluations of a destination and may influence satisfaction levels (Turner, Reisinger and McQuilken, 2001). However, although it is vital for tourism managers to understand any cultural differences in tourists' perceptions of their holiday experiences (Turner et al., 2001), the majority of tourist satisfaction research focuses on sample populations of only one cultural group (Kozak and Rimmington, 2000). As tourist destinations attract tourists from different cultures and countries, it is not reasonable to examine the satisfaction level of only one special group of countries.

1.1.1 The Tourism Industry in Thailand

Located in South East Asia, Thailand is well placed to integrate with wider tourism development trends both regionally and globally. The destination becomes more and more popular because of its long history, its culture and its unique customs and habits. The history and development of Thailand has produced a legacy of grand culture, history and artistic heritage yielding strong tourism attractions. Relying on its nature scenery and luxurious culture, Thailand tourism has had a steady growth. Thailand has become a popular tourism destination on both the regional and world level.

Table 1.1: The World's Top Tourism Destinations

		1995	2000	2005	2006	2007
						(million)
World		*536*	*683*	*803*	*847*	*903*
1.	France	60	77.2	75.9	78.9	81.9
2.	Spain	34.9	47.9	55.9	58.2	59.2
3.	United States	43.5	51.2	49.2	51	56
4.	China	20	31.2	46.8	49.9	54.7
5.	Italy	31.1	41.2	36.5	41.1	43.7
6.	United Kingdom	21.7	23.2	28	30.7	30.7
7.	Germany	14.8	19	21.3	23.5	24.4
8.	Ukraine	3.7	6.4	17.6	18.9	23.1
9.	Turkey	7.1	9.6	20.3	18.9	22.2
10.	Mexico	20.2	20.6	21.9	21.4	21.4
11.	Malaysia	7.5	10.2	16.4	17.5	21
12.	Austria	17.2	18	20	20.3	20.8
13.	Russian Federation	—	—	19.9	20.2	—
14.	Canada	16.9	19.6	18.8	18.3	17.9
15.	Hong Kong(China)	—	8.8	14.8	15.8	17.2
16.	Greece	10.1	13.1	14.8	16	—
17.	Poland	19.2	17.4	15.2	15.7	15
18.	**Thailand**	**7**	**9.6**	**11.6**	**13.8**	**14.5**
19.	Macao(China)	4.2	5.2	9	10.7	12.9
20.	Portugal	9.5	12.1	10.6	11.3	12.3

Source: World Tourism Organization (UNWTO), 2008

According to UNWTO, Thailand ranks as 18th of the world's top tourism destinations in 2007 representing 1.6% of the market share (see Table 1.1). In the Asia

and Pacific region, Thailand ranks as 4th representing 7.8% of the market share in 2007 (see Table 1.2). Tourism plays significant importance in Thai economy as its major source of generating foreign exchange earnings, creating employment, and indirectly contributing to infrastructure development, technology and experience.

Table 1.2: International Tourist Arrival to Asia and Pacific Region (2005-2007)

Major destinations	International Tourist Arrivals			
	(1000)			Share (%)
	2005	2006	2007	2007
Asia and the Pacific	*154,641*	*166,981*	*184,329*	*100*
Australia	5,02	5,064	—	—
Cambodia	1,333	1,591	1,873	1
China	46,809	49,913	54,72	29.7
Fiji	550	545	539	0.3
Guam	1,228	1,212	1,225	0.7
Hong Kong(China)	14,773	15,822	17,154	9.3
India	3,919	4,447	4,977	2.7
Indonesia	5,002	4,871	5,506	3
Japan	6,728	7,334	8,347	4.5
Korea Republic of	6,023	6,155	6,448	3.5
Lao	672	842	-	-
Macao(China)	9,014	10,683	12,945	7
Malaysia	16,431	17,547	20,973	11.4
Maldives	395	602	676	0.4
New Zealand	2,383	2,422	2,466	1.3
Philippines	2,623	2,843	3,092	1.7
Singapore	7,079	7,588	7,957	4.3
Taiwan(China)	3,378	3,52	3,716	2
Thailand	**11,567**	**13,822**	**14,464**	**7.8**
Vietnam	3,468	3,583	4,172	2.3

Source: World Tourism Organization (UNWTO), 2008

The tourism industry has generated a high volume of revenue for Thailand (see Table 1.3). The revenue from international tourists was US$15.6 billion in 2007, which contribute an estimate 6.7% to Thailand's GDP and ranks 11th of world international tourism receipts (UNWTO, 2008). The number of international tourists arriving in Thailand from 1998 to 2008 is shown in Table 1.4. International tourist arrivals continued to increase to 14.54 million in 2008. According to WTTC, the Travel & Tourism Economy is expected to contribute directly 6.5% to Gross

Domestic Product (GDP), with US$16.4 billion in 2009 and to average 6.1% per annual over the coming 10 years, contribute 6.6% to GDP rising to US$35.0 billion by 2019. The contribution of the Travel & Tourism Economy to employment is expected to rise from 4,040,000 jobs in 2009, 11.15% of total employment to 5,007,000 jobs, 12.1% of total employment jobs by 2019.

Table 1.3: International Tourism Receipts

	1995	2000	2005	2006	2007 (billion)
world	**405**	**475**	**680**	**742**	**856**
1. United States	63.4	82.4	81.8	85.7	96.7
2. Spain	25.4	30.0	48.0	51.1	57.8
3. France	27.4	30.8	44.0	46.3	54.2
4. Italy	28.7	27.5	35.4	38.1	42.7
5. China	8.7	16.2	29.3	33.9	41.9
6. United Kingdom	20.5	21.9	30.7	33.7	37.6
7. Germany	18.0	18.7	29.2	32.8	36.0
8. Australia	8.1	9.3	16.9	17.8	22.2
9. Austria	12.9	9.8	16.1	16.6	18.9
10. Turkey	5.0	7.6	18.2	16.9	18.5
11. Thailand	**8.0**	**7.5**	**9.6**	**13.4**	**15.6**
12. Greece	4.1	9.2	13.7	14.3	15.5
13. Canada	7.9	10.8	13.8	14.6	15.5
14. Malaysia	4.0	5.0	8.8	10.4	14.0
15. Hong Kong(China)	7.8	5.9	10.3	11.6	13.8
16. Netherlands	6.6	7.2	10.5	11.3	13.4
17. México	6.2	8.3	11.8	12.2	12.9
18. Sweden	3.5	4.1	7.4	9.1	12.0
19. Switzerland	8.3	6.6	10.1	10.6	11.8
20. India	2.6	3.5	7.5	8.6	10.7

Source: World Tourism Organization (UNWTO), June, 2008

1.1.2 Thailand Tourism Challenge

Despite the current growth of inbound tourism to Thailand, there are several challenges which need to be considered for the development of tourism in Thailand. The type of traveler to Thailand has changed. The East Asian and European are the main markets, which represented nearly 80% of the total market from 2004-2007

(Immigration Bureau, Thailand, 2008). Despite this, other emerging markets such as the Middle East, Oceania and South Asia have shown faster growth in recent years. Thailand is exposed to tourism from a wide range of cultural backgrounds. Non-English speaking tourists outnumbered the English-speaking tourists (Immigration Bureau, Thailand, 2008). The diversity of visitors will be the future target of the Thailand tourism industry, and the holiday experiences and satisfaction of these markets should be enhanced by paying attention to their culturally determined needs.

Moreover, the tourism industry is international. The tourism industry practitioners of tomorrow should adopt an international and cross-cultural perspective. Thailand tourism officials must accommodate the culturally based needs of international tourists. Therefore, efforts cannot be directed only to promotion of tourist facilities and national resources. Efforts must be made to learn about the cultural background of the incoming tourists and the potential influence of cultural background on the tourists' expectations and experiences.

Thailand, furthermore, has suffered from political instability. The closure of Suvarnabhumi Airport (26 November 2008, by the Yellow Shirts protestors), a Red Shirts' initiated cancellation of the East Asia Summit in Pattaya (11 April 2009), the riots in Bangkok and the imposition of the state of emergency around Songkhran festival 2009 (12 April 2009). Moreover, the extremely volatile world economy in the second half of 2008 and influenza A (H1N1) in 2009 still affected the tourism demand. It resulted in international tourist arrival drop by 28% in the last quarter 2008 as compared to 2007, and declined by nearly 20% in the January 2009 as compared to 2008.

It is not the first time that Thailand tourism has suffered a setback. In the recent past, both SARS in early 2003, and the Tsunami of December 2004, had significant effects on the number of international arrivals. Bird flu also emerged at the beginning of 2004 in Thailand caused a decreased number of visitors in the 2004-2005 period.

Now Thailand tourism industry is facing a new challenge: confronting the economic downturn. In January 2009, a quadruple cooperation among the Ministry of

Foreign Affairs, the Ministry of Commerce, the Board of Investment and the Ministry of Tourism and Sports, together with concerned private sectors, launched a promotional campaign to boost the country's profile. Road shows were organized in various source market countries, for instance: Japan, China, Korea and the United Kingdom. The government has also waived visa fees for all types of tourists travelling to Thailand from 5 March to 4 June 2009 (Bangkok Post, 2009).

Table 1.4 International Tourist Arrivals to Thailand from 1997- 2008
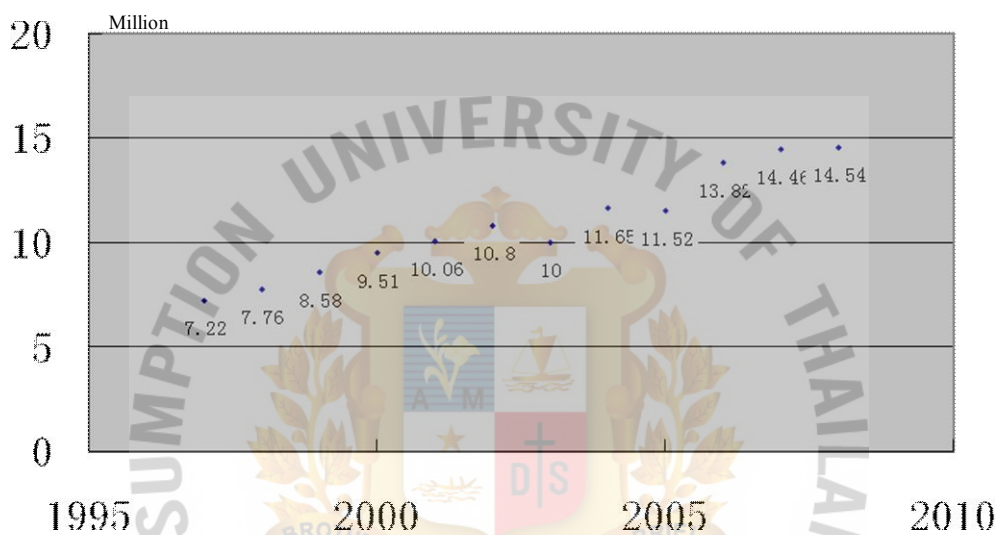
Source: Immigration Bureau, Thailand, 2009

1.1.3 The United States, United Kingdom, China and Japan Inbound Markets to Thailand

According to World Tourism Organization (UNWTO), as much as 80% of international travel takes place within the same region. Travel between different regions tends to grow at a faster rate than intraregional travel. In 2007, interregional travel increased by 8% against a growth of 6% for intraregional traffic. In terms of source markets, international tourism is still largely concentrated in the industrialized countries of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, in particular markets in Asia. UNWTO's Tourism 2020 Vision forecasts

that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers (UNWTO, 2008).

According to World Tourism Organization (UNWTO, 2008), United States, United Kingdom, China and Japan were among the top 10 international tourism expenditure countries around the world in 2007 and 2006. In 2007, ranking in terms of international tourism spending, the USA and the UK remained at second and third spot, representing 8.9% and 8.5% of market share; Japan was overtaken by Italy and China moved from fifth to seventh position, representing 3.1% of the international tourism expenditure market. The strongest growth came from China which increased by 23% as compared to 2006, which is now in fifth place with an expenditure on tourism abroad of nearly US$30 million, representing 3.5% of the market share (see Table 1.5).

Table 1.5: Top Ten International Tourism Expenditure Countries

Rank	International Tourism Expenditure (US$ billion)		Market Share (%)
	2006	2007	2007
World	*742*	*856*	*100*
1. Germany	73.9	82.9	9.7
2. United States	72.1	76.2	8.9
3. United Kingdom	63.1	72.3	8.5
4. France	31.2	36.7	4.3
5. China	24.3	29.8	3.5
6. Italy	23.1	27.3	3.2
7. Japan	26.9	26.5	3.1
8. Canada	20.5	24.8	2.9
9. Russian Federation	18.2	22.3	2.6
10. Korea	18.9	20.9	2.4

Source: World Tourism Organization (UNWTO), 2008

Moreover, United States, United Kingdom, China (excluding Hong Kong and Taiwan) and Japan tourist market are the main sources of international tourist to Thailand during the past decade. The four countries represented nearly 25% of the total international market share from 2004 to 2007 (Immigration Bureau, Thailand, 2008). According to the top ten Thailand source market, Japan remains the second

biggest market to Thailand from 2004 to 2007. In 2007, the number of Japanese tourists visiting Thailand was 1.3 million, representing 8.8% of the international market. China (excluding Hong Kong and Taiwan), United Kingdom and U.S.A occupied respectively from fourth to sixth, representing 6.27%, 5.94% and 4.71% of the market share in 2007 (see Table 1. 6).

Table 1.6: Top 10 International Tourist Arrival to Thailand by Nationality, 2004-2007

International Tourism Arrival to Thailand by Nationality, 2004 – 2007

Country of Nationality	2007 Number	% Share	2006 Number	% Share	2005 Number	% Share	2004 Number	% Share
Malaysia	1,540,080	10.65	1,591,328	11.51	1,373,946	11.88	1,404,929	11.97
Japan	1,277,638	8.83	1,311,987	9.49	1,196,654	10.35	1,212,213	10.33
Korea	1,083,652	7.49	1,092,783	7.91	816,407	7.06	898,965	7.66
China	907,117	6.27	949,117	6.87	776,792	6.72	729,848	6.22
U.K.	859,010	5.94	850,685	6.15	773,843	6.69	757,268	6.45
U.S.A.	681,972	4.71	694,258	5.02	639,658	5.53	627,506	5.35
Australia	658,148	4.55	549,547	3.98	428,521	3.70	399,291	3.40
Singapore	604,603	4.18	687,160	4.97	650,559	5.62	578,027	4.92
Germany	544,495	3.76	516,659	3.74	441,827	3.82	455,170	3.88
India	536,356	3.71	459,795	3.33	381,471	3.30	332,387	2.83
Grand Total	14,464,228	100.00	13,821,802	100.00	11,516,936	100.00	11,650,703	100.00

Source: Adapted from Immigration Bureau, Police Department, Thailand, 2008

According to the Immigration Bureau of Thailand (2008), the first-visit tourists from U.S.A (37%), U.K. (40%), and Japan (37%) were less than from China (60%). For travel arrangements, more than 80% U.S.A and U.K. tourists and 60% of Japanese tourist were Free Independent Traveler (FIT), and the Chinese tourists were more likely to travel by package, representing 57%. Almost all the tourists from the four countries visited Thailand for the purpose of "leisure". For the average length of stay,

U.S.A and U.K. tourists represent 10.6 and 14.8 days; Chinese 7 days, and Japanese 8 days respectively.

1.2 Statement of the Problem

Customer satisfaction within the travel and tourism industry has been extensively researched (Chon and Olsen, 1991; Pizam and Milman, 1993; Danaher and Arweiler, 1996; Weber, 1997). There is much research concerning tourist satisfaction with a particular destination, but little research has been conducted to assess cross-cultural differences. Destinations attract visitors from a wide range of countries and it is therefore inappropriate to only assess the satisfaction levels of one cultural group of tourists. Culture influences value systems, behaviors and perceptions. Therefore, understanding cross-cultural differences can help maintain or increase visitor satisfaction to a destination. As the number of tourists of widely differing cultures to a destination increases, there will be heightened pressure on destination managers to segment the market and cater to the different needs of each cultural group (Turner et al., 2001). The topic being new in the field of tourism and therefore further investigation into the relationship between cultural differences and satisfaction levels is required. It therefore seemed appropriate to investigate the affect of culture on tourist satisfaction with a holiday destination.

As an emerging destination, Thailand is experiencing a fast growth of international visitors from different cultural backgrounds. Consequently, greater cross-cultural awareness, understanding and acceptance of cultural differences are needed by Thailand based tourism practitioners. Nationality has an important intervening effect on tourism behaviors. This is true in the care of perceived nationality differences where residents of tourist entrepreneurs tend to hold specific stereotypes of tourists based on their nationalities. The Thailand tourism industry needs to broaden its understanding of both Western and Asian cultural differences, encourage an atmosphere of familiarity and comfort, thereby contributing to enhanced visit satisfaction among different cultural background tourist groups. This study is

aimed to explore international tourists' satisfaction with a focus on regional comparison and Thailand as a destination based on the following research questions:

- Are differences in levels of satisfaction culturally based?
- Whether there are differences in satisfaction among foreign tourists in Thailand with tourist attractions, destination attributes, activities, travel price and revisit intention.

1.3 Research Objective

1.3.1   To identify and compare the satisfaction of international tourists from U.K., the U.S.A, Japan and China with their travel experiences in Thailand.

1.3.2   Recommend management implications to handle cross-cultural differences between tourists' perceived satisfaction.

1.4 Scope of the Research

The focus of this study is investigating a cross-cultural satisfaction survey among international tourists from four regions: North America, Europe, Japan and other Asia/Pacific regions. The satisfaction level of international tourists from these four different regions are analyzed and compared to find regional similarities and differences.

This study analyzes various cultures from a broad national perspective, and recognizes the national dominant cultural characteristics of different regional markets that distinguish them from the Thai population. The questionnaires will be distributed to the target group at Suvarnabhumi international airport.

1.5 Limitations of the Study

The sample will be drawn exclusively from visitors who depart through Suvarnabhumi international airport from September to October. This may cause possible non-representation for year round tourists and tourists using other methods of

transportation or alternate airports. One limitation could be the including of the U.K. representing the European Union, but in fact there are cultural differences among the European countries. The opinion expressed by tourists of one country of origin and the results should not be generalized to other tourists visiting Thailand.

1.6 Significance of the Study

The study focuses on a cross-cultural satisfaction survey carried out among tourists who visit Thailand. It will bring significant benefit to the tourism industry that understands international tourist satisfaction level.

Service providers play a key role in satisfying customers' expectations. Of particular importance is the extent to which service providers understand the nature of the tourists' needs. Moreover, understanding the different satisfaction level among these major markets could benefit Thailand tourism industry, both public and private sectors, with knowledge to provide tourists with psychological comfort.

1.7 Definition of Terms

Cultural

> An umbrella word that encompasses a whole set of implicit widely share beliefs, traditions, values, and expectations which characterize a particular group of people. It identifies the uniqueness of the social unit, its values and beliefs (Leavitt and Bahrami, 1988).

Cross-cultural research

> The study of differences across nations for the purpose of determining whether similar patters exist among consumers and decision makers in different countries (Pizam, 1999). Cross-cultural research involves the comparison of two or more presumably distinct cultures or two or more societies that possess distinct cultures (Chick, 2000).

Destination attribute

Specific and generic features of a destination either are tangible resource or intangible resource (Weaver and Lawton, 2002).

Satisfaction

It is a psychological outcome deriving from an experience (Crompton and Mackay, 1989).

International tourist

persons who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited"(World Tourism Organization, 1991).

Tourist satisfaction

It includes tourists' experience in a particular destination, therefore, encompasses all activities tourists participate in while staying at a destination, and their perceptions of attributes and pricing. In this study, tourist satisfaction represents satisfaction with attributes, attractions, activities and overall level of tourism satisfaction with their experience in Thailand.

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

The literature review for this research will focus on the related topics of this study. The topics are discussed in detail as following: Culture; Cultural differences; Cross-cultural research; Satisfaction; Measurement of satisfaction and previous study.

2.1 Culture

Culture is a way of life of a particular group of people, and it holds human groups together (Harris and Moran, 1979). Culture represents patterns of behavior associated with particular groups of people (Barnlund and Araki, 1985).

Hofstede (1991) described culture as 'the collective programming of the mind, which distinguishes the member of one group or category of people from another'. Many definitions of cultural indicate that cultural is 'the sum of people's perceptions of themselves and of the world…' (Urriola, 1989) the similarity in people's perceptions indicates the existence of similar cultures and sharing and understanding of meanings (Samovar, Porter, & Jain, 1981).

Culture is an umbrella word that encompasses a whole set of implicit widely share beliefs, traditions, values, and expectations which characterize a particular group of people (Pizam el al., 1997). It identifies the uniqueness of the social unit, its values and beliefs (Leavitt and Bahrami, 1988). These widely shared values are programmed into individuals in subtle ways from quite an early age (Otaki *et al.*, 1986), are resistant to change (Hofstede, 1991) and remain evident when at home or while traveling abroad (Pizam and Reichel, 1996; Pizam and Sussmann, 1995). Members of a similar culture have similar values; develop similar perceptions, attitudes, and stereotypes; and participate in similar activities (Samovar, Porter, and Jain 1981). Cultural differences have often been purported as the basis for specific "stereotypes" given to tourists from specific national origins.

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The cultural values, the most important variables in differencing cultures, determine the similarities and differences in cultural backgrounds (Hall, 1976; Hofstede, 1980). Cultural values determine rules of social behavior, which vary across cultures and generate interaction difficulties.

2.2 Cultural Differences

Culture is about differences and cultural differences are obvious (Wallerstein, 1990). Cultural differences can be identified in cultural values; social categories such as role, status, class, hierarchy, attitudes, perceptions, patterns of interaction, relationships, verbal (language and paralanguage: intonation, laughing, crying, questioning) and nonverbal (body language such as facial expressions, head movements, gestures, use of space, use of physical distance between people); communication and service (Wei, Crompton, and Reid 1989).

Sheldon and Fox (1988) indicated many cultural differences in relation to interaction patterns between guests and service providers. These differences may lead to different perceptions of what constitutes proper guest treatment, and can shape different attitudes of hosts towards the tourists they serve (Richter, 1983). What is important for guests from the US may not have the same level of importance for Japanese or Chinese customers.

Cultural differences can cause problems in social interaction between participants of different cultural backgrounds. Cultural differences lead to differences in tourist satisfaction levels, and tourism measures dealing with target market should incorporate these differences. Thus, the global scope of tourist satisfaction level necessitates research on international differences. Beerli and Martin (2004) indicate that nationality and culture have a significant effect on tourism and consumer behavior.

The cultural differences still influence the interaction between international tourists and host. In the cross-cultural context the cultural background of tourist and hosts, especially the cultural similarities and differences in their background, mostly

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determine the interaction. The cultural values, the most important variables in differing cultures, determine the similarities and differences in cultural backgrounds (Hofstede, 1980). Cultural values determine rules of social behavior, which vary across cultures and generate interaction difficulties. Rules of social interaction influence the development of social perceptions develop positive perceptions and encourage social interaction. Further, tourist and host social interaction can be explained within the context of the service encounter (Riley, 1995). The cultural differences between tourists and service providers may affect their social experiences. The quality of services offered by service providers decides the tourist's satisfaction with hosts.

Figure 2.1 Cultural Model of Conceptual Relationship
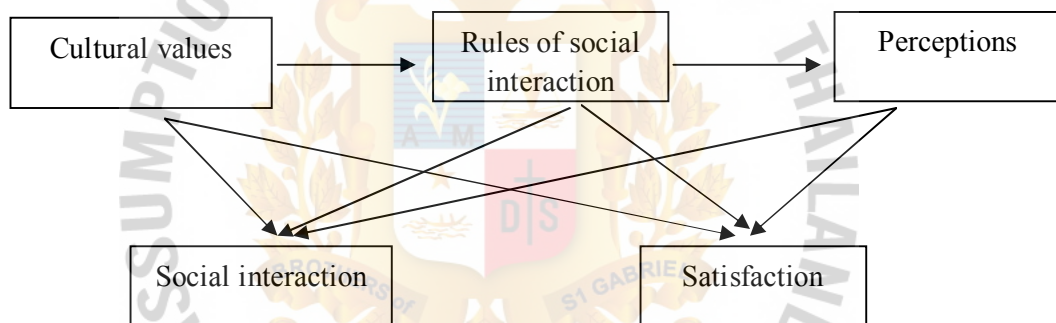
Source: Reisinger, Y., & Turner, L. W. (2003). *Cross-cultural Behavior in Tourism: Concepts and Analysis.* Oxford : Butterworth-Heinemann.:283

Figure 2.1 show that cultural values determine rules of social behavior and influence people's perception of each other, which in turn, determine their social interaction and satisfaction or dissatisfaction with the interaction. The model shows that social interaction and satisfaction with this interaction is a cultural phenomenon, because it is influenced by cultural factors such as cultural values, rules of social relations, and perceptions (Reisinger and Turner, 2003).

2.3 Cross Cultural Research

Cross cultural research is focused on the differences across nations for the purpose of

determining whether similar patterns exist among consumers and decision markers in different countries (Pizam, 1999). Cross-cultural research involves the comparison of two or more presumably distinct cultures or two or more societies that possess distinct cultures (Chick, 2000). Ember (1998) indicated that the minimum number of samples in cross-cultural studies is two.

According to Pizam (1999) cross-cultural research can help to solve the controversy over the degree to which marketing elements should be standardized globally. First, cross-cultural research can help to discern similar patterns among consumers and decision makers in different countries. Second, through the identification of multimode patterns at the national level, more rational segmentation and market niching strategies can be suggested (Clark, 1990).

Cross-cultural research had been studied in both direct and indirect ways. Whereas direct research is based on empirical measurement of actual differences, indirect research focuses on the judgment and perceptions of other people about the behavior of consumers (Pizam and Sussman, 1995). The effect of national characteristics on consumer behavior has been investigated in several studies, such as Boote (1983), Synodynos, Keown, and Jacobs (1989).

2.3.1 Cross Cultural Research in Tourism

The role of cultural differences in determining tourist behavior has not been paid much attention in tourism research (Pizam, 1999). However, the examination of cultural differences is especially relevant to the tourism industry for several reasons (Pizam, 1999). First, with the growth of international tourism in the past decade, considerable attention has been given to the globalization discussion and the relevance of cultural diversity. Second, cultural characteristics are especially relevant in tourism because they are vital to the attractiveness of the product itself. Finally, tourism is a service industry where people from different nationalities meet (Pizam, 1999). Reisinger and Turner (2003) indicated the importance of studying cross-cultural differences in tourism. It is a good way for destination management to

learn the profile of its customers, their values, performances and behaviours, and to implement effective positioning and market segmentation strategies. A tourist destination attracts customers from different cultures and countries, so tourists might be more or less satisfied or might have different motivations or different expenditure patterns depending on the countries from which they originate (Reisinger and Turner, 2003).

Pizam (1999) suggests using two methods when carrying out cross-cultural research in the field of consumer behavior: the indirect method and the direct methods. The indirect method of cross-cultural research is how outside perceiving differences between the behaviour and attitudes of tourists from different nationalities. The direct method of cross-cultural research focuses on the opinions of the tourists about themselves or their experiences. The direct method elicits whether any differences exist in the values, satisfaction levels and behaviour of tourists of differing nationalities by gaining the opinions of the tourists themselves. Both methods have been previously employed by researchers.

Many literates have studied the cross-cultural differences from the perspective of tour guides and local residents. Pizam and colleagues investigated the tour guides' perceptions of similarities and differences between tourists (Pizam and Sussmann, 1995; Pizam and Jeong, 1996; Pizam and Reichel, 1996). In these studies, tour guides perceived that different tourists from different nationalities had different behavioral characteristics. Boissevain and Inglott (1979) observed that the Maltese characterized Swedish tourist as misers, and French and Italian as excessively demanding. Some other studies found that residents of tourist destinations perceived the tourists as different from themselves in a variety of behavioral characteristics and lifestyles (Pizam and Telisman, 1989; Wagner, 1977).

Some studies suggest that tourists of different nationalities behave in different ways. For example, Japanese travelers have been described by the trade press as "always travel in groups and marching off in steps, they bow to everybody they meet, are indefatigable photographers and usually spend heavily" (Cho, 1991). Koreans have been portrayed as having implacable loyalty to their socio cultural

identity and unwilling to accept anything that has little in common with the Korean way of living. They insist on going to Korean restaurants while abroad and prefer to travel in groups rather than individually (Business Korean, 1991).

Other research attempted to consider the assessment of differences between tourists from different countries visiting the same destination. Some geographers such as Ritter (1987), Holzner (1985), and Groetzbach (1981) have noted marked differences between tourists of different nationalities. For example, Ritter (1989) noted that Japanese tend to travel in groups and take shorter holidays than Europeans. He attributed this behavior to Japan's more collectivist cultural where separation from the group is viewed as painful and dangerous to psychic well-being. Holzener (1985) identified that the American cultural, such as love of originality, desire to be near nature, freedom to move, individualism and social acceptance, which have influenced the leisure and travel behavior. Groetzbach (1981) analyzed the differences between the travel patterns of Muslim and Arabs as compared to those of Europeans. Barham (1989) noted the lack of activity preferred by the Arabs in general.

Richardson and Crompton (1988) examined the similarities and differences between two consumer groups in respect of several vacation travel characteristics. Sussmann and Rashcovsky (1997) attempted to explore the similarities and differences between two customer groups in relation to vacation travel patterns and attitude towards the selected destinations. Kozak and Nield (1998) highlighted the importance and performance levels of major destination attributes of Romanian resorts with respect to cross-cultural differences between European and Romanian visitors.

2.3.2 National Culture

National cultures are assumed to hold common underlying value dimensions that influence the beliefs, meanings, attitudes and behaviours of its people (MacKay and Fesenmaier, 2000).

Hofstede (1980) identified four basic dimensions on which national cultures

vary from each other: (1) Power distance, the extent to which society accepts inequality in power and the way in which interpersonal relationships develop in hierarchical society; (2) uncertainty avoidance, the extent to which culture encourages risk taking and tolerates uncertainty and the extent to which people feel threatened by ambiguous situations; (3) individualism-collectivism, the extent to which culture encourages individuals to be concerned about their own goals and needs as opposed to collective goals and needs; (4) masculinity-femininity, the extent to which "masculine" values such as assertiveness, materialism, and lack of concern for others prevail over the "feminine" values such as quality of life, concern for others, and harmonious human relations.

These dimensions are widely accepted and are used by many marketing researchers to locate and compare countries. Individualists and collectivists have been show to differ significantly in self-expression and social relationships, and such differences influence the efficacy of marketing strategies (Han and Shavitt, 1994). Individualism measures the degree to which people in a country prefer to act as individual rather than as members of a group. People in individualistic societies place their personal goals, motivations, and desires ahead of those of the in-group. Collectivist cultures are mostly Eastern countries, and individualist cultures are mostly Western countries (Hofstede, 1980).

Drawing from Hofstede's (1991) research, Asian societies tend to score high in long-term orientation, collectivism and power distance, but mixed in terms of masculinity and uncertainty avoidance characteristics. On the other hand, Western societies tend to score low in long-term orientation, collectivism, power distance and uncertainty avoidance, but mixed in terms of masculinity. The masculinity index was selected since it most clearly articulates the cultural traits that are assertive, judgmental and have less concern for the feelings of others, which in turn should be reflected in their consumer satisfaction scores.

National cultures have an important intervening effect on tourist behavior (Pizam and Jeong, 1996). National culture influences a consumer's willingness to report dissatisfaction and its subsequent influence on the likehood that the customer

will recommend the service to others. Chaudhary (2000) studied the difference between groups of nationalities regarding their satisfaction levels and perceived performance of different destination attributes.

Hofstede (1991) indicated that each country has a characteristic cultural model, and a tourist's country of origin may determine different cultural aspects that influence perceptions of both cognitive and affective components of image. Some researchers argue that subcultures exist within dominant cultural models and thus research into cultural variations between countries should be treated with caution. Turner et al., (2001) suggests that subcultures influence the forms of private social interaction whereas dominant cultures influence the forms of public interaction.

In designing marketing research, nation and culture have been used as if they were synonymous with national boundaries separating one cultural group from another (Williams and Uysal, 2003). In other words, the country is often used as a subtitle for the culture, even though it is an imperfect one (Nakata and Sivakumar, 1996).

Therefore, the literature recommends using country of origin to assess cross-cultural differences as such units of comparison form practical entities in terms of marketing and relate to public interaction and communication (Turner el al., 2001). Culture distinguishes different nationalities of people. Most individuals from the same nation share a stable and dominant cultural character as those individuals as a nation have in common (Reisinger and Turner, 1997). Tourist perceptions of a destination or hospitality businesses may vary according to countries of origin. In other world, nationality might have a significant effect on consumer or tourist behavior because different nationalities represent different national cultures.

● **Japanese cultural characteristics**

Isomura et al., (1987) indicated that Japanese value passivity, collectivism, reciprocal obligation, and hierarchy. They are expected to conform and cooperate with one another, to avoid conflict and competition. The Japanese emphasize

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harmony and their behavior is formal to reduce conflict and embarrassment. Japanese subordinate individual interests to group goals and remain loyal to the group (Moeran, 1984). Mouer and Sugimoto (1979) indicated that Japanese are group oriented; emphasize harmony in interpersonal relations, solidarity, loyalty, belongingness to society, an informal level of socialization.

Ziff-Levine (1990) reported that the importance of shopping to the Japanese tourists while on a vacation, obligatory gift giving, polite inexplicitness motivated by not wanting to humiliate, offend the harmony of the group.

- **Chinese cultural characteristics**

DeMente (1991c) indicated that Chinese societies expect people to adhere to a full, heavy schedule and be on time or early for meetings and appointments. Being late is regarded as lacking sincerity, concern for others, and professionalism. Chinese culture focuses on group rights and needs. People are 'we oriented'.   In china, people belong to in-groups and collectivities which are supported to look after them in exchange for loyalty (Hofstede, 1991).

Moreover, the Chinese culture is particularly characterized by a strong desire to gain or protect 'face'. The concept of 'face' is seen as extremely important in maintaining good interpersonal relationships (Hofstede, 1991).

- **U.S.A cultural characteristics**

According to Samover el al. (1998), for Americans each individual is unique, special and completely different from all other individuals, thus the interests of the individual are paramount. People in the United States believe that individual satisfaction comes from personal achievement. Importance is placed on learning to be an individual, independent, self-motivated and achievement oriented. The US Americans are optimistic and believe that everything is possible if work for.

Holzner (1985) indicated that American culture has influenced the leisure and travel behavior of Americans. These traits are: love originality, desire to be near

nature, freedom to move, individualism, and social acceptance.

- **U.K. cultural characteristics**

U.K. cultural emphasizes an individual rather than an interdependent construct of self. They view personal goal as being more important than group goals. People are expected to look after themselves and their immediate family only (Hofstede, 1991).

2.4 Satisfaction

Satisfaction is recognized as a key judgment made by consumers about products or services and has long been of high importance for marketers (Browen and Clarke, 2002). A review of the literature indicates that the concept of satisfaction is complex and nebulous (Pizam et al., 1978), and the definitions proposed are often contradictory and confusing (Turner et al., 2001). Pizam et al. (1978) define tourist satisfaction as "the result of the interaction between a tourist's experience at the destination area and the expectation he had about that destination". In terms of performance, the literature suggests that the standard definition is that satisfaction refers to the comparison of experiences with expectations (Turner et al., 2001). However, there are many authors, such as Woodruff, Cadotte and Jenkins (1983), Woodruff el al. (1991) and Spreng and Mackoy (1996), who imply that this definition does not comprehensively capture the concept of satisfaction, as other factors such as desires and values may also play a role in determining satisfaction levels. Turner et al. (2001) suggest that satisfaction depends on how much importance people place on the result or outcome of an expectation. Furthermore, Turner et al., (2001) indicate that customer satisfaction and dissatisfaction is influenced by perceptions of equity (fair/unfair purchase) as well as the disconfirmation of expectations.

2.4.1 Tourist Satisfaction

Tourist satisfaction has been defined as the result of comparison between expectations

about the destination and a tourist's experience at the destination visited (Pizam, Neumann, and Reichel, 1978). If tourism products and services match tourists' expectation, they would be satisfied and leave the destination with a fond memory. Arnould and Price (1993) suggest that the most satisfactory experiences may be those that are not expected. According to Shames and Glover (1998), satisfaction result only when the expectations are met or exceeded. Knutson (1998) noticed that the best way to satisfy customers is to focus on customers' perceptions, creating positive first impressions and fulfilling guests' expectations.

However, Tse and Wilton (1988) argued that consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. Therefore, tourists' evaluation of their satisfaction with travel experiences is considered, regardless of their expectations. Scott, Tian, Wang, and Munson (1995) found that overall satisfaction and intentions to recommend and revisit are largely a function of the types of benefits tourists experience during their visit. Therefore, tourism destinations need to promote these benefits to both current and potential tourists.

Tourism satisfaction has been researched from a cross-cultural perspective because different cultural values may influence tourists of different of different backgrounds to perceive service delivery and service quality differently (Brown and Clarke, 2002; Pizam, 1999). Tourism from different countries is thought to place different levels of emphasis on different aspects of service, such as safety and security, hygiene and entertainment.

Tourism satisfaction is important to the success of destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak and Rimmington, 2000). Satisfying customers is especially important because it encourages repeat business and fosters word-of-mouth advertising (Dawn, 2000).

Research has shown that tourist satisfaction influences customer loyalty and can therefore contribute to a destination's economic success (Akama and Kieti, 2003). The measurement of tourist satisfaction therefore has important implications for destination managers.

2.5 Measurement of Satisfaction

There have been many researches focused on the measurement of tourist satisfaction in the last three decades due to the development of tourism sectors (Kozak, 2001). Tourism researchers have been interested in measuring the overall levels of tourism satisfaction with their experiences in particular destinations as well as satisfaction with specific attributes at service encounter levels such as in a hotel or at an attraction (Haber and Lerner, 1999).

Measurement of overall satisfaction is normally easy and requires a minimum respondents' effort (Maddox, 1985). Pizam, Neumann, and Reichel (1978) argued that satisfaction should be measured on an interval scale. The second approach to measuring satisfaction is to measure satisfaction with various dimensions contributing to overall satisfaction (Maddox, 1985). In addition, since the tourism product is a composite of many interrelated components, the measurement of satisfaction with the tourism product requires first of all the identification of individual components of this product and measurement of satisfaction with each component (Pizam, Neumann, & Reichel, 1978). Thus literatures indicated that tourism satisfaction level can be attributed to different destination attributes including tangible products and price to intangible service quality and friendliness of the local people (Crompton and Love, 1995). Tourists' satisfaction with their experience in a particular destination therefore encompasses all activities tourists participate in which staying at a destination and their perceptions of service quality and pricing (Hsu, 2003).

2.5.1 Destination Attributes

A destination is made up of a complex mix of natural and man-made primary tourism resources. It involves multi-dimensional attributes that induct a variety of benefits. Tourism product is also important to identify and measure the satisfaction or dissatisfaction within the attribute leads to satisfaction or dissatisfaction with the overall destination (Pizam, Neumann, and Reichel, 1978).

Middleton (1989) defined product as a bundle or package of tangible and intangible components based on activities at a destination. The destination attributes are categorized into five main components:

1. Destination attractions and environment.

These elements are largely determining consumer's choice and influence prospective buyers' motivation. They are four criteria: nature attractions, which include landscape, seascape beaches, climate; building attractions, which include historic and centers, marinas, and managed visitor attraction generally golf courses; cultural actuations, include history and folklore, region and are, theater, music, festivals and special events; social attractions, include way of life of residents, and language.

2. Destination facilities and services.

These elements make it possible for visitors to stay and participate in the attractions. It includes accommodation units, restaurants, bars, transport at the destination, sports/activities, and retail outlets.

3. Accessibility of the destination.

These elements affect the cost, speed and the convenience with which a traveler may reach a destination. It includes infrastructure, equipment, operational factors and government regulations.

4. Price of the consumer.

This is composite in nature and includes everything tourist purchase, see, experience and feel from the time they leave home until the time they return, such as food and beverage, souvenirs, amusement and entertainment. It includes the sum of what it cost for travel, accommodation, and participation in a selecting range of services at the available attractions.

5. An image of the destination.

The attitude and images customers have towards products strongly influence consumers buying decisions. The images and expectations of travel experiences are closely linked in prospective customers' mind.

Brass (1997) suggested that tourism product can be classified into two main

components: attractions and facilities. Attractions are those natural and man-made features and events that stimulate people to visit a destination. Facilities, on the other hand, provide necessities to both residents and tourists. Together, the mix of destination attractions and facilities create a set of intangible "subject experiences" for tourists known as a tourism product (Tourism Research Group, 1992).

Table 2.1 Literature on Frequently Employed Destination Attributes

Researchers	Destination Attributes											
	1	2	3	4	5	6	7	8	9	10	11	12
Haahti(1986)	×	×		×			×	×	×	×		×
Gartner(1989)	×	×		×	×					×		
Um & Crompton(1990)	×	×		×	×	×	×		×			×
Hu & Ritchie(1993)	×	×	×	×		×	×	×			×	×
Philipp(1993)	×	×	×	×								
Milman & Pizam (1995)		×	×			×	×		×	×		
Baloglu & Mccleary (1999)	×	×	×	×	×	×	×	×	×	×		
Chen & Hsu (2000)	×	×	×		×	×	×		×	×		×
Kozak & Rimmington (2000)	×	×	×	×	×		×	×	×			
Joppe el, al. (2001)	×		×				×		×	×		×
Gallarza & Saura(2002)	×	×	×	×	×	×	×	×	×	×	×	×
Johns & Gyimothy (2002)	×	×	×	×				×				
Klenosky (2002)	×	×			×	×		×			×	
Sonmez & Sirakaya (2002)	×	×	×	×	×	×	×	×	×	×	×	
Anwar & Sohail (2003)	×	×	×		×	×	×	×			×	×
Awaritefe(2003)	×	×		×	×	×						
Benckendorff & Pearce (2003)	×	×		×	×					×		
Cave el, al.(2003)	×	×	×	×				×			×	
Pike (2003)	×	×	×	×	×	×	×	×	×	×	×	
Babsal 7 Eiselt (2004)	×				×	×					×	
Obebour el, al. (2004)	×	×	×	×			×	×		×		×
Pike & Ryan (2004)	×	×	×		×	×	×	×				
Suh & Gartner (2004)	×		×	×						×		
Bonn el, al. (2005)		×	×			×	×		×	×		×
Enright & Newton (2005)	×		×	×		×			×		×	
Lam & Hsu(2005)	×	×	×	×					×			
O'Leary & Deegan (2005)	×	×	×	×	×	×	×	×			×	×
Yoon & Uysan (2005)	×	×	×	×		×	×	×	×	×	×	
Total (N=28)	**26**	**24**	**21**	**20**	**17**	**17**	**17**	**15**	**14**	**13**	**12**	**10**

Source: Zhou, L.C. (2005). *Destination attributes that attract international tourists to*

Cape Town. Master Thesis, University of the Western Cape.

Remarks:

1. Culture and history (monument, heritage, arts, handicraft & ways of life of locals)

2. Landscape (beautiful scenery and natural attractions)

3. Services (shopping, accommodation, food and transportation)

4. Entertainment

5. Relaxation

6. Climate (e.g. pleasant weather)

7. Price (e.g. cost, good value for money)

8. Sport

9. Safety (personal safety)

10. Local people's attitude toward visitors

11. Special events and activities

12. Accessibility (information available)

The Table 2.1 illustrates the summary of the attributes of previous studies about the important attributes of tourism destination.

According to the Tourism Authority of Thailand (TAT, 2009), there are many activities which tourist could be involved in order to expand their experience. The activities are as follows:

● Spa & Massage

The Thai spa experience brings together a range of indigenous resources, folk wisdom and traditions that have been handed down through the centuries. It captures the very essence of traditional Thai living. Spa operators delve into this ancient treasure trove to create exceptional spa products so that alluring dimensions of this tropical paradise enrich the spa experience. Gracious hospitality and service is complemented by the friendly and caring nature and gentle ways of the Thai people, adding a uniquely Thai touch to world-class service and hospitality.

● Thai food & Cooking

Thailand's cuisine is recognized as one of the world's healthiest. A profusion of fresh produce, fresh-caught fish and seafood with a balanced complement of aromatic

herbs and spices, wok-fried or grilled for a dish that is light, nutritious and bursting with flavour.

- Golf

Golfers love Thailand and the feeling is mutual. The Kingdom has more than 100 golf courses; most reach to international standards and are located close to major tourism destinations with first-class facilities and friendly fees.

- Diving

Scuba diving is Thailand's most popular water sport and the country boosts some of the most beautiful dive sites in the world – the water is clear, sea life plentiful, transport and accommodation readily available and instruction to a very high standard.

- Adventure

Thailand has many natural treasures guarded in national parks that extend across the Kingdom. They are the habitat of a great profusion of wildlife, and plants ranging in size from tiny forest floor flowers to towering trees. Tourist can enjoy many adventure activities there, such as canoeing, trekking, water rafting, mountain biking and fishing.

- Shopping

Except many shopping malls, the other giant markets like Chatuchak and Suan Lum Night Bazaar, also sell international brand names. From local fashions and handicrafts at giveaway prices, the range of discoveries to be made there is quite astounding. Everywhere in Thailand traditional products are hand made by local artisans: weavers of cotton and silk, wood carvers, potters working in the local clay, silversmiths, basket makers, and cooks making local gourmet specialties.

Even in the remotest villages, these cottage industries are being supported by the government's One Tambon One Product (OTOP) project, and OTOP products from communities all over the Kingdom are now sold in many stores. At the same time, OTOP villages are being developed so that visitors can go to the source and stay overnight in the artisan villages (Tourism Authority of Thailand, 2009).

2.5.2 Service Quality & Satisfaction

There has been an enormous amount of research looking at the nature of satisfaction and its relationship to other constructs such as service quality. It is generally recognized that service quality impact on satisfaction directly hence if service quality is improved, satisfaction will be improved (Soutar, 2001). However, some research suggests that service quality may be only one of the factors influencing satisfaction. A customer's overall satisfaction may be related to their assessment of not only service quality, but also product features, price and intercultural interaction (Parasuraman, Zeithaml, and Berry, 1994). Moreover, Soutar (2001) suggests that satisfaction may be affected by both service quality and value. This may be particularly important in the case of tourism destinations where the costs of visitation are known to differ markedly. Measuring tourists' satisfaction with a particular destination is not simply the cumulative evaluation of service quality of a number of individual service providers. Any measure of satisfaction must therefore include the total holiday experience.

2.6 Previous Studies

Yu and Goulden (2006) studied "A comparative analysis of international tourists' satisfaction in Mongolia". This study examined international tourism development in Mongolia in the last decade and analyzes international tourists' satisfaction level with tourist attraction, facilities, services and price. This study identified the demographic characteristics of international tourists from four regions: Europe, the US, Japan and other Asia/Pacific countries by surveying a sample of 530 visitors by air travel.

Satisfaction level of international tourists from these four different regions were analyzed and compared to find regional similarities and differences. It still recommended that in order to promote international tourism, the Mongolian tourism authority needed to reevaluate the pricing structure of tour packages and services, and it should consider adding value to tourism services and experiences.

Kozak (2001) studied "Comparative assessment of tourist satisfaction with destinations across two cultures". The objective of the study was to determine whether there are differences between satisfaction levels of British and German visiting the Mallorca and Turkey and if they were culture-oriented. Culture was measured by asking respondents their country of origin. The factors that affect tourists satisfaction level were divided into accommodation services, local transport service, Hygiene and cleanliness, hospitality and customer care, facilities and activities, level of price, language communication and destination airport services.

The analysis of finding indicated that British tourists were more satisfied with almost all individual destination attributes than their German counterparts. Finally, the study suggests that it appears to be difficult to justify whether such differences are cultural-based or other factors could have influenced the results.

You et al. (2000) studied "A cross-cultural comparison of travel push and pull factors: United Kingdom vs. Japan". This study examines where travelers from varying cultural backgrounds seek different travel benefits and have different performances for travel behaviors. It used national household travel surveys conducted by the Canadian Tourism Commission and U.S. tourism industries for a cross-cultural comparison of two nationalities, the United Kingdom (U.K.) and Japan. Results showed that travelers from these two countries had different travel motives and benefit-seeking patterns. U.K. and Japanese long-haul travelers differ significantly on both the push and pull forces. It suggests that the importance of specific push and pull factors will vary from country to country.

Reisinger and Turner (1997) studied "Cross-cultural differences in tourism: Indonesian tourists in Australia". This study examined the cultural differences between the Indonesian and Australian populations in a tourism context as they may be important for managing tourism. The study indicates that currently the tourism industry is faced with an increasing number of inbound travelers with different

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cultural backgrounds. Thus, greater cross-cultural awareness, understanding and acceptance of cultural differences are needed by tourism practitioners. An international and cross-cultural perspective should be adopted in tourism business operations. Finally recommends that cultural understanding needs to be the basis of employee training in appropriate sectors of the tourism industry.

Brief Summary of Literature Reviewed

Culture influences customer attitudes and satisfactions. Tourists from different nationalities have different behavioral characteristics. Nationality is a practical entity to assess cross-cultural differences in levels of satisfaction.

CHAPTER III

RESEARCH FRAMEWORK

This chapter focuses on the framework of the research. The researcher will relate several theories in order to establish the conceptual framework of this research. This chapter is divided into four major parts. The first part presents the theoretical framework to support the conceptual framework. The second part illustrates the conceptual framework; the third part comprises research hypotheses; finally, operationalization of related variables are presented.

3.1 Theoretical Framework

The theoretical framework model begins with the premise that tourists have different cultural backgrounds (see Figure 3.1). These different cultural aspects result in different trip evaluations. Tourists will be mentally prepared or "set" to evaluate the visited culture positively if pre-travel favorability is initially high. There can be many individual services that make up the total tourism experience. It stands to reason that different cultures exhibit different degrees of importance for various elements of service because of their differing value systems. From the previous literature it is anticipated that a large degree of variations for both levels of importance and satisfaction exist between Asian and Western cultures.

The objective of this research is to study international tourists' satisfaction with their travel experiences in Thailand. Different country has a characteristic cultural model. Therefore, tourist perception of a destination may vary according to countries of origin. Cross-cultural research includes studies of subjects from various cultures who have different experiences and significant differences in behaviour (Kozak et al., 2003). This brings about the importance of a search for culture and satisfaction relationship. Understanding the cultural differences among international tourists may allow for assessment of tourist holiday satisfaction and potential revisiting (Reisinger

and Turner, 1997).

Figure 3.1: Theoretical Framework of Tourists Satisfaction
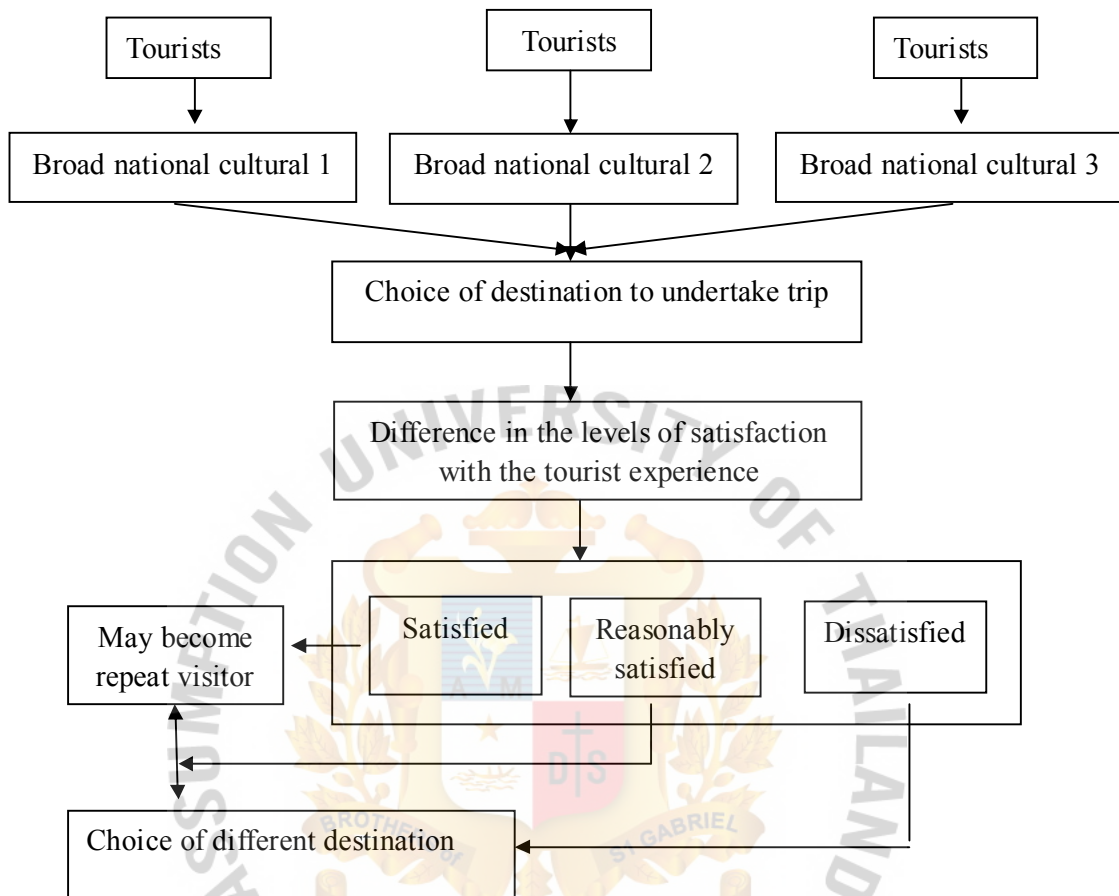
Source: Adapted and modified from Turner et al., (2001). How Cultural Differences
           Cause Dimensions of Tourism Satisfaction. *Journal of Travel and Tourism*
           Marketing, 11(1), 79-101.

3.2 Conceptual Framework

Tourism satisfaction is being researched from a cross-cultural perspective because
different cultural values may influence tourists of different cultural background to
perceive service delivery and service quality differently. Tourists from different
countries are thought to place different levels of emphasis on different aspect of
service. Therefore, the differences between the levels of emphasis and the actual
service received result in differences in the level of satisfaction.

Figure 3.2 Conceptual framework

Independent variables   *Dependent variables*
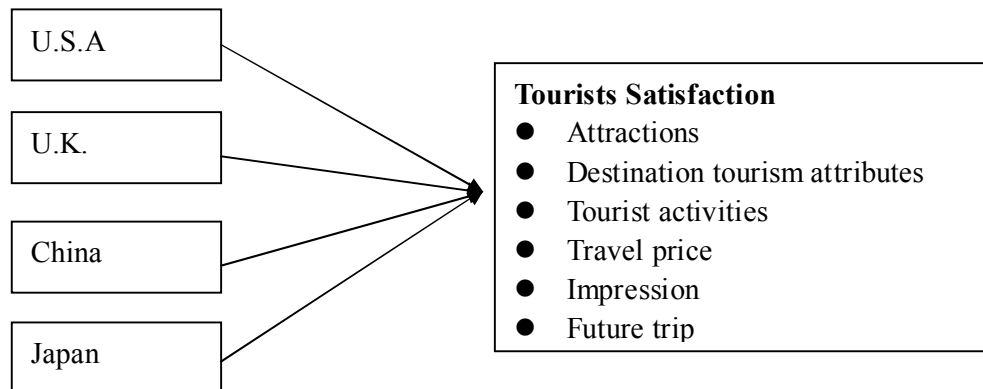
Source: Adapted from Reisinger & Turner (1997), Yu & Goulden (2006), and Turner et al., (2001)

Reisinger and Turner (1997) stated that culture distinguishes different nationalities of people. Most individuals from the same nation share a stable and dominant cultural character which is difficult to change; and if it changes, it does so very slowly because of the permanent cultural mental programming that those individuals as a nation have in common.

The independent variable is a variable that is expected to influence the dependent variable. Its value may be changed or altered independently of any other variable (Zikmund, 2000). In this study, the international tourists from the four countries, U.S.A, U.K., Japan and China, are the independent variables.

The dependent variable is a criterion or a variable that is to be predicted or explained, it is expected to be dependent on the experimenter's manipulation of the independent variable (Zikmund, 2000). In this study, tourists' satisfaction in regards to attractions, destination tourism attributes, travel price, impression and future behavior about Thailand as the dependent variables.

3.3 Research Hypotheses

The findings of the reviewing of the literature show that there are differences in cultural values, rules of social behavior, perceptions, social interaction, and

satisfaction among various nationalities. Therefore, it is hypothesized that there are significant differences between tourists from four different regions and Thaid as the hosts.

Hypotheses 1

Ho1:   The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is not significant.

Ha 1:   The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is significant.

Hypotheses 2

Ho2:   The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is not significant.

Ha2:   The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is significant.

Hypotheses 3

Ho3:   The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is not significant.

Ha3:   The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is significant.

Hypotheses 4

Ho4:   The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is not significant.

Ha4:   The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is significant.

Hypotheses 5

Ho5:   The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is not significant.

Ha5:   The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is significant.

3.4 Operationalization of Variables

Table 3.1: Operationalization definitions of variables

Concept	Conceptual Definition	Operational Component	Level of measurement	Questions number
Attractions	The place of interest with tourism potential	• Bangkok • Chiang Mai • Pattaya • Phuket • Samui	Interval	Part II, Q7-11
Destination tourism attributes	Basic amenities available at the destination which make it possible for tourist to stay there and to enjoy and participate in the attractions.	• Attractiveness of natural environment • Variety of attractions • Service • Service employee • Quality standard of accommodation • Quality and variety of food • Tourist facility • Availability of daily tours to other destinations and attractions • Cleanliness of beaches & sea • Availability of nightlife & entertainment • Feeling of safety & security overall • Availability of shopping facilities • Friendliness & hospitality of local people • Attitude of staff working in tourism industry	Interval	Part III, Q 12-25

45

Tourist activities	Activities can be seen as those things done while on vacation	• Photography • Boat tour • Coach tour • Temple tour • Beach relaxation/ activities • Diving • Shopping • Interacting with local • Adventure (e.g. canoeing, trekking, water rafting, mountain biking & fishing) • Golf • Spa & massage • Thai food & cooking	Interval	Part IV Q26-37
Travel price	It represents the negotiated terms of the exchange transition of goods or service between producers and consumers	• Inexpensive • Reasonable • Good value • Expensive • Very expensive	Interval	Part V Q 38
Impression and future behavior	The opinion which tourists feel and the tendency in their future.	• *Impression* • Interesting • Unique • Adventure • Culture • *Future behavior* • Recommend to others • Intend to return	Interval	Part VI Q39-43 Part VII 44,45

CHAPTER IV

RESEARCH METHODOLOGY

The purpose of this chapter is to describe the research methodology and provide step-by-step procedure of how this study was conducted. The research includes methods of research used; respondents and sampling procedures; research instruments/questionnaire; collection of date/gathering procedures; pretest and reliability test and statistical treatment of data.

4.1 Methods of Research Used

Descriptive and Causal researches were applied in this study. Descriptive research was used to describe characteristics of a population or phenomenon (Zikmund, 2000). It seeks to determine the answers to who, what, when, where, and how questions. Frequently, descriptive research will attempt to determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups. Causal research is identification of cause-and effect relationships between variables (Zikmund, 2000). It attempts to establish that when we do one thing, another thing will follow.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

For this study, the target population is U.S.A, U.K., Chinese and Japanese tourists who visited Thailand during October and November, 2009.

4.2.2 Sampling Unit

Zikmund (2000) stated that sampling unit is a single element or group of elements subject to selection in the sample. For this study, the sampling unit was Free

Independent Traveler (FIT) and group tourists from U.S.A, U.K., China and Japan.

4.2.3 Sampling Frame

Zikmund (2000) stated that a sampling frame is the list of elements from which a sample may be drawn; also called working population. For this study, the sampling frame includes American, British, Chinese and Japanese FIT and package tourists who traveled to Thailand as a destination. According to Immigration Bureau, the numbers of American, English, Chinese and Japanese tourists were 681,972, 859,010, 907,117 and 1,277,638 respectively in 2007.

4.2.4 Sampling Size

The size of sample is dependent both on the size of the budget and the degree of confidence that the researcher wants to place in finding. The larger the sample, the more likely the response will reflect the total universe under study. This is in fact a statistical truth; random sampling errors vary with samples of different size. In statistical terms, increasing the sample size decrease the width of confidence interval at a given confidence level (Schiffiman and Kanuk, 1994).

In this study, the size of sample was selected based on the theoretical sample size for different sizes of population (Table 4.1). According to Immigration Bureau Police Department, Thailand (2007), a total of 14,464,228 international tourists visited Thailand. Respondents are chosen with 95% confidence level and 5% sampling error. According to Table 4.1, the number of 14,464,228 populations is between 1,000,000 and 25,000,000 which result in the same number, 384. Therefore, in this study, a sample of 400 respondents will be chosen as the sample size (Table 4.2).

In this research, the researcher used a non-probability sampling technique to select the required sample. In addition, a quota-sampling method was also utilized to ensure that various subgroups in a population are represented a pertinent sample

characteristics. In the last stage, convenience sampling methods were applied to obtain respondents who are most conveniently available.

Tale 4.1: Theoretical Sample Size for Different Size of Population and a 95% of Certainty level and 5% of tolerate rate

Population/ (Sampling Frame)	5% of Tolerate Error
100	79
500	217
1,000	277
5,000	356
50,000	381
100,000	382
1,000,000	384
25,000,000	384

Source: Anderson, *Fundamentals of Educational Research*, 1996

Table 4.2 Distribution of Questionnaire Based on Tourist Regions

Respondents of different regions	Number of questionnaire
U.S.A	100
U.K.	100
China	100
Japan	100
Total	400

4.3 Research Instruments/Questionnaire

This research was carried out by using a questionnaire as the instrument as it can gather information from a large number of respondents at a low cost. Even though a questionnaire design is a complicated method, it is an easy way to obtain information from respondents (Davis, 1997). Also, the result from questionnaire is an easier method of measurement as Kinnear and Taylor (1996, p353) suggest that "the

function of a questionnaire is measurement. Questionnaire can be used to measure the respondent's past perceptions and characteristics".

The questionnaire included all close-end questions and utilized an itemized rating scale for measuring tourist's perception. Since the target group is international tourists, a need to ensure that all respondents can understand the questions in the same manner is vital for this research (Ghauri & Gronhaug, 2002). The questionnaire therefore was translated into Chinese and Japanese and translated back into the English language.

The closed-end questionnaire has seven parts:

Part I: Visitor Demographics and Trip Characteristics

The first part of the questionnaire asked the general demographic information and trip related questions. A total of six multiple-choice questions were formulated in this part.

Part II: Most popular tourist destiantions

The second part of the questionnaire asked the respondents about their levels of satisfaction in Thailand at the most popular tourist attractions on a 5-point Likert Scale, where 5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied.

Part III: Tourist satisfaction of Thailand as a destination

The third part of the questionnaire asked the respondents about their level's of satisfaction with travel attributes they experienced in Thailand on a 5-point Likert Scale, where 5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied.

Part IV: Satisfaction with special tourist activities in Thailand

The fourth part of the questionnaire asked the respondents about their level's of satisfaction with specific tourist activities in Thailand on a 5-point likert scale, where 5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied.

Part V: Tourist satisfaction of travel price in Thailand

The fifth part of the questionnaire was designed to find our respondents'

perception of overall travel price in Thailand. One multiple-choice question was formulated in this part.

Part VI: Tourists' impression and satisfaction of Thailand

The sixth part of the questionnaire survey addressed respondents' impression and overall satisfaction on a 5-point Likert Scale, where 5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied.

Part VII: Future trip

The last part of the questionnaire comprised two multiple-choice questions. It was designed to determine whether respondents would recommend the destination to others and whether they would return to Thailand in the future.

4.4 Collection of Data/Gathering Procedures

Although there is much debate regarding how and when to measure customer satisfaction, the literature suggests that trip satisfaction is an overall post-purchase evaluation (Chen and Hsu, 2000). Thus, in various studies, such as those by Goodrich (1978a) and Vogt and Fesenmaier (1995) satisfaction is measured at the end of the holiday. Furthermore, within the tourism literature there is an emphasis on measuring customer satisfaction immediately after purchase (Peterson and Wilson, 1992). Thus, researchers such as Kozak and Rimmington (2000) and Kozak (2001) measure the satisfaction of tourists just before they leave the destination.

This study distributed questionnaires to tourists at Suvarnabhumi International Airport just before the end of their holiday. Questionnaires were given to the tourists during the pre-flight time and collected before they boarded. In doing so, tourists had available time and the benefit of the entire holiday to assess their satisfaction perception of destination facilities, attractions and future intentions to revisit. Surveys were distributed through at a three week period during the tourist season in Thailand in the months of October and November, 2009.

Passengers from U.S.A, U.K., China and Japan were asked if they would like to participate in the survey. The respondents were given information about the purpose

and content of the survey. Respondents were informed that the survey was voluntary, anonymous and confidential. Those who agree to take part were given a copy of the questionnaire and a pen. Tourists who had stayed at least one week in Thailand were included in the survey. Those who were over 15 years old were asked to complete the survey.

4.5 Pretest and Reliability Test

A pilot study was conducted before the actual field survey in order to ensure that the questionnaire would be correctly interpreted by respondents and capable of measuring what the research is expected to be received from consumers (Cooper and Schindler, 1998). Aaker and Day (1990) further state that the first are not well defined or ambiguous statements. To conduct the pilot study, thirty potential international tourists were asked to do the questionnaire and make some recommendations concerning the designing of the questionnaire. A reliability test was conducted by means of Cronbach's Alpha Coefficient and The Statistic Package Social Science (SPSS) was used to determine the reliability of the questionnaire. Reliability is the degree to which measurements are free from random error and therefore yield consistent results (Zikmund, 2000). Sekaran (1992) noted that if the reliability value is equal to at least 0.6, it was considered reliable.

The researcher conducted a pre-test by distributing 30 sets of questionnaires to international tourists at Suvarnabhumi International Airport, Thailand before their departure. The reliability coefficient (Alpha) from the pre-test was 0.892, which is greater than 0.6, meaning the questionnaire could be considered as reliable.

4.6 Statistical Treatment of Data

The data from the collected questionnaires are collected, input and analyzed using a statistical package for Social Science (SPSS). The analysis will be separated into two major sections: Descriptive Analysis and Hypothesis Test as follows.

4.6.1 Descriptive Statistics

Descriptive Analysis used to describe the percentage, distribution, frequency distribution of the demographic factors. The purpose of descriptive research is to describe characteristics of a population. The transformation of raw data into a form that will make them easy to understand and interpret, rearrange, ordering, and manipulate data to provide descriptive information (Zikmund, 2000). Cooper and Schindler (2005) defined it as the method of organizing, summarizing, and presenting data in an informative way.

Descriptive analyses of the data were performed to identify visitor demographics and trip characteristics, including the most popular tourist attractions and tourist activities.

4.6.2 Inferential statistics

Inferential statistics is used to make inferences or judgments about a population on the basis of a sample. A set of measurements can almost always be regarded as measurements on a sample of items from a population of these items, as it is usually impractical or impossible to measure every item in the population. Thus we have to make inferences about the population from the sample. Cooper and Schindler (2005) defined that it is the methods used to determine something about a population are the basis of a sample.

One –way Analysis of Variance (ANOVA)

ANOVA stands for variance, which tests for significant mean differences in variables among multiple groups. The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs (Cooper and Schindler, 2000). This study will use ANOVA to determine whether statistical differences exist among U.S.A, U.K., Chinese and Japanese tourists in their satisfaction.

Post-hoc analysis

Post-hoc analysis using the Tukey's Honestly Significant Different test

(HSD).The Tukey's test is customarily used with unequal sample sizes, although it could be used with equal sample sizes. The critical value for the Tukey's test is the degree of freedom for the between variance times the critical value for the one-way ANOVA.

Table 4.3 Summary of Hypotheses

Hypothesis		**Statistical Test**
Ho1:	The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is not significant.	One-way ANOVA
Ho2:	The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is not significant.	One-way ANOVA
Ho3:	The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is not significant.	One-way ANOVA
Ho4:	The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is not significant.	One-way ANOVA
Ho5:	The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is not significant.	One-way ANOVA

CHAPTER V

PRESENTATION OF DATA AND

CRITICAL DISCUSSION OF RESULTS

This chapter presents the results of the data of 400 respondents comprising tourists from China, Japan, the USA and the UK. The data was collected by distributing questionnaires from 15 October to 15 November 2009. The data analysis is divided into three sections: section one includes descriptive statistics that interpreted the visitor demographics and trip characteristics; section two includes description of dependent variables; and the last section includes hypotheses testing.

5.1 Descriptive Statistics of Visitors' Demographics and Trip Characteristics

To identify the characteristics of respondents participating in this study, the descriptive analysis is applied to thoroughly analyze the data. The characteristics of respondents include gender, age, marital status, occupation, annual income and travel arrangements. All of these are demonstrated in Table 5.1-5.6.

Table 5.1: Gender

Gender * Nationality Crosstabulation

Gender		China	Japan	U.S.A	U.K.	Total
		Nation	
Male	Count	45	60	65	62	232
	% within Nationality	45.0%	60.0%	65.0%	62.0%	58.0%
Female	Count	55	40	35	38	168
	% within Nationality	55.0%	40.0%	35.0%	38.0%	42.0%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

The Table 5.1 shows the percentage of respondents' gender in this research. It consists of 232 male respondents (58%) and 168 female respondents (42%). Therefore,

the distribution in this study shows that the majority of tourists were male.

Chinese male respondents were 45 (45%) and female were 55 (55%). Japanese male respondents were 60 (60%) and female respondents were 40 (40%). American male respondents were 65 (65%) and female respondents were 35 (35%). British male respondents were 62 (62%) and female respondents were 38 (38%). Chinese male respondents were less than female respondents while Japanese, American, and British male respondents outnumbered female respondents in this study.

Table 5.2: Age

Age * Nationality Crosstabulation

Age		China	Japan	U.S.A	U.K.	Total
Under 18	Count	1	0	8	0	9
	% within Nationality	1.0%	.0%	8.0%	.0%	2.3%
18-34	Count	53	73	62	43	231
	% within Nationality	53.0%	73.0%	62.0%	43.0%	57.8%
35-54	Count	36	17	20	36	109
	% within Nationality	36.0%	17.0%	20.0%	36.0%	27.3%
55 or older	Count	10	10	10	21	51
	% within Nationality	10.0%	10.0%	10.0%	21.0%	12.8%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Regarding age categories in Table 5.2, more than half of the tourists were 18-34 years of age (57.8%), 35-54 years (27.3%), 55 or older (12.8%), and less than 18 (2.3%), respectively.

More than half of Chinese respondents were in the age group of 18-34 years (53%), 35-54 years (36%), more than 55 years (10%), and under 18 (1%). For Japanese respondents, most of the respondents were in the age range of 18-34 years (73%), 35-54 years (17%), 55 or older (10%). There were no respondents younger than 18 years of age. For American visitors, most of them in the age range of 18-34 years (62%), 35-54 years (20%), 55 or older (10%), and under 18 years (8%). For British visitors, highest were 18-34 years (43%), 35-54 years (36%), 55 or older (21%).

Table 5.3: Marital Status

Marital Status * Nationality Crosstabulation

Marital Status		Nation				Total
		China	Japan	U.S.A	U.K.	
married	Count	48	22	43	49	162
	% within Nationality	48.0%	22.0%	43.0%	49.0%	40.5%
Single	Count	52	78	57	51	238
	% within Nationality	52.0%	78.0%	57.0%	51.0%	59.5%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

From the above table, it can be seen that more than half of tourists' marital status was 'single' (59%), and 'married' represented as 40.5%. For marital status of Chinese tourists, the majority were 'single' (52%) while 48% were married. Most of Japanese tourists were 'single' (78%) and 'married' 22%. For American tourists, the majority of them were 'single' (57%), and married (43%). Almost equal numbers of British Tourists were 'single' (51%) and 'married' (49%) in this study.

Table 5.4: Occupation

Occupation * Nationality Crosstabulation

occupation		Nation				Total
		China	Japan	U.S.A	U.K.	
employed	Count	57	68	70	87	282
	% within Nationality	57.0%	68.0%	70.0%	87.0%	70.5%
retired	Count	18	7	9	13	47
	% within Nationality	18.0%	7.0%	9.0%	13.0%	11.8%
student	Count	15	13	16	0	44
	% within Nationality	15.0%	13.0%	16.0%	.0%	11.0%
unemployed	Count	10	12	5	0	27
	% within Nationality	10.0%	12.0%	5.0%	.0%	6.8%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.4 illustrates that 70.5% of the international visitors were 'employed' while 11.8% were retirees. Students made up 11% of the total visitors and 6.8% were unemployed.

For descriptive details of each respective country, 57% Chinese, 68% Japanese, 70% American and 87% British tourists were employed while 18% Chinese, 7% Japanese, 9% American, and 13% British tourists were retired; 15% Chinese, 13%

Japanese, and 16% U.S.A were students; 10% Chinese, 12% Japanese, and 5% U.S.A were students. There were no British tourists with student or unemployed as their status.

Table 5.5: Annual Income

Annual Income * Nationality Crosstabulation

Annual Income		Nation				Total
		China	Japan	U.S.A	U.K.	
under $ 50,000	Count	71	31	33	2	137
	% within Nationality	71.0%	31.0%	33.0%	2.0%	34.3%
$50,000-100,000	Count	11	27	14	19	71
	% within Nationality	11.0%	27.0%	14.0%	19.0%	17.8%
100,000-150,000	Count	10	9	13	15	47
	% within Nationality	10.0%	9.0%	13.0%	15.0%	11.8%
more than 150,000	Count	8	33	40	64	145
	% within Nationality	8.0%	33.0%	40.0%	64.0%	36.3%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

With regard to personal annual income measured in US dollar, Table 5.5 shows that 34.3% of tourists reported their annual income as less than $50,000, 17.8% were between $50,000 and $100,000, 11.8% were between $100,000 and 150,000, and 36.3% of tourist annual income was more than $150,000 respectively.

For each country, 71% Chinese tourist annual income was less than $50,000, while Japanese 31%, American 33%, and British 2%. There were 11% Chinese, 27% Japanese, 14% American, and 19% of British Tourists reported that their annual income was between $50,000 and $100,000. For the tourists whose annual income was more than $150,000, Chinese represented 8%, Japanese 33%, American 40% and British 64%.

Concerning the travel arrangement in Table 5.6, the majority of the tourists (78%) made their own travel arrangement and traveled independently in Thailand, while 22% took packaged tours to Thailand.

For each country, Japanese (82%), American (82%), British (88%), and Chinese (60%) tourists visited Thailand as Free Independent Traveler (FIT). Tourists travelling in package tours claimed to be Japanese (18%), American (18%), British (12%), and

Chinese (40%) respectively in this study.

Table 5.6: Travel Arrangement

Travel Arrangement * Nationality Crosstabulation

Travel Arrangement		Nation				Total
		China	Japan	U.S.A	U.K.	
Package Tour	Count	40	18	18	12	88
	% within Nationality	40.0%	18.0%	18.0%	12.0%	22.0%
FIT	Count	60	82	82	88	312
	% within Nationality	60.0%	82.0%	82.0%	88.0%	78.0%
Total	Count	100	100	100	100	400
	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

5.2 Dependent Variable Description

In this section, descriptive statistics are used to find out respondents' satisfaction levels concerning each variable. Mean represents the ratings of destinations attributes, activities, and impressions of tourists from China, Japan, U.S.A and U.K. on a five point Likert scale, where one is the least satisfied, two as not satisfied, three as neither satisfied nor dissatisfied, four as satisfied, and five as very satisfied. Cross tabulation was used to find out respondents' perception of travel prices in Thailand.

5.2.1 Tourists' Satisfaction with Most Popular Tourist Destinations

Table 5.7 indicates the five most popular destinations in Thailand visited by four groups of tourists and their satisfaction levels towards these destinations. It was found out that tourists overall satisfaction with these destinations was positive with the average mean score of 3.83. For each destinations, 'Phuket' got the highest satisfaction level (3.89), followed by Bangkok (3.88), Chiang Mai (3.86), Pattaya (3.76), and Samui (3.73) respectively.

For each country, British Tourists got the highest satisfaction level (4.11), followed by U.S.A (3.89), Chinese (3.83), and Japanese got the lowest satisfaction level (3.49). Chinese tourists were more satisfied with beach destinations, prominent

among them were Phuket (4.02), Pattaya (3.99) and Samui (3.89). Japanese tourists were more satisfied with Chiang Mai (3.78) and Bangkok (3.59). Tourists from the U.S.A got the highest satisfaction level for all destinations, and British Tourists got very high satisfaction levels, except Samui (3.64).

Table 5.7: Tourists' Satisfaction with Most Popular Tourists' Destinations

Destinations	Nation														
	whole			China			Japan			U.S.A			U.K.		
	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d
Bangkok	400	3.88	0.99	100	3.68	0.91	100	3.59	1.04	100	3.85	1.03	100	4.40	0.78
Chiang Mai	366	3.86	0.86	87	3.61	0.75	92	3.78	0.92	94	4.02	0.83	93	4.01	0.87
Pattaya	373	3.76	0.99	92	3.99	0.88	93	3.12	0.90	94	3.80	0.96	94	4.15	0.90
Phuket	372	3.89	0.86	92	4.02	0.68	92	3.38	0.78	95	3.87	0.85	93	4.29	0.85
Samui	361	3.73	0.94	88	3.89	0.75	94	3.54	1.15	88	3.85	0.85	91	3.64	0.90
Destinations	**400**	**3.83**	**0.60**	**100**	**3.83**	**0.54**	**100**	**3.49**	**0.62**	**100**	**3.89**	**0.54**	**100**	**4.11**	**0.54**

5.2.2 Attributes of Thailand as a tourist destination

According to Table 5.8, the overall tourists' impression and satisfaction by international tourists with regard to tourism attributes was generally positive with the average mean score of 3.86. The result showed that tourists perceived 'friendliness and hospitality of local people' as the most valuable attributes of Thailand with the mean score of (4.12). Tourists, in general, were satisfied with the 'attitude of staff working in the tourism industry' (4.05) and 'attractiveness of natural environment' (4.02). Availability of shopping facilities (3.97), 'Variety of attractions' (3.93), 'service' and 'service employee' (3.93), 'Availability of nightlife and entertainment' (3.90) were perceived as satisfactory by the tourists.

When the perception of attributes was examined by region, Chinese tourists were more satisfied with 'service' (4.16), followed by 'attitude of staff working in tourism industry' (4.05), and 'service employee' (4.02). Japanese tourists were more satisfied with 'Friendliness & hospitality of local people' (3.84), followed by 'attitude of staff working in tourism industry' (3.83), 'Variety of attractions' (3.82). However, Japanese tourists were dissatisfied with 'tourist facility' (2.87). American Tourists were very satisfied with 'Friendliness & hospitality of local people' (4.20),

'Attractiveness of natural environment' (4.07), 'Variety of attractions' (4.06), 'Attitude of staff working in tourism industry' (4.06), and 'Availability of nightlife & entertainment' (4.00), and not very satisfied with 'Cleanliness of beaches and sea' (3.47). British Tourists very satisfied with 'Friendliness & hospitality of local people' (4.44) followed by 'Attractiveness of natural environment' (4.40), 'Availability of shopping facilities' (4.41), 'Quality and variety of food' (4.39), 'Service' (4.27), 'Attitude of staff working in tourism industry' (4.25), 'Availability of nightlife & entertainment' (4.16), 'Variety of attractions' (4.11), and not very satisfied with 'Cleanliness of beaches and sea' and 'Feeling of safety & security overall' (3.59) respectively.

Table 5.8: Attributes of Thailand as a tourist destination

| Attributes | Nation | | | | | | | | | |
| | Whole (N=400) | | China (N=100) | | Japan (N=100) | | U.S.A (N=100) | | U.K. (N=100) | |
	Mean	s.d	Mean	s.d	Mean	s.d	Mean	s.d	Mean	s.d
Attractiveness of natural environment	4.02	0.85	3.86	0.75	3.72	0.88	4.07	0.86	4.44	0.74
Variety of attractions	3.93	0.75	3.71	0.66	3.82	0.83	4.06	0.76	4.11	0.67
Service	3.93	0.87	4.16	0.68	3.31	0.86	3.98	0.82	4.27	0.79
Service employee	3.93	0.81	4.02	0.68	3.44	0.72	3.85	0.86	4.40	0.68
Quality standard of accommodation	3.82	0.82	3.86	0.70	3.78	0.97	3.92	0.69	3.71	0.87
Quality and variety of food	3.84	0.92	3.59	0.84	3.39	0.76	3.98	0.95	4.39	0.80
Tourist facility	3.63	0.88	3.72	0.70	2.87	0.68	3.86	0.86	4.06	0.76
Availability of daily tours to other destinations & attractions	3.73	0.91	3.63	0.65	3.21	1.01	3.93	0.81	4.13	0.86
Cleanliness of beaches and sea	3.58	1.05	3.81	0.83	3.45	1.04	3.47	1.14	3.59	1.16
Availability of nightlife & entertainment	3.90	0.91	3.89	0.84	3.54	0.81	4.00	0.96	4.16	0.9
Feeling of safety & security overall	3.65	0.99	3.67	0.91	3.56	0.88	3.77	0.93	3.59	1.21
Availability of shopping facilities	3.97	0.82	3.87	0.73	3.61	0.60	3.97	0.99	4.41	0.71
Friendliness & hospitality of local people	4.12	0.91	3.99	0.92	3.84	0.75	4.20	1.02	4.44	0.82
Attitude of staff working in tourism industry	4.05	0.81	4.05	0.67	3.83	0.89	4.06	0.79	4.25	0.83
Attributes	**3.86**	**0.55**	**3.85**	**0.53**	**3.53**	**0.41**	**3.94**	**0.51**	**4.14**	**0.55**

5.2.3 Activities

Table 5.9 summarizes tourists' satisfaction with specific tourist activities in Thailand. The overall tourists' satisfaction level was positive with the average mean score of 3.86. Tourists, in general, enjoyed shopping (4.37) the most in Thailand. They enjoyed spa & massage (4.21), 'Thai food & cooking' (4.11), 'beach relaxation & activities' (4.07), and 'interacting with locals' (4.02). A total of 70 out of 400 tourists took part in golf activity, and show as dissatisfied (3.43).

When the perception of activities was examined by region, Chinese tourists liked 'beach relaxation & activities' (4.03), 'spa & massage' (3.96), 'photography' (3.87). Japanese tourists liked 'spa & massage' (4.39), 'Thai food & cooking' (4.22), and 'shopping' (4.03). American Tourists liked 'spa & massage' (4.23), 'Thai food & cooking' (4.21), and 'beach relaxation & activities' (4.01). British Tourists liked 'shopping' (4.37), 'Thai food & cooking' (4.36), 'spa & massage' (4.25), 'temple tour' (4.23), 'beach relaxation & activities' (4.08), 'interacting with locals' (4.05), 'boat tour' (4.02) respectively.

Table 5.9: activities

							Nation								
Activities	whole			China			Japan			U.S.A			U.K.		
	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.
Photography	400	3.89	0.94	100	3.87	0.73	100	3.82	1.12	100	3.92	0.94	100	3.95	0.94
Boat tour	400	3.72	0.92	100	3.66	0.82	100	3.30	0.9	100	3.88	0.90	100	4.02	0.90
Coach tour	399	3.54	0.85	100	3.73	0.81	100	3.13	0.97	100	3.62	0.68	99	3.69	0.78
Temple tour	400	3.76	0.93	100	3.75	0.85	100	3.21	1.00	100	3.86	0.68	100	4.23	0.90
Beach relaxation/activities	399	4.07	0.81	100	4.03	0.72	99	4.17	0.86	100	4.01	0.83	100	4.08	0.84
Diving	357	3.79	0.94	87	3.79	0.72	87	3.80	1.01	92	3.62	0.92	91	3.95	1.05
Shopping	400	4.37	0.82	100	3.80	0.78	100	4.03	0.85	100	3.86	1.05	100	4.37	0.82
Interacting local	400	4.02	0.91	100	3.47	0.87	100	3.67	1.03	100	3.82	0.97	100	4.05	0.88
Adventure	361	3.69	0.98	84	3.40	0.89	92	3.73	1.08	93	3.76	1.12	92	3.84	0.75
Golf	70	3.43	1.12	18	3.72	0.83	25	3.00	1.08	11	3.27	1.42	16	3.88	1.09
Spa & massage	400	4.21	0.87	100	3.96	0.71	100	4.39	0.85	100	4.23	1.04	100	4.25	0.81
Thai food & cooking	397	4.11	0.97	100	3.66	1.02	97	4.22	0.81	100	4.21	1.02	100	4.36	0.87
Activities	**400**	**3.86**	**0.52**	**100**	**3.74**	**0.50**	**100**	**3.75**	**0.54**	**100**	**3.89**	**0.49**	**100**	**4.07**	**0.49**

5.2.4 Tourist perception of travel Price

Table 5.10 shows tourists perception of travel prices in Thailand. It was established that only 11% of the tourists thought travel in Thailand was 'inexpensive' where as 23.3% considered the prices 'reasonable'. The majority of tourists (51.8%) considered the travel price as 'good value', 11% of tourists thought the price were 'expensive'. There were only 3% of tourists thought travels in Thailand as 'very expensive'.

When the perception of price was examined on the basis of region, majority of Chinese tourists (69%) thought the price travel to Thailand was 'reasonable', 'inexpensive' (10%), 'expensive' (17%), and 'very expensive' (4%) respectively. Three-fourths of Japanese tourists thought price were good value (79%), and reasonable (8%), expensive (11%), very expensive (2%) respectively. For American tourists, their perception of travel price in Thailand was felt as inexpensive (26%), reasonable (23%), good value (32%), expensive (13%), and very expensive (6%) respectively. For British Tourists, their majority perception of travel price in Thailand was good value (63%), inexpensive (8%), reasonable (26%), and expensive (3%) respectively.

Table 5.10: Tourist perception of travel Price * Nationality Crosstabulation

		Nation				
		China	Japan	U.S.A	U.K.	Total
Price level	% within Nationality	（n=100）	（n=100）	（n=100）	（n=100）	（n= 400）
Inexpensive	% within Nationality	10.0%	.0%	26.0%	8.0%	11.0%
Reasonable	% within Nationality	36.0%	8.0%	23.0%	26.0%	23.3%
Good value	% within Nationality	33.0%	79.0%	32.0%	63.0%	51.8%
Expensive	% within Nationality	17.0%	11.0%	13.0%	3.0%	11.0%
Very expensive	% within Nationality	4.0%	2.0%	6.0%	.0%	3.0%
Total	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

5.2.5 Impression and satisfaction of Thailand

Table 5.11 measures the tourists overall impression of Thailand and their overall satisfaction. The table shows that Thailand was perceived highly by tourists as 'interesting' (4.25). It was also highly regarded as a 'cultural destination' (4.00) and 'unique destination' (3.95). Thailand as an 'adventure destination' (3.57) was rated lower by tourists. The overall satisfaction of their travel to Thailand was quite positive. The mean rating of visitors' overall satisfaction was 4.03, with a standard deviation of 0.82.

Table 5.11: Impression and satisfaction of Thailand

Impression	Nation									
	Whole (n=400)		China (n=100)		Japan (n=100)		U.S.A (n=100)		U.K. (n=100)	
	Mean	s.d.	Mean	s.d.	Mean	s.d.	Mean	s.d.	Mean	s.d.
Thailand as interesting destination	4.25	0.88	3.95	0.85	3.89	0.97	4.43	0.81	4.74	0.52
Thailand as unique destination	3.95	0.91	3.52	0.79	3.87	0.86	3.99	0.83	4.44	0.90
Thailand as adventure destination	3.57	0.85	3.31	0.78	3.43	0.89	3.94	0.83	3.6	0.78
Thailand as culture destination	4.00	0.90	3.56	0.89	3.75	0.88	4.15	0.77	4.53	0.72
Satisfaction with the overall destination	4.03	0.82	3.77	0.67	3.81	0.72	4.08	0.8	4.44	0.90

When the perception of price was examined by region, Chinese tourists were quite satisfied with Thailand as an interesting destination (3.95), and dissatisfied with Thailand as an adventure destination (3.31). The overall satisfaction level was positive, at a mean score of 3.77. Japanese tourists were satisfied with Thailand as an interesting destination (3.89), and a unique destination (3.87), but dissatisfied with Thailand as an adventure destination. American tourists were very satisfied with Thailand as an interesting destination (4.43) and a cultural destination (4.15). The overall satisfaction level at the mean score of 4.08, means that American Tourists were satisfied while traveling in Thailand. British Tourists were very satisfied with Thailand as an interesting destination (4.74), a unique destination (4.44) and a cultural

destination (4.53), but dissatisfied with Thailand as a cultural destination (3.6). British Tourists were very satisfied with Thailand at the mean score of 4.44.

5.2.6 Future Behavior

Table 5.12 indicates the tourists' future behavior. From the total number of respondents, 97% would recommend Thailand to others. There were only 5%, both Chinese and British, 2% of American tourists who would not recommend Thailand to others. Regarding the intention to return to Thailand, 90.5% of the total sample population intended to return to Thailand and 9.5% did not. For specific country, Table 5.12 shows that American Tourists (96%) were most likely to return to Thailand compared to Chinese (92%), Japanese (89%), and British (85%) tourists respectively in this study.

Table 5.12 Future Behavior * Nationality Crosstabulation

			Nation				Total
			China	Japan	U.S.A	U.K.	
Would you recommend	yes	Count	95	100	98	95	388
Thailand to others		% within Nationality	95.0%	100.0%	98.0%	95.0%	97.0%
	NO	Count	5	0	2	5	12
		% within Nationality	5.0%	.0%	2.0%	5.0%	3.0%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%
Do you intend to return	yes	Count	92	89	96	85	362
to Thailand in the future		% within Nationality	92.0%	89.0%	96.0%	85.0%	90.5%
	NO	Count	8	11	4	15	38
		% within Nationality	8.0%	11.0%	4.0%	15.0%	9.5%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

5.3 Hypotheses Testing

The result of hypotheses testing aims to determine the differences in tourist satisfaction among Chinese, Japanese, American, British Tourists toward destination attributes, activities, travel price and impression. One-way ANOVA was applied to

test the hypotheses. The significance level used in this research study is 0.05 or 95% level of confidence.

Hypothesis 1

Ho1:   The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is not significant.

Ha 1:   The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is significant.

Table 5.13 One-way ANOVA for hypothesis 1

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Bangkok	Between Groups	39.540	3	13.180	14.798	.000
	Within Groups	352.700	396	.891		
	Total	392.240	399			
Chiang Mai	Between Groups	10.582	3	3.527	4.924	.002
	Within Groups	259.312	362	.716		
	Total	269.893	365			
Pattaya	Between Groups	57.476	3	19.159	23.121	.000
	Within Groups	305.763	369	.829		
	Total	363.239	372			
Phuket	Between Groups	40.412	3	13.471	21.249	.000
	Within Groups	233.287	368	.634		
	Total	273.699	371			
Samui	Between Groups	7.544	3	2.515	2.912	.034
	Within Groups	308.306	357	.864		
	Total	315.850	360			

The One-way Analysis of Variance in Table 5.13 reveals that all the items have a significance value less than 0.05. It means that the null hypothesis is rejected for these items. Therefore, there are statistical differences in foreign tourists' satisfaction of "destination" of Thailand as a destination with regard to nationality at 0.05 significant level.

Hypothesis 2

Ho2:   The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is not significant.

Ha2:   The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is significant.

Table 5.14 One-way ANOVA for hypothesis 2

ANOVA

Attributes		Sum of Squares	df	Mean Square	F	Sig.
Attractiveness of natural environment	Between Groups	29.448	3	9.816	14.988	.000
	Within Groups	259.350	396	.655		
	Total	288.798	399			
Variety of attractions	Between Groups	10.970	3	3.657	6.805	.000
	Within Groups	212.780	396	.537		
	Total	223.750	399			
Service	Between Groups	55.540	3	18.513	29.742	.000
	Within Groups	246.500	396	.622		
	Total	302.040	399			
Service employee	Between Groups	47.548	3	15.849	29.145	.000
	Within Groups	215.350	396	.544		
	Total	262.898	399			
Quality standard of accommodation	Between Groups	2.528	3	.843	1.268	.285
	Within Groups	263.150	396	.665		
	Total	265.678	399			
Quality and variety of food	Between Groups	58.708	3	19.569	27.506	.000
	Within Groups	281.730	396	.711		
	Total	340.438	399			
Tourist facility	Between Groups	82.348	3	27.449	48.278	.000
	Within Groups	225.150	396	.569		
	Total	307.498	399			
Avaliability of daily tours to other destinations and attractions	Between Groups	48.030	3	16.010	22.665	.000
	Within Groups	279.720	396	.706		
	Total	327.750	399			
Cleanliness of beaches and sea	Between Groups	8.200	3	2.733	2.487	.060
	Within Groups	435.240	396	1.099		
	Total	443.440	399			
Avaliability of nightlife & entertainment	Between Groups	20.728	3	6.909	8.939	.000
	Within Groups	306.070	396	.773		
	Total	326.798	399			
Feeling of safety & security overall	Between Groups	2.648	3	.883	.899	.442
	Within Groups	388.650	396	.981		
	Total	391.298	399			
Avaliability of shopping facilities	Between Groups	33.310	3	11.103	18.615	.000
	Within Groups	236.200	396	.596		
	Total	269.510	399			
Friendliness & hospitality of local people	Between Groups	20.408	3	6.803	8.773	.000
	Within Groups	307.070	396	.775		
	Total	327.478	399			

Attitude of staff working in tourism industry	Between Groups	8.848	3	2.949	4.612	.003
	Within Groups	253.250	396	.640		
	Total	262.098	399			

The One-way Analysis of variance in Table 5.14 reveals the items "Quality standard of accommodation", "Cleanliness of beaches and sea" and "Feeling of safety & security overall" have a significance value of 0.285, 0.060, and 0.442 respectively which are more than 0.05. Therefore, the null hypothesis failed to reject concerning these items. This means that the international tourists satisfaction with "Quality standard of accommodation, Cleanliness of beaches and sea, and Feeling of safety & security overall" is not significant.

However, the other eleven items reveal a significance value less than 0.05. It means that the null hypothesis is rejected for these eleven items. Therefore, there are statistical differences in these items in foreign tourists' satisfaction of "attributes" of Thailand as a destination with regard to nationality at 0.05 significant level.

Hypothesis 3

Ho3:   The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is not significant.

Ha3:   The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is significant.

The One-way Analysis of variance in Table 5.15 reveals the items "Photography", "Beach relaxation/activities", "diving" and "golf" have a significance value of 0.777, 0.505, 0.136 and 0.051 respectively, which are, more than 0.05. Therefore, the null hypothesis failed to reject concerning these items. This means that the international tourists' satisfaction in "Photography, Beach relaxation/activities, diving and golf" is not significant.

However, the other eight items reveal a significance value less than 0.05. It means that the null hypothesis is rejected for these eight items. Therefore, there is statistical difference in these items in foreign tourists' satisfaction of "activities" of Thailand as a destination with regard to nationality at 0.05 significant level.

Table 5.15 One-way ANOVA for hypothesis 3

ANOVA

Activities		Sum of Squares	df	Mean Square	F	Sig.
Photography	Between Groups	.980	3	.327	.367	.777
	Within Groups	352.180	396	.889		
	Total	353.160	399			
Boat tour	Between Groups	29.550	3	9.850	12.666	.000
	Within Groups	307.960	396	.778		
	Total	337.510	399			
Coach tour	Between Groups	23.195	3	7.732	11.574	.000
	Within Groups	263.873	395	.668		
	Total	287.068	398			
Temple tour	Between Groups	53.348	3	17.783	23.863	.000
	Within Groups	295.090	396	.745		
	Total	348.438	399			
Beach relaxation /activities	Between Groups	1.551	3	.517	.782	.505
	Within Groups	261.341	395	.662		
	Total	262.892	398			
Diving	Between Groups	4.880	3	1.627	1.862	.136
	Within Groups	308.364	353	.874		
	Total	313.244	356			
Shopping	Between Groups	19.650	3	6.550	8.414	.000
	Within Groups	308.260	396	.778		
	Total	327.910	399			
Interacting local	Between Groups	17.968	3	5.989	6.805	.000
	Within Groups	348.530	396	.880		
	Total	366.498	399			
Adventure	Between Groups	9.457	3	3.152	3.332	.020
	Within Groups	337.795	357	.946		
	Total	347.252	360			
Golf	Between Groups	9.600	3	3.200	2.724	.051
	Within Groups	77.543	66	1.175		
	Total	87.143	69			
Spa & massage	Between Groups	9.688	3	3.229	4.348	.005
	Within Groups	294.090	396	.743		
	Total	303.778	399			
Thai food & cooking	Between Groups	28.600	3	9.533	10.938	.000
	Within Groups	342.524	393	.872		
	Total	371.123	396			

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Hypothesis 4

Ho4: The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is not significant.

Ha4: The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is significant.

The One-way Analysis of variance in Table 5.16 reveals that tourist perception of travel price has a significance value of 0.000, which less than 0.05. It means that the null hypothesis is rejected for these items. Therefore, there is statistical difference in foreign tourists' satisfaction of "price" of Thailand as a destination with regard to nationality at 0.05 a significance level.

Table 5.16 One-way ANOVA for hypothesis 4

ANOVA

Tourist perception of travel Price

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.388	3	6.129	7.812	.000
Within Groups	310.690	396	.785		
Total	329.078	399			

Hypothesis 5

Ho5: The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is not significant.

Ha5: The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is significant.

The One-way Analysis of variance in Table 5.17 reveals that all the items have a significance value at 0.00, which is less than 0.05. It means that the null hypothesis is rejected for these items. Therefore, there are statistical differences in foreign tourists' satisfaction of "impression" of Thailand as a destination with regard to nationality at 0.05 a significance level.

Table 5.17 One-way ANOVA for hypothesis 5

ANOVA

Impression		Sum of Squares	df	Mean Square	F	Sig.
Thailand as interesting destination	Between Groups	49.208	3	16.403	25.344	.000
	Within Groups	256.290	396	.647		
	Total	305.498	399			
Thailand as unique destination	Between Groups	43.536	3	14.512	20.158	.000
	Within Groups	283.650	394	.720		
	Total	327.186	397			
Thailand as adventure destination	Between Groups	22.131	3	7.377	10.957	.000
	Within Groups	265.256	394	.673		
	Total	287.387	397			
Thailand as culture destination	Between Groups	56.143	3	18.714	27.910	.000
	Within Groups	264.854	395	.671		
	Total	320.997	398			
Satisfaction with the overall destination	Between Groups	28.703	3	9.568	15.809	.000
	Within Groups	239.047	395	.605		
	Total	267.749	398			

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the conclusions from the whole research. It comprises three sections. The first section provides the summary of the research findings of both the descriptive and hypotheses testing. The second section focuses on the conclusion/recommendation. In the last section, direction for future research is suggested.

6.1 Summary of Findings

6.1.1 Summary of Respondents' Demographics and Trip Characteristics

From the data of the 400 respondents surveyed, the four groups of international tourists were categorized into Chinese, Japanese, American, and British (Table 6.1). The majority of the respondents were 'single' (59.5%) and 'male' (58%). 57.8% of the respondents were aged between '18-34 years' old, and they preferred to travel as 'FIT' (78%). 70.5% of the respondents were employed. Regarding the annual income, 34.3% of the respondents reported to be earning less than $50,000 and 36.3% indicated their annual income was more than $150,000.

Chinese female respondents (55%) outnumbered males, where as more than 60% of respondents of the other three countries' were males. The majority of Japanese respondents (73%) were aged between 18 and 34, while the same age level was observed by U.S.A (65%), Chinese (53%), and U.K. (43%) respondents respectively. 78% of Japanese respondents were single, and for the other three countries' 'single' tourists accounted for more than 50%. In the case of annual income, 71% of Chinese annual income was less than $50,000, 64% of British tourists' annual income was more than $150,000. More than 80% of Japanese, U.S.A, and U.K.

respondents and 60% of Chinese respondents made their own travel arrangements to Thailand.

Table 6.1 Summary of Respondents' Demographics and Trip Characteristics

| Characteristics | Majority | Number of respondents | | | | Total % |
		China	Japan	U.S.A	U.K.	
Gender	Male	45	60	65	62	232
		45.0%	60.0%	65.0%	62.0%	58.0%
Age	18-34	53	73	62	43	231
		53.0%	73.0%	62.0%	43.0%	57.8%
Marital Status	Single	52	78	57	51	238
		52.0%	78.0%	57.0%	51.0%	59.5%
Occupation	Employed	57	68	70	87	282
		57.0%	68.0%	70.0%	87.0%	70.5%
Income	Under $ 50,000	71	31	33	2	137
		71.0%	31.0%	33.0%	2.0%	34.3%
	More than $150,000	8	33	40	64	145
		8.0%	33.0%	40.0%	64.0%	36.3%
Travel Arrangement	FIT	60	82	82	88	312
		60.0%	82.0%	82.0%	88.0%	78.0%

6.1.2 Summary of hypotheses testing results

This research focuses on investing cross-cultural satisfaction among international tourists from four countries: China, Japan, U.S.A, and U.K. A total of 400 questionnaires were collected from the four groups of target respondents and applied One-way ANOVA was applied to test the hypotheses. The hypotheses testing results that investigated the statistical difference between the dependent variable and independent variables are presented in Table 6.2.

Table 6.2: Summary of Hypotheses testing results

Hypothesis	Statistical test	Results
Hypothesis 1 **Ho1:** The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is not significant. **Ha 1:** The difference in foreign tourists' satisfaction of 'attractions' of Thailand as a destination with regard to nationality is significant.	ANOVA	Rejected Ho
Hypothesis 2 **Ho2:** The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is not significant. **Ha2:** The difference in foreign tourists' satisfaction of 'attributes' of Thailand as a destination with regard to nationality is significant. ◆ Attractiveness of natural environment		Rejected Ho
◆ Variety of attractions		Rejected Ho
◆ Service	ANOVA	Rejected Ho
◆ Service employee		Rejected Ho
◆ Quality standard of accommodation		Failed to reject Ho
◆ Quality and variety of food		Rejected Ho
◆ Tourist facility		Rejected Ho
◆ Availability of daily tours to other destinations and attractions		Rejected Ho
◆ Cleanliness of beaches and sea		Failed to reject Ho
◆ Availability of nightlife & entertainment		Rejected Ho
◆ Feeling of safety & security overall		Failed to reject Ho
◆ Availability of shopping facilities		Rejected Ho
◆ Friendliness & hospitality of local people		Rejected Ho
◆ Attitude of staff working in tourism industry		Rejected Ho

Hypothesis 3 **Ho3:** The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is not significant. **Ha3:** The difference in foreign tourists' satisfaction of 'activities' of Thailand as a destination with regard to nationality is significant.		
• Photography		Failed to reject Ho
• Boat tour		Rejected Ho
• Coach tour		Rejected Ho
• Temple tour	ANOVA	Rejected Ho
• Beach relaxation/ activities		Failed to reject Ho
• Diving		Failed to reject Ho
• Shopping		Rejected Ho
• Interacting local		Rejected Ho
• Adventure (e.g. canoeing, trekking, water rafting, mountain biking & fishing)		Rejected Ho
• Golf		Failed to reject Ho
• Spa & massage		Rejected Ho
• Thai food & cooking		Rejected Ho
•		
Hypothesis 4 **Ho4:** The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is not significant. **Ha4:** The difference in foreign tourists' satisfaction of 'price' of Thailand as a destination with regard to nationality is significant.	ANOVA	Rejected Ho
Hypothesis 5 **Ho5:** The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is not significant. **Ha5:** The difference in foreign tourists' satisfaction of 'impression' of Thailand as a destination with regard to nationality is significant.	ANOVA	Rejected Ho

6.2 Discussion and Conclusion of the Research

The results of the research achieved the objectives 'to identify and compare the satisfaction of international tourists from China, Japan, Europe and the U.S.A with their travel experiences in Thailand'. Post-hoc analysis using the Tukey's Honestly Significant Different test (HSD) determined which of the groups differed significantly (Appendix G). The significance level used in this research study is 0.05 or 95% level of confidence.

6.2.1 Tourists' Satisfaction with Most Popular Tourists' Destinations

Post-hoc analysis (Appendix G) revealed that for all destinations, except Samui reported a significant difference in mean satisfaction scores. British tourists were more satisfied with Bangkok as a destination than Chinese, Japanese and American tourists (Table 6.3). British and American tourists were more satisfied with Chiang Mai as a destination than Chinese. Japanese tourists were less satisfied than the three groups of tourists visiting Pattaya. For Phuket, British tourists were more satisfied than tourists from the U.S.A, and Japan, while Chinese and American tourists were more satisfied than Japanese.

Table 6.3 Regional Differences in Most Popular Tourists' Destinations

Destinations	Regional Differences		
Bangkok	U.K.	>	U.S.A, China & Japan
Chiang Mai	U.S.A & U.K.	>	China
Pattaya	China & U.S.A	>	Japan
	U.K.	>	U.S.A & Japan
Phuket	China & U.S.A	>	Japan
	U.K.	>	U.S.A & Japan
Samui	NS		

NS - No significant difference between groups of nationalities at the p≤0.05 level.

6.2.2 Tourist Perception of Thailand as a Destination

Table 6.4 Regional Differences in Tourist Perception

Attributes	Regional Differences		
Attractiveness of natural environment	U.S.A	>	Japan
	U.K.	>	Japan, China &U.S.
Variety of attractions	U.K.	>	China & Japan
	U.S.A	>	China
Service	U.S.A & China	>	Japan
	U.K.	>	Japan &U.S.A
Service employee	U.K.	>	China, Japan & U.S.A
	U.S.A & China	>	Japan
Quality standard of accommodation			NS
Quality and variety of food	U.S.A	>	China & Japan
	U.K.	>	U.S.A, China &Japan
Tourist facility	China & U.S.A	>	Japan
	U.K.	>	China &Japan
Availability of daily tours to other destinations and attractions	U.S.A & China	>	Japan
	U.K.	>	China &Japan
Cleanliness of beaches and sea			NS
Availability of nightlife & entertainment	U.K., U.S.A & China	>	Japan
Feeling of safety & security overall			NS
Availability of shopping facilities	U.S.A	>	Japan
	U.K.	>	U.S.A, China & Japan
Friendliness & hospitality of local people	U.S.A	>	Japan
	U.K.	>	Japan & China
Attitude of staff working in tourism industry	U.K.	>	Japan

NS - No significant difference between groups of nationalities at the p≤0.05 level.

Post-hoc analysis (Appendix G) revealed that the four groups were consistent in their satisfaction with 'quality standard of accommodation', 'cleanliness of beaches and sea', and 'feeling of safety' and 'overall security' at a 95% level of confidence. The British tourists expressed higher satisfaction than tourists from the U.S.A, China and Japan for 'attractiveness of natural environment', 'service employee', 'quality and

variety of food', and 'availability of shopping facilities', while American tourists were more satisfied than Japanese regarding the same issues (Table 6.4). The Chinese tourists were more satisfied with 'service employee' in Thailand than Japanese tourists. For the 'variety of attractions', and 'friendliness and hospitality of local people', the British tourists expressed higher satisfaction than Chinese and Japanese tourists, while American tourists were more satisfied with 'variety of attractions' than Chinese and 'friendliness and hospitality of local people' than Japanese.

The British tourists were more satisfied with 'service' than Japanese and American tourists, while American and Chinese tourists were more satisfied than Japanese visitors regarding the same issue. The British tourists showed more satisfaction than tourists from China and Japan for 'tourist facility', and 'availability of daily tours to other destinations and attractions', while Chinese and American tourists were more satisfied than Japanese tourists concerning the same issues. Regarding the 'availability of nightlife and entertainment', Japanese tourists reported less satisfition than the tourists from U.K., U.S.A and China. The British tourists expressed higher satisfaction than Japanese tourists for 'attitude of staff working in tourism industry' in Thailand.

6.2.3 Satisfaction with Special Tourists Activities in Thailand

Post-hoc analysis (Appendix G) revealed that the four groups were consistent in their satisfaction with 'photography', 'beach relaxation/ activities', 'diving', and 'golf' at a 95% level of confidence (Table 6.5). Regarding 'boat tour', and 'temple tour', British tourists expressed higher satisfaction than Chinese and Japanese tourists, while American and Chinese tourists were more satisfied than Tourists from Japan Regarding the same activities. Concerning the 'coach tour', Japanese tourists showed less satisfaction than the other three nationalities. The British tourists reported more satisfaction than American, Chinese and Japanese tourists regarding the 'shopping' activity. The Chinese tourists showed less satisfaction than tourists from the U.K. and U.S.A, while Japanese were less satisfied than British tourists concerning the same

issue. Regarding 'adventure', British tourists showed higher satisfaction than Chinese tourists. The Japanese tourist were more satisfied with 'spa and massage' than Chinese tourists. The tourists from the U.K., U.S.A and Japan showed higher satisfaction than Chinese tourists regarding 'Thai food and cooking'.

Table 6.5 Regional Difference in Special Tourists Activities in Thailand

Activities	Regional Differences		
Photography	NS		
Boat tour	U.S.A & China	>	Japan
	U.K.	>	China & Japan
Coach tour	U.K., U.S.A & China	>	Japan
Temple tour	U.S.A & China	>	Japan
	U.K.	>	China & Japan
Beach relaxation /activities	NS		
Diving	NS		
Shopping	U.K.	>	U.S.A, China & Japan
Interacting local	U.S.A	>	China
	U.K.	>	China & Japan
Adventure	U.K.	>	China
Golf	NS		
Spa & massage	Japan	>	China
Thai food & cooking	U.K., Japan & U.S.A	>	China

NS - No significant difference between groups of nationalities at the p≤0.05 level.

6.2.4 Tourist Perception of Travel Price in Thailand

Post-hoc analysis (Appendix G) revealed that Japanese tourists perceived 'good value' to the travel price in Thailand compared to U.S.A, U.K. and Chinese who perceived travel price as 'reasonable' (Table 6.6).

Table 6.6 Regional Difference in Tourist Perception of Travel Price

Regional Difference		
Japan	>	U.S.A, U.K. & China

6.2.5 Tourists' Impression and Overall Satisfaction of Thailand

Post-hoc analysis (Appendix G) revealed that tourists from the U.K. gave a higher rating than American, Chinese and Japanese tourists for 'Thailand as an interesting destination' and 'Thailand as a cultural destination', while American tourists reported higher rating than Chinese and Japanese tourists for the same items (Table 6.7). The British tourists showed a higher rating than the tourists from the other three countries for 'Thailand as a unique destination', while American and Japanese showed higher rating than Chinese tourists for the same issue. Regarding 'Thailand as an adventure destination', American tourists reported higher rating than tourists from the U.K., China and Japan. For the overall satisfaction, British tourists' ranked highest satisfaction than American, Japanese and Chinese tourists.

Table 6.7 Regional Differences in Tourists' Impression and Overall Satisfaction

Impression	Regional Difference		
Thailand as interesting destination	U.S.A	>	China & Japan
	U.K.	>	U.S.A ,China & Japan
Thailand as unique destination	U.S.A & Japan	>	China
	U.K.	>	U.S.A, Japan & China
Thailand as adventure destination	U.S.A	>	U.K., China & Japan
Thailand as cultural destination	U.S.A	>	China & Japan
	U.K.	>	U.S.A, China & Japan
Satisfaction with the overall destination	U.S.A	>	China
	U.K.	>	U.S.A, China & Japan

6.2.6 Future Behavior

Table 6.8 Regional Differences in Future Behavior

Future Behavior	Regional Differences
Would you recommend Thailand to others	NS
Do you intend to return to Thailand in the future	U.K. > U.S.A

NS - No significant difference between groups of nationalities at the p≤0.05 level.

Post-hoc analysis (Appendix G) revealed that the four groups were consistent in their satisfaction with recommending Thailand to others' at a 95% level of confidence. It was found that British tourists were more likely to return to Thailand than tourists from the U.S.A (Table 6.8).

6.2.8 Discussion of the Research

The tourists from Eastern countries show more concern in regards to the attitude of local people than Western tourists when they travel abroad. For Chinese tourists, the most important rules dealing with interaction is 'saving face'. The friendliness of service employee and local people in Thailand made Chinese tourists highly satisfied.

The Japanese have more specific rules related to human interaction with each other. Therefore, Japanese expressed slight dissatisfaction with the interaction with Thai people. The abundant shopping facilities gave a significant positive influence on Japanese tourists' satisfaction.

The tourists from western countries show more concern about the individual experience. The colorful Thai culture, beautiful scenery and pleasant weather gave them a unique experience when they travelled in Thailand. Moreover, the attitude of Thai people, both service employees and local people, made tourists from the U.S.A and U.K. feel welcome.

As the tourists from the U.S.A and U.K. are leisure oriented, they prefer to stay at one destination longer than Chinese and Japanese tourists. Fishing, diving, swimming and sunbathing are the favorite activities when they stay at a beach and sea destination. Therefore, the physical condition on of the beach and sea need to be taken into consideration by the American and British tourists.

The above results show that there were significant differences in attractions, destination tourism attributes, tourist activities, impression and future behavior among Chinese, Japanese, American and British tourists with regard to Thailand as a destination. Generally, British tourists displayed higher satisfaction for all attributes when compared to the tourists from the other three countries, while Japanese ranked

with the lowest satisfaction level. The Japanese tourists were not satisfied with Pattaya and Phuket on their visit to these destinations. They reported dissatisfaction with service and service employees, quality and variety of food, boat tours, temple tours, and coach tours while in Thailand. Chinese tourists were not satisfied with interacting with local people and adventure activities, while American tourists were not satisfied with golf activities.

This study found that the international tourists were satisfied with Thailand as an interesting, cultural destination which offers an attractive natural environment, friendly and hospitable of local people. They were satisfied with beach relaxation and beach activities, shopping, interacting with local people, spa and massage and Thai food. However, they were critical about cleanliness of beach and sea, safety and security, coach tour and playing golf. They were not satisfied with Thailand as an adventure destination. Overall, they were satisfied with their travel experience and would recommend travelling to Thailand to others and will return to Thailand in the future.

6.3 Recommendations

This study investigates the cross-cultural satisfaction survey among international tourist from four regions: U.S.A, U.K., Japan and China. Based on descriptive statistical research, the key sample respondents reported low attention being given to the following aspects.

In order to improve the experience of tourists of different cultures, knowledge of cultural differences can be used to better approach culturally different tourist markets. Knowledge of cultural differences can be used to tap into the international tourist market by systematic segmentation, targeting and positioning. The cultural backgrounds of international tourists help to identify cultural profiles of the market segment (see Table 6.9). Therefore, multicultural education and training are needed by the service provider in the Thai tourism industry. As the tourism industry becomes more culturally diverse, future tourism and hospitality managers should understand

their customers from different cultural backgrounds. Cross-cultural education for both Thai tourism managers and employees is the only way to get ahead in the industry.

Tourism and hospitality industry employees need to participate in compulsory cross-cultural training. Cross-cultural training programs help to understand one's own culture along with the cultures of the tourists. Therefore, the service employee can provide appropriate service to tourists of different cultural backgrounds.

Table 6.9 Recommendations for all Regions

Region	Recommendations
China Japan U.S.A U.K.	• Knowledge of cultural differences • Cross-cultural training • Improve the tourism facilities • Ensure Thailand as a safe destination • modern adventure (such as yachting, deep sea fishing, canoeing, triathlons, tennis, and sailing)

Moreover, improvement of the tourism facilities must be taken into consideration. The tourism facilities can provide tourists travelling in Thailand with more convenience. As tourists are very sensitive to safety and security issues, ensuring Thailand as a safe destination is critical for the Thai tourism industry. In case of emergency, quick response and recovery strategies need to be planned by all members in the Thai tourism industry.

Price was an advantage for Thailand tourism. It was found that all tourists from the four countries considered the travel price in Thailand as good value. However, valuable price does not mean cheap service. The Tourism Authority of Thailand (TAT) TAT needs to keep the price competitive without ignoring service quality.

Regarding the tourists' overall impression, it was found that Thailand was perceived by tourists as an interesting, unique and cultural destination. The Tourism Authority of Thailand (TAT) needs to strengthen its competitive advantage in order to compete with other destinations. However, as Thailand was ranked low as an

adventure destination by the four countries, TAT needs to develop new strategies to follow up. As the economy of this region has grown over the last decade, modern adventure has become the rage of the rich upper class and the newer middle class such as yachting, deep sea fishing, canoeing, tennis, and sailing.

As different cultural groups have different considerations regarding the satisfaction when they travel to Thailand, it is suggested that the Thailand tourism industry need to focus its strategy on what varies from country to country rather than regarding all foreign tourists as a single market (Table 6.10).

Table 6.10 recommendations for each target Market

Country	Recommendations for specific markets
China	• Provide more information about activities, such as cultural shows, cruises on the Chao Phaya River. • Provide more variety of food. • Provide volunteers who can speak chinese language to help the tourists communicate with locals. • Improve the local people's foreign language skills.
Japan	• Develop more entertainment and activities at the beach destinations. • Provide a greater variety of food. • Tourism employees need to be concerned more with punctually, respect and politeness. • Provide volunteers who can speak Japanese languages to help the tourists communicate with locals. • Improve the local people's foreign language skills.
U.S.A	• Provide up-to-date Thailand golf maps, widest selection of value for money & premium golf packages to suit every budget. • Create information for all modes of transportation and ensure the information is up to date.
U.K.	• Provide private programs for coach tours. • Make the tour easy, organized and suitable.

• China as a tourism market to Thailand

The Chinese tourists reported that they were quite satisfied when they travelled in Thailand. The Chinese tourists prefer travelling in groups, and they would like to participate in more activities when travelling. Therefore, the Tourism Authority of Thailand (TAT) needs to provide more information about activities, such as cultural

shows, and cruises on the Chao Phaya River. As many destinations only provide Thai and western food, the TAT needs to make a joint effort with the private sector to improve quality and variety of food.

In Thailand, most local people do not speak Chinese well. It's hard for the Chinese tourists to communicate with the local people. Therefore, the tourism industry can provide volunteers who can speak Chinese to help the tourists communicate with locals. For the long term, improving the local people's Chinese language skills is necessary.

- Japan as a tourism market to Thailand

Japanese tourists are not leisure oriented but activity-oriented. The Tourism Authority of Thailand (TAT) needs to develop more entertainment and activities at the each destination specific to the Japanese market.

In Japan, good service is seen in terms of being punctual, respectful, and polite. In contrast, Thailand is famous for its smiling people but Thais are not concerned with punctuality. Therefore, in order to improve Japanese tourists' satisfaction, the tourism employee needs to be more concerned with being punctual, respectful and being polite.

- U.S.A as a tourism market to Thailand

The tourists from the U.S.A are mainly leisure oriented. They prefer to stay at one destination and interact with local people. The variety of attraction, colorful culture, and friendly local people gave them high satisfaction when they traveled in Thailand. They prefer to stay at one destination longer than Chinese and Japanese tourists. Fishing, diving, swimming and sunbathing are the favorite activities when they stay at a beach and sea destination. Therefore, the physical condition on of the beach and sea need to be taken into consideration by the American and British tourists. The cleanliness of beach and sea need to be improved, especially at the beaches where tourists enjoy the sun bar. In order to satisfy tourists when they travel by coach, the tourism authority of Thailand (TAT) can help to create information for all modes of

transportation and ensure the information is up to date.

For golf tourism, the TAT needs to provide up-to-date Thailand golf maps, a wider selection of value for money & premium golf packages to suit every budget. There is a need to come up with golf packages to match tourists' budget and styles of travel.

- U.K. as a tourism market to Thailand

The British tourists reported the highest satisfaction level when compared to the other three counties. They gave positive evaluation for most of the items and unique experiences when they travelled in Thailand. However, the Tourism Authority of Thailand (TAT) needs to consider ways to improve their experience when they travel to Samui. The coach tour needs to provide private programs, to visit the major areas of local interest and to make the most of the tourists' time. Moreover, its needs to be better organized and more suitable when the tourists want to travel.

Future Study

Only four nationalities were surveyed in the research. A larger sample group may reveal greater cross-cultural variations in satisfaction levels among the different countries of origin. Therefore, future study can be conducted on more nationalities, such as the top ten international tourist region arrivals to Thailand. Moreover, more destinations in Thailand and destination attributes are needed to be conducted for the future study.

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APPENDIX A

QUESTIONNAIRE

English Version

Questionnaire

Dear Respondents:

This questionnaire is designed as part of fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to explore international tourist satisfaction level with Thailand as a destination. Your answers are valuable and your information will be strictly used for educational purpose and treated confidential. Your cooperation and precious time on this questionnaire is highly appreciated.

Sincerely Yours,
Lin Wang

Part I: Visitor Demographics and Trip Characteristics
Instruction: Please tick *(√)* the one that matches best with your opinion

1. Gender
  □ Male   □ Female

2. Age (years)
  □ Under 18   □ 18-34
  □ 35-54   □ 55 or older

3. Marital Status
  □ Married   □ Single

4. Occupation
  □ Employed   □ Retired
  □ Student   □ Unemployed

5. Annual Income
  □ Under $50,000   □ $50,000-100,000
  □ $100,000-150,000   □ More than $150,000

6. Travel Arrangement
  □ Package Tour   □ Free Independent Traveler (FIT)

Part II: Most popular tourist destinations

Instruction: Please tick (√) the one that matches best with your opinion for the following statements, where *5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied*

	Destinations	5	4	3	2	1
7.	Bangkok					
8.	Chiang Mai					
9.	Pattaya					
10.	Phuket					
11.	Samui					

Part III: Tourist satisfaction of Thailand as a destination

Instruction: Please tick (√) the one that matches best with your opinion for the following statements, where *5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied*

	Attributes	5	4	3	2	1
12.	Attractiveness of natural environment					
13.	Variety of attractions					
14.	Service					
15.	Service employee					
16.	Quality standard of accommodation					
17.	Quality and variety of food					
18.	Tourist facility					
19.	Availability of daily tours to other destinations and attractions					
20.	Cleanliness of beaches and sea					
21.	Availability of nightlife & entertainment					
22.	Feeling of safety & security overall					
23.	Availability of shopping facilities					
24.	Friendliness & hospitality of local people					
25.	Attitude of staff working in tourism industry					

Part IV: Satisfaction with special tourist activities in Thailand

Instruction: Please tick (√) the one that matches best with your opinion for the following statements, where *5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied*

	Activities	5	4	3	2	1
26.	Photography					
27.	Boat tour					
28.	Coach tour					

29.	Temple tour					
30.	Beach relaxation/ activities					
31.	Diving					
32.	Shopping					
33.	Interacting local					
34.	Adventure (e.g. canoeing, trekking, water rafting, mountain biking & fishing)					
35.	Golf					
36.	Spa & massage					
37.	Thai food & cooking					

Part V: Tourist satisfaction of travel price in Thailand

Instruction: Please tick (√) the one that matches best with your opinion

38. What is your perception of overall travel price in Thailand?
   □ Inexpensive   □ Good value   □ Very expensive
   □ Reasonable   □ Expensive

Part VI: Tourists' impression and satisfaction of Thailand

Instruction: Please tick (√) the one that matches best with your opinion for the following statements, where *5-very satisfied, 4-satisfied, 3-neither satisfied or dissatisfied, 2-not satisfied, 1-least satisfied*

	Impression	5	4	3	2	1
39.	Thailand as interesting destination					
40.	Thailand as Unique destination					
41.	Thailand as Adventure destination					
42.	Thailand as Culture destination					
43.	Satisfaction with the overall destination?					

Part VII: Future trip

Instruction: Please tick (√) the one that matches best with your opinion

44. Would you recommend Thailand to others?
   □ Yes
   □ No

45. Do you intend to return to Thailand in the future?
   □ Yes
   □ No

APPENDIX B

QUESTIONNAIRE

Chinese Version

问卷调查

亲爱的游客：

您好！

我是泰国易三仓大学旅游管理专业的硕士研究生，现正做关于国际旅游者在泰国旅游时满意度的调查，其调查结果将仅用于学术研究目的。烦请您拨冗数分钟填写以下问卷。

衷心感谢您的合作！

第一部分：游客资料

请在和您实际情况相符的方框内打(√)。

46. 性别

　　　　□ 男　　　　　□ 女

47. 年龄

　　　　□ 小于 18　　　□ 18-34
　　　　□ 35-54　　　　□ 55 或以上

48. 婚姻情况

　　　　□ 已婚　　　　　□ 未婚

49. 职业

　　　　□ 从业人员　　　□ 退休人员
　　　　□ 学生　　　　　□ 待业人员

50. 年收入

　　　　□低于 7 万元　　　　□ 7-10 万元
　　　　□ 10-14 万元　　　　□ 超过 14 万元

51. 旅游方式

　　　　□ 团队旅游　　　　□ 自助旅游

第二部分：最受欢迎的旅游胜地

请在和您意见最相匹配的方框内打(√)

其中 5-非常满意，4-满意，3- 一般，2-不满意，1-非常不满意

	旅游胜地	5	4	3	2	1
52.	曼谷					
53.	清迈					
54.	芭提雅					
55.	普及					
56.	苏梅岛					

第三部分：旅游者对泰国目的地的感知情况

请在和您意见最相匹配的方框内打(√)

其中 5-非常满意，4-满意，3- 一般，2-不满意，1-非常不满意

	特征	5	4	3	2	1
57.	自然环境的吸引力					
58.	吸引力的多样化					
59.	服务					
60.	服务人员					
61.	住宿设施条件					
62.	餐饮的质量以及多样性					
63.	旅游设施					
64.	到其它旅游目的地及景点的可达性					
65.	海滩的干净程度					
66.	夜生活和娱乐设施					
67.	对泰国总体的安全度					
68.	购物设施					
69.	当地人的热情友好					
70.	旅游从业人员的态度					

第四部分：对泰国旅游活动的满意度

请在和您意见最相匹配的方框内打(√)

其中 5-非常满意，4-满意，3- 一般，2-不满意，1-非常不满意

	旅游活动	5	4	3	2	1
71.	拍照纪念					
72.	乘船游览					

73.	乘车游览					
74.	寺庙游览					
75.	海滩休闲活动					
76.	潜水					
77.	购物					
78.	和当地人的互动					
79.	冒险（如：划独木舟、竹筏、山地自行车、钓鱼）					
80.	高尔夫					
81.	Spa 和按摩					
82.	泰国食物和烹饪					

第五部分：旅游者对泰国总体价格感知

请在和您意见最相匹配的方框内打(√)

83. 你对泰国总体旅游价格的感知怎样？

□便宜　　　　　□物有所值　　　　□ 非常贵

□合理　　　　　□贵

第六部分：旅游者对泰国的印象和满意度

请在和您意见最相匹配的方框内打(√)

其中 5-非常满意，4-满意，3- 一般，2-不满意，1-非常不满意

	印象	5	4	3	2	1
84.	泰国作为一个有趣的旅游目的地					
85.	泰国作为一个独有的旅游目的地					
86.	泰国作为一个冒险的旅游目的地					
87.	泰国作为一个文化旅游目的地					
88.	对泰国总体的满意度					

第七部分：将来行为

请在和您意见最相匹配的方框内打(√)

89. 你会将泰国作为旅游地推荐给他人吗？

□ 是

□ 否

90. 你将来还会再次来泰国旅游吗？

□ 是

□ 否

APPENDIX C

QUESTIONNAIRE

Japanese Version

アンケートのお願い

このアンケートはタイ王国アサンプション大学観光マネージメント学科経営学修士号取得のために使われるものです。タイ王国が観光地として様々な国の観光客の満足度をどの程度満たしているのかを調査することを目的としています。このアンケートの解答は経営学修士号取得のためにのみ使用されます。
　貴重な時間をさいてご協力して頂きまして誠にありがとうございます。
心よりお礼申し上げます。

Part I:　旅行者の特徴とその統計について
注意: 答えとして最も適切なものに(√)を記入して下さい。

91. 性別

　　　　　□ 男性　　　　　　　□ 女性

92. 年齢

　　　　　□ 18 才以下　　　　　□ 18～34 才
　　　　　□ 35～54 才　　　　　□ 55 才以上

93. 結婚の有無

　　　　　□ 既婚　　　　　　　□ 未婚

94. 職業

　　　　　□ 会社員　　　　　□ 退職
　　　　　□ 学生　　　　　　□ 定職なし

95. 年収について
　　　　　□¥900,000 未満　　　　　　　□¥900,000～1,400,000
　　　　　□¥1,400,000～1,800,000　　　□¥1,800,000 以上

96. 旅行形態について
　　　　　□ パッケージツアー　　　　　□ 自由旅行

Part II: 観光場所について
注意: 答えとして最も適切なものに(√)を記入して下さい。
（5-大変満足している -満足 3-普通 2-やや不満 1-不満）

観光地	5	4	3	2	1
97. バンコク					
98. チェンマイ					
99. パタヤ					
100. プーケット					
101. サムイ島					

Part III: 観光地としての条件
注意: 答えとして最も適切なものに(√)を記入して下さい。
（5-大変満足している -満足 3-普通 2-やや不満 1-不満）

品質	5	4	3	2	1
102. 自然環境					
103. 観光名所の多様さ					
104. サービス					
105. 従業員					
106. ホテルの質					
107. 食べ物の質					
108. 観光機関					
109. 他の観光地へのツアーの多様さ					
110. 浜辺・海のきれいさ					
111. エンターテイメントの多様さ					
112. 治安のについて					
113. ショッピングの多様さ					
114. タイの人々の親切さ・親近感					
115. 観光業界で働く人の態度					

Part IV: タイでのパッケージツアーの満足度
注意: 答えとして最も適切なものに(√)を記入して下さい。
（5-大変満足している -満足 3-普通 2-やや不満 1-不満）

アクティビティ	5	4	3	2	1
116. 写真撮影					
117. ボートツアー					
118. バスでのツアー					
119. お寺巡りツアー					
120. ビーチでのアクティビティ					
121. ダイビング					

122.	ショッピング					
123.	地方の人との交流					
124.	アクティビティ(e.g. カヌー トレッキング ラフティング, マウンテンバイク、魚釣り)					
125.	ゴルフ					
126.	スパ＆マッサージ					
127.	タイ料理・クッキング					

Part V: タイ旅行の費用について
注意: 答えとして最も適切なものに(√)を記入して下さい。

128.　　今回のタイ旅行費用についてどのように感じていますか?
　　　　□ 非常に安い　　　　□ まあまあ　　　　□ 非常に高い
　　　　□ 安い　　　　　　　□ 高い

Part VI: タイの印象と満足度
注意: 答えとして最も適切なものに(√)を記入して下さい。
（5-大変満足している -満足 3-普通 2-やや不満 1-不満）

	印象	5	4	3	2	1
129.	タイは興味深い観光地である					
130.	タイはユニークな観光地である					
131.	タイは冒険的な観光地である					
132.	タイは文化を感じる観光地である					
133.	全体的に旅行先として満足している					

Part VII: 今後の計画について
注意: 答えとして最も適切なものに(√)を記入して下さい。

134.　　他の方にもタイ旅行を勧めますか?
　　　　□ はい
　　　　□ いいえ

135.　　またタイに来たいと思いますか?
　　　　□ はい
　　　　□ いいえ

APPENDIX D

Cross tabulation

Gender * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
Gender	Male	Count	45	60	65	62	232
		% within Nationality	45.0%	60.0%	65.0%	62.0%	58.0%
	Female	Count	55	40	35	38	168
		% within Nationality	55.0%	40.0%	35.0%	38.0%	42.0%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Age * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
Age	Under 18	Count	1	0	8	0	9
		% within Nationality	1.0%	.0%	8.0%	.0%	2.3%
	18-34	Count	53	73	62	43	231
		% within Nationality	53.0%	73.0%	62.0%	43.0%	57.8%
	35-54	Count	36	17	20	36	109
		% within Nationality	36.0%	17.0%	20.0%	36.0%	27.3%
	55 or older	Count	10	10	10	21	51
		% within Nationality	10.0%	10.0%	10.0%	21.0%	12.8%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Marital Status * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
Marital Status	married	Count	48	22	43	49	162
		% within Nationality	48.0%	22.0%	43.0%	49.0%	40.5%
	Single	Count	52	78	57	51	238
		% within Nationality	52.0%	78.0%	57.0%	51.0%	59.5%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Occupation * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
occupation	employed	Count	57	68	70	87	282
		% within Nationality	57.0%	68.0%	70.0%	87.0%	70.5%
	retired	Count	18	7	9	13	47
		% within Nationality	18.0%	7.0%	9.0%	13.0%	11.8%
	student	Count	15	13	16	0	44
		% within Nationality	15.0%	13.0%	16.0%	.0%	11.0%
	unemployed	Count	10	12	5	0	27
		% within Nationality	10.0%	12.0%	5.0%	.0%	6.8%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Annual Income * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
Annual Income	under $ 50,000	Count	71	31	33	2	137
		% within Nationality	71.0%	31.0%	33.0%	2.0%	34.3%
	$50,000-100,000	Count	11	27	14	19	71
		% within Nationality	11.0%	27.0%	14.0%	19.0%	17.8%
	100,000-150,000	Count	10	9	13	15	47
		% within Nationality	10.0%	9.0%	13.0%	15.0%	11.8%
	more than 150,000	Count	8	33	40	64	145
		% within Nationality	8.0%	33.0%	40.0%	64.0%	36.3%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Travel Arrangement * Nationality Crosstabulation

			Nationality				Total
			Chinese	Japanese	U.S.A	U.K.	
Travel Arrangement	Package Tour	Count	40	18	18	12	88
		% within Nationality	40.0%	18.0%	18.0%	12.0%	22.0%
	FIT	Count	60	82	82	88	312
		% within Nationality	60.0%	82.0%	82.0%	88.0%	78.0%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Tourist perception of travel Price * Nationality Crosstabulation

Price level	% within Nationality	Chinese (n=100)	Japanese (n=100)	U.S.A (n=100)	U.K. (n=100)	Total (n= 400)
	Nationality					
Inexpensive	% within Nationality	10.0%	.0%	26.0%	8.0%	11.0%
Reasonable	% within Nationality	36.0%	8.0%	23.0%	26.0%	23.3%
Good value	% within Nationality	33.0%	79.0%	32.0%	63.0%	51.8%
Expensive	% within Nationality	17.0%	11.0%	13.0%	3.0%	11.0%
Very expensive	% within Nationality	4.0%	2.0%	6.0%	.0%	3.0%
Total	% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

Future Behavior * Nationality Crosstabulation

			Chinese	Japanese	U.S.A	U.K.	Total
			Nationality				
Would you recommend Thailand to others	yes	Count	95	100	98	95	388
		% within Nationality	95.0%	100.0%	98.0%	95.0%	97.0%
	NO	Count	5	0	2	5	12
		% within Nationality	5.0%	.0%	2.0%	5.0%	3.0%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%
Do you intend to return to Thailand in the future	yes	Count	92	89	96	85	362
		% within Nationality	92.0%	89.0%	96.0%	85.0%	90.5%
	NO	Count	8	11	4	15	38
		% within Nationality	8.0%	11.0%	4.0%	15.0%	9.5%
Total		Count	100	100	100	100	400
		% within Nationality	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX E

Dependent Variable Descriptive

Tourists' Satisfaction with Most Popular Tourists' Destinations

Destinations	Nationality														
	whole			Chinese			Japanese			U.S.A			U.K.		
	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d	N	Mean	s.d
Bangkok	400	3.88	0.99	100	3.68	0.91	100	3.59	1.04	100	3.85	1.03	100	4.40	0.78
Chiang Mai	366	3.86	0.86	87	3.61	0.75	92	3.78	0.92	94	4.02	0.83	93	4.01	0.87
Pattaya	373	3.76	0.99	92	3.99	0.88	93	3.12	0.90	94	3.80	0.96	94	4.15	0.90
Phuket	372	3.89	0.86	92	4.02	0.68	92	3.38	0.78	95	3.87	0.85	93	4.29	0.85
Samui	361	3.73	0.94	88	3.89	0.75	94	3.54	1.15	88	3.85	0.85	91	3.64	0.90
Destinations	400	3.83	0.60	100	3.83	0.54	100	3.49	0.62	100	3.89	0.54	100	4.11	0.54

Attributes of Thailand as a tourist destination

Attributes	Nationality									
	Whole (N=400)		Chinese (N=100)		Japanese (N=100)		U.S.A (N=100)		U.K. (N=100)	
	Mean	s.d	Mean	s.d	Mean	s.d	Mean	s.d	Mean	s.d
Attractiveness of natural environment	4.02	0.85	3.86	0.75	3.72	0.88	4.07	0.86	4.44	0.74
Variety of attractions	3.93	0.75	3.71	0.66	3.82	0.83	4.06	0.76	4.11	0.67
Service	3.93	0.87	4.16	0.68	3.31	0.86	3.98	0.82	4.27	0.79
Service employee	3.93	0.81	4.02	0.68	3.44	0.72	3.85	0.86	4.40	0.68
Quality standard of accommodation	3.82	0.82	3.86	0.70	3.78	0.97	3.92	0.69	3.71	0.87
Quality and variety of food	3.84	0.92	3.59	0.84	3.39	0.76	3.98	0.95	4.39	0.80
Tourist facility	3.63	0.88	3.72	0.70	2.87	0.68	3.86	0.86	4.06	0.76
Availability of daily tours to other destinations & attractions	3.73	0.91	3.63	0.65	3.21	1.01	3.93	0.81	4.13	0.86
Cleanliness of beaches and sea	3.58	1.05	3.81	0.83	3.45	1.04	3.47	1.14	3.59	1.16
Availability of nightlife & entertainment	3.90	0.91	3.89	0.84	3.54	0.81	4.00	0.96	4.16	0.9
Feeling of safety & security overall	3.65	0.99	3.67	0.91	3.56	0.88	3.77	0.93	3.59	1.21
Availability of shopping facilities	3.97	0.82	3.87	0.73	3.61	0.60	3.97	0.99	4.41	0.71
Friendliness & hospitality of local people	4.12	0.91	3.99	0.92	3.84	0.75	4.20	1.02	4.44	0.82
Attitude of staff working in tourism industry	4.05	0.81	4.05	0.67	3.83	0.89	4.06	0.79	4.25	0.83
Attributes	**3.86**	**0.55**	**3.85**	**0.53**	**3.53**	**0.41**	**3.94**	**0.51**	**4.14**	**0.55**

Activities

Activities	whole			Chinese			Japanese			U.S.A			U.K.		
	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.	N	Mean	s.d.
Photography	400	3.89	0.94	100	3.87	0.73	100	3.82	1.12	100	3.92	0.94	100	3.95	0.94
Boat tour	400	3.72	0.92	100	3.66	0.82	100	3.30	0.9	100	3.88	0.90	100	4.02	0.90
Coach tour	399	3.54	0.85	100	3.73	0.81	100	3.13	0.97	100	3.62	0.68	99	3.69	0.78
Temple tour	400	3.76	0.93	100	3.75	0.85	100	3.21	1.00	100	3.86	0.68	100	4.23	0.90
Beach relaxation/activities	399	4.07	0.81	100	4.03	0.72	99	4.17	0.86	100	4.01	0.83	100	4.08	0.84
Diving	357	3.79	0.94	87	3.79	0.72	87	3.80	1.01	92	3.62	0.92	91	3.95	1.05
Shopping	400	4.37	0.82	100	3.80	0.78	100	4.03	0.85	100	3.86	1.05	100	4.37	0.82
Interacting local	400	4.02	0.91	100	3.47	0.87	100	3.67	1.03	100	3.82	0.97	100	4.05	0.88
Adventure	361	3.69	0.98	84	3.40	0.89	92	3.73	1.08	93	3.76	1.12	92	3.84	0.75
Golf	70	3.43	1.12	18	3.72	0.83	25	3.00	1.08	11	3.27	1.42	16	3.88	1.09
Spa & massage	400	4.21	0.87	100	3.96	0.71	100	4.39	0.85	100	4.23	1.04	100	4.25	0.81
Thai food & cooking	397	4.11	0.97	100	3.66	1.02	97	4.22	0.81	100	4.21	1.02	100	4.36	0.87
Activities	**400**	**3.86**	**0.52**	**100**	**3.74**	**0.50**	**100**	**3.75**	**0.54**	**100**	**3.89**	**0.49**	**100**	**4.07**	**0.49**

Impression and satisfaction of Thailand

Impression	Whole (n=400)		Chinese (n=100)		Japanese (n=100)		U.S.A (n=100)		U.K. (n=100)	
	Mean	s.d.	Mean	s.d.	Mean	s.d.	Mean	s.d.	Mean	s.d.
Thailand as interesting destination	4.25	0.88	3.95	0.85	3.89	0.97	4.43	0.81	4.74	0.52
Thailand as unique destination	3.95	0.91	3.52	0.79	3.87	0.86	3.99	0.83	4.44	0.90
Thailand as adventure destination	3.57	0.85	3.31	0.78	3.43	0.89	3.94	0.83	3.6	0.78
Thailand as culture destination	4.00	0.90	3.56	0.89	3.75	0.88	4.15	0.77	4.53	0.72
Satisfaction with the overall destination	4.03	0.82	3.77	0.67	3.81	0.72	4.08	0.8	4.44	0.90

APPENDIX F

One-way analysis of variance (ANOVA)

Most Popular Tourists' Destinations

		Sum of Squares	df	Mean Square	F	Sig.
Bangkok	Between Groups	39.540	3	13.180	14.798	.000
	Within Groups	352.700	396	.891		
	Total	392.240	399			
Chiang Mai	Between Groups	10.582	3	3.527	4.924	.002
	Within Groups	259.312	362	.716		
	Total	269.893	365			
Pattaya	Between Groups	57.476	3	19.159	23.121	.000
	Within Groups	305.763	369	.829		
	Total	363.239	372			
Phuket	Between Groups	40.412	3	13.471	21.249	.000
	Within Groups	233.287	368	.634		
	Total	273.699	371			
Samui	Between Groups	7.544	3	2.515	2.912	.034
	Within Groups	308.306	357	.864		
	Total	315.850	360			

Attributes		Sum of Squ	df	Mean Square	F	Sig.
Attractiveness of natural environment	Between Groups	29.448	3	9.816	14.988	.000
	Within Groups	259.350	396	.655		
	Total	288.798	399			
Variety of attractions	Between Groups	10.970	3	3.657	6.805	.000
	Within Groups	212.780	396	.537		
	Total	223.750	399			
Service	Between Groups	55.540	3	18.513	29.742	.000
	Within Groups	246.500	396	.622		
	Total	302.040	399			
Service employee	Between Groups	47.548	3	15.849	29.145	.000
	Within Groups	215.350	396	.544		
	Total	262.898	399			
Quality standard of accommodation	Between Groups	2.528	3	.843	1.268	.285
	Within Groups	263.150	396	.665		
	Total	265.678	399			
Quality and variety of food	Between Groups	58.708	3	19.569	27.506	.000
	Within Groups	281.730	396	.711		
	Total	340.438	399			
Tourist facility	Between Groups	82.348	3	27.449	48.278	.000
	Within Groups	225.150	396	.569		
	Total	307.498	399			
Avaliability of daily tours to other destinations and attractions	Between Groups	48.030	3	16.010	22.665	.000
	Within Groups	279.720	396	.706		
	Total	327.750	399			
Cleanliness of beaches and sea	Between Groups	8.200	3	2.733	2.487	.060
	Within Groups	435.240	396	1.099		
	Total	443.440	399			
Avaliability of nightlife & entertainment	Between Groups	20.728	3	6.909	8.939	.000
	Within Groups	306.070	396	.773		
	Total	326.798	399			
Feeling of safety & security overall	Between Groups	2.648	3	.883	.899	.442
	Within Groups	388.650	396	.981		
	Total	391.298	399			
Avaliability of shopping facilities	Between Groups	33.310	3	11.103	18.615	.000
	Within Groups	236.200	396	.596		
	Total	269.510	399			
Friendliness & hospitality of local people	Between Groups	20.408	3	6.803	8.773	.000
	Within Groups	307.070	396	.775		
	Total	327.478	399			
Attitude of staff working in tourism industry	Between Groups	8.848	3	2.949	4.612	.003
	Within Groups	253.250	396	.640		
	Total	262.098	399			

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Activities

Activities		Sum of Squares	df	Mean Square	F	Sig.
Photography	Between Groups	.980	3	.327	.367	.777
	Within Groups	352.180	396	.889		
	Total	353.160	399			
Boat tour	Between Groups	29.550	3	9.850	12.666	.000
	Within Groups	307.960	396	.778		
	Total	337.510	399			
Coach tour	Between Groups	23.195	3	7.732	11.574	.000
	Within Groups	263.873	395	.668		
	Total	287.068	398			
Temple tour	Between Groups	53.348	3	17.783	23.863	.000
	Within Groups	295.090	396	.745		
	Total	348.438	399			
Beach relaxation /activities	Between Groups	1.551	3	.517	.782	.505
	Within Groups	261.341	395	.662		
	Total	262.892	398			
Diving	Between Groups	4.880	3	1.627	1.862	.136
	Within Groups	308.364	353	.874		
	Total	313.244	356			
Shopping	Between Groups	19.650	3	6.550	8.414	.000
	Within Groups	308.260	396	.778		
	Total	327.910	399			
Interacting local	Between Groups	17.968	3	5.989	6.805	.000
	Within Groups	348.530	396	.880		
	Total	366.498	399			
Adventure	Between Groups	9.457	3	3.152	3.332	.020
	Within Groups	337.795	357	.946		
	Total	347.252	360			
Golf	Between Groups	9.600	3	3.200	2.724	.051
	Within Groups	77.543	66	1.175		
	Total	87.143	69			
Spa & massage	Between Groups	9.688	3	3.229	4.348	.005
	Within Groups	294.090	396	.743		
	Total	303.778	399			
Thai food & cooking	Between Groups	28.600	3	9.533	10.938	.000
	Within Groups	342.524	393	.872		
	Total	371.123	396			

Tourist perception of travel Price

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.388	3	6.129	7.812	.000
Within Groups	310.690	396	.785		
Total	329.078	399			

Impression

Impression		Sum of Squares	df	Mean Square	F	Sig.
Thailand as interesting destination	Between Groups	49.208	3	16.403	25.344	.000
	Within Groups	256.290	396	.647		
	Total	305.498	399			
Thailand as unique destination	Between Groups	43.536	3	14.512	20.158	.000
	Within Groups	283.650	394	.720		
	Total	327.186	397			
Thailand as adventure destination	Between Groups	22.131	3	7.377	10.957	.000
	Within Groups	265.256	394	.673		
	Total	287.387	397			
Thailand as culture destination	Between Groups	56.143	3	18.714	27.910	.000
	Within Groups	264.854	395	.671		
	Total	320.997	398			
Satisfaction with the overall destination	Between Groups	28.703	3	9.568	15.809	.000
	Within Groups	239.047	395	.605		
	Total	267.749	398			

APPENDIX G

Post Hoc tests (Tukey HSD)

Tourists' Satisfaction with Most Popular Tourists' Destinations

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Sig.
Bangkok	U.S.A	U.K.	-.55000(*)	.000
	U.K.	Chinese	.72000(*)	.000
	U.K.	Japanese	.81000(*)	.000
Chiang Mai	U.S.A	Chinese	.41208(*)	.006
	U.K.	Chinese	.40156(*)	.009
Pattaya	Chinese	Japanese	.87085(*)	.000
	U.S.A	Japanese	.67959(*)	.000
	U.S.A	U.K.	-.35106(*)	.042
	U.K.	Japanese	1.03066(*)	.000
Phuket	Chinese	Japanese	.64130(*)	.000
	U.S.A	Japanese	.49325(*)	.000
	U.S.A	U.K.	-.41664(*)	.002
	U.K.	Japanese	.90989(*)	.000
Samui			NS	NS

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.

Tourist Perception of Thailand as a Destination

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Sig.
Attractiveness of natural environment	Chinese	U.K.	-.58000(*)	.000
	Japanese	U.S.A	-.35000(*)	.013
	Japanese	U.K.	-.72000(*)	.000
	U.K.	U.S.A	.37000(*)	.007
Variety of attractions	Chinese	U.S.A	-.35000(*)	.004
	Chinese	U.K.	-.40000(*)	.001
	Japanese	U.K.	-.29000(*)	.028
Service	Chinese	Japanese	.85000(*)	.000
	Japanese	U.S.A	-.67000(*)	.000
	Japanese	U.K.	-.96000(*)	.000
	U.K.	U.S.A	.29000(*)	.048

Service employee	Chinese	Japanese	.58000(*)	.000
	Chinese	U.K.	-.38000(*)	.002
	Japanese	U.S.A	-.41000(*)	.001
	Japanese	U.K.	-.96000(*)	.000
	U.K.	U.S.A	.55000(*)	.000
Quality standard of accommodation				NS
	Chinese	U.S.A	-.39000(*)	.006
	Chinese	U.K.	-.80000(*)	.000
Quality and variety of food	Japanese	U.S.A	-.59000(*)	.000
	Japanese	U.K.	-1.00000(*)	.000
	U.K.	U.S.A	.41000(*)	.004
Tourist facility	Chinese	Japanese	.85000(*)	.000
	Chinese	U.K.	-.34000(*)	.008
	Japanese	U.S.A	-.99000(*)	.000
	Japanese	U.K.	-1.19000(*)	.000
Availability of daily tours to other destinations and attractions	Chinese	Japanese	.42000(*)	.003
	Chinese	U.K.	-.50000(*)	.000
	Japanese	U.S.A	-.72000(*)	.000
	Japanese	U.K.	-.92000(*)	.000
Cleanliness of beaches and sea				NS
	Chinese	Japanese	.35000(*)	.026
Availability of nightlife & entertainment	Japanese	U.S.A	-.46000(*)	.001
	Japanese	U.K.	-.62000(*)	.000
Feeling of safety & security overall				NS
	Chinese	U.K.	-.54000(*)	.000
Availability of shopping facilities	Japanese	U.S.A	-.36000(*)	.006
	Japanese	U.K.	-.80000(*)	.000
	U.K.	U.S.A	.44000(*)	.000
Friendliness & hospitality of local people	Chinese	U.K.	-.45000(*)	.002
	Japanese	U.S.A	-.36000(*)	.021
	Japanese	U.K.	-.60000(*)	.000
Attitude of staff working in tourism industry	Japanese	U.K.	-.42000(*)	.001

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.

Satisfaction with Special Tourists Activities in Thailand

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Sig.
Photography				NS
Boat tour	Chinese	Japanese	.36000(*)	.021
	Chinese	U.K.	-.36000(*)	.021
	Japanese	U.S.A	-.58000(*)	.000
	Japanese	U.K.	-.72000(*)	.000
Coach tour	Chinese	Japanese	.60000(*)	.000
	Japanese	U.S.A	-.49000(*)	.000
	Japanese	U.K.	-.55687(*)	.000
Temple tour	Chinese	Japanese	.54000(*)	.000
	Chinese	U.K.	-.48000(*)	.001
	Japanese	U.S.A	-.65000(*)	.000
	Japanese	U.K.	-1.02000(*)	.000
	U.K.	U.S.A	.37000(*)	.014
Beach relaxation/activities				NS
Diving				NS
Shopping	Chinese	U.K.	-.57000(*)	.000
	Japanese	U.K.	-.34000(*)	.034
	U.K.	U.S.A	.51000(*)	.000
Interacting local	Chinese	U.S.A	-.35000(*)	.043
	Chinese	U.K.	-.58000(*)	.000
	Japanese	U.K.	-.38000(*)	.023
Adventure	Chinese	U.K.	-.43219(*)	.018
Golf				NS
Spa & massage	Chinese	Japanese	-.43000(*)	.003
Thai food & cooking	Chinese	Japanese	-.55649(*)	.000
	Chinese	U.S.A	-.55000(*)	.000
	Chinese	U.K.	-.70000(*)	.000

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.

Tourist perception of travel Price

(I) Nationality	(J) Nationality	Mean Difference (I-J)	Sig.
Chinese	Japanese	-.38000(*)	.014
Japanese	U.S.A	.57000(*)	.000
Japanese	U.K.	.46000(*)	.002

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.

Tourists' Impression and Overall Satisfaction of Thailand

Dependent Variable	(I) Nationality	(J) Nationality	Mean Difference (I-J)	Sig.
Thailand as interesting destination	Chinese	U.S.A	-.48000(*)	.000
	Chinese	U.K.	-.79000(*)	.000
	Japanese	U.S.A	-.54000(*)	.000
	Japanese	U.K.	-.85000(*)	.000
	U.K.	U.S.A	.31000(*)	.034
Thailand as unique destination	Chinese	Japanese	-.35354(*)	.019
	Chinese	U.S.A	-.47485(*)	.001
	Chinese	U.K.	-.92485(*)	.000
	Japanese	U.K.	-.57131(*)	.000
	U.K.	U.S.A	.45000(*)	.001
Thailand as adventure destination	Chinese	U.S.A	-.62687(*)	.000
	Japanese	U.S.A	-.50566(*)	.000
	U.K.	U.S.A	-.34000(*)	.019
Thailand as culture destination	Chinese	U.S.A	-.59444(*)	.000
	Chinese	U.K.	-.97444(*)	.000
	Japanese	U.S.A	-.40000(*)	.003
	Japanese	U.K.	-.78000(*)	.000
	U.K.	U.S.A	.38000(*)	.006
Satisfaction with the overall destination	Chinese	U.S.A	-.31232(*)	.025
	Chinese	U.K.	-.67232(*)	.000
	Japanese	U.K.	-.63000(*)	.000
	U.K.	U.S.A	.36000(*)	.006

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.

Future Behavior

Dependent Variable	(I) Nationality	(J) Nationaliy	Mean Difference (I-J)	Sig.
Would you recommend Thailand to others				NS
Do you intend to return to Thailand in the future	U.K.	U.S.A	.11000(*)	.040

* The mean difference is significant at the .05 level.

NS - No significant difference between 2 groups of nationalities at the p≤0.05 level.