

# Abstract

Pattaya is the main tourist attraction at regional and national levels for both international and domestic tourists. Usually, they stay overnight in a hotel and perceive the service provided as part of their experience of the trip. Due to high competition among Pattaya's hotels, the Jomtien Thani Hotel group plans to improve their hotels and thus become competitive in the hospitality industry. There are many hotels with different standards available to visitors along Jomtien beach because the beach is a major attracting force, visitors tend to select one of the hotels scattered along the beach. Not only is the name and location of the hotel, but also the selected service attributes of the hotel, are major determinants. The competition among hotels along the beach is quite high, so hotels try to offer different sets of selected service attributes to their guests. The objectives of this research were to assess guests' perceptions of selected service attributes, and their overall satisfaction with service attributes.

The present study investigated the difference in selected service attributes, overall statement that best describes the hotel and repeat visitation when classified by age, gender, nationality, occupation, monthly income, length of stay and purpose of trip. The respondents of the study were 400 international and domestic guests who had stayed at least overnight in the hotel.

The important findings are that most of the guests positively perceived the selected service attributes and their responses also indicated the likelihood of repeat visitation.

This study provides information that can be beneficial to hotels in overall. In order to continue to be successful it is recommended that hoteliers maintain high standards in relation to service factors in order to continue to meet the basic expectations of travelers.

