A COMPARATIVE ASSESSMENT OF AMERICAN AND CHINESE TOURISTS'
SATISFACTION LEVELS OF THAILAND AS A DESTINATION

By

CHANIDAWAN POONSIRIPONG

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand
July
2007

A COMPARATIVE ASSESSMENT OF AMERICAN AND CHINESE TOURISTS' SATISFACTION LEVELS OF THAILAND AS A DESTINATION

By

CHANIDAWAN POONSIRIPONG

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Examination Committee :

1.	Dr. Sirion Chaipoopirutana	(Advisor)
2.	Dr. Thongdee Kijboonchoo	(Member)
3.	Dr. Theerachote Pongtaveewould	(Member)
4.	Mr. Thierry d'Argoeuves	(Member)
5.	Assoc.Prof. Wirat Sanguanwongwan	(MOE Representative)

Examined on : 23 July 2007
Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok, Thailand
July
2007

A COMPARATIVE ASSESSMENT OF AMERICAN AND CHINESE TOURISTS' SATISFACTION LEVELS OF THAILAND AS A DESTINATION

By

CHANIDAWAN POONSIRIPONG

A Thesis submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Examination Committee:

1. Dr. Sirion Chaipoopirutana   (Advisor) ……………………….
2. Dr. Thongdee Kijboonchoo   (Member) …………………………
3. Dr. Theerachote Pongtaveewould   (Member) …………………………
4. Mr. Thierry d'Argoeuves   (Member) …………………………
5. Assoc.Prof. Wirat Sanguanwongwan   (MOE Representative)…………………

Examined on: 23 July 2007

Approved for Graduation on:

Graduate School of Business

Assumption University

Bangkok Thailand

July

2007

1

A COMPARATIVE ASSESSMENT OF AMERICAN AND CHINESE TOURISTS' SATISFACTION LEVELS OF THAILAND AS A DESTINATION

By

CHANIDAWAN POONSIRIPONG

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Examination Committee :

1.	Dr. Sirion Chaipoopirutana	(Advisor)
2.	Dr. Thongdee Kijboonchoo	(Member)
3.	Dr. Theerachote Pongtaveewould	(Member)
4.	Mr. Thierry d'Argoeuves	(Member)
5.	Assoc.Prof. Wirat Sanguanwongwan	(MOE Representative)

Examined on :   23 July 2007
Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok, Thailand
July
2007

ABSTRACT

Tourists' differ in their levels of satisfaction, hence this is an increasingly important area of study in the tourism industry. Thailand recognizes this and therefore, has opted to develop tourism products in order to improve and generate positive responses. As part of an overall means for improving tourism in Thailand, the Tourism Authority of Thailand (TAT) has initiated new strategies to create a competitive edge in the market.

Understanding American and Chinese tourists' needs and their perception of destination are associated with tourist satisfaction in viewing Thailand as a destination. The purpose of this study is to compare the level of American and Chinese tourists' satisfaction toward destination attributes in Thailand. The sample size of American and Chinese tourists, in this study, is 390, which is considered adequate to reach the objectives of this study.

The sample size of this study is divided into 195 American and 195 Chinese tourists. In this study, the researcher applied Descriptive research as the research methodology. The researcher used questionnaire as the data collection instrument. The questionnaires are equally framed in English and Chinese version. This study aimed to measure two groups of Chinese and American tourists' satisfaction level using the Statistical Package for the Social Sciences or SPSS.

With regard to the personality profile, by using cross-tabulation analysis, American and Chinese tourists mostly were male, aged over 45 years old. They travel in Thailand with their families. Moreover, they are private company employees who hold at least a Bachelor's degree. American tourists mostly take a long period of time to travel while Chinese tourists are more likely to take a shorter journey. The findings indicate that American and Chinese tourists are not significantly different in satisfaction levels in terms of destination attractions and environment, destination facilities and services, accessibility of destination, and destination image. In contrast, American and Chinese tourists have significant differences in satisfaction levels in terms of overall price. However, these four attributes need to be improved to attract tourists. The marketing mix is the main strategy to keep both tourist groups more impressed with Thailand as a destination. Therefore, cooperation from both government and private sectors is the main mechanism to set the same direction in terms of policy and practice.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter I
Generalities of the study

1.1 Introduction of the study

Tourist destinations attract visitors from different cultures and countries. Understanding of differences among tourists, their requirements and satisfaction is important for the tourism industry because it helps tourism organizations to develop and to satisfy customer needs. This research studied the difference in satisfaction levels between Asian and Western tourists visiting Thailand as a destination. Chinese and American tourists are the representatives of each region. Kozak (2001) studied the differences between satisfaction levels of two nationalities visiting the same destination. He mentioned that cross-cultural customer satisfaction measurement is a new subject in the field of tourism and therefore seems worthy of further investigation. The tourist perceptions of a destination or hospitality businesses vary according to the countries of origin (Armstrong, Mok Go, and Chan, 1997). Satisfaction levels measured by various factor analyses consist of destination attractions and environments, and these largely determine tourists' choice and motivation. Destination facilities and services are elements within the destination, or linked to it, which make it possible for visitors to stay and participate in the attractions. Accessibility of the destination affects the cost, speed and the convenience with which a traveler may reach a destination. Image of the destination is important because the attitudes and images that tourists have towards products strongly influence their buying decision. Finally, the price factor is one that can lead to tourist satisfaction or dissatisfaction with a destination.

While the world population growth is continuously increasing, the tourism industry is growing. Tourism is one of the industries that can generate a considerable income, create a modern industrial economy, and a leisure society. It is a sector that can only be defined in terms of demand and depends on the growth of tourism. The key unit of measurement is the number of visitors or tourists who visit Thailand as a destination. The increase in the number of tourists indicates that they have positive attitude and are satisfied with the destination. Whether traveling for business or pleasure the visitor spends money and creates demand for tourism products and

services, adding considerably to the potential for further growth and at the same time bringing about greater competition between tourism destinations.

Table 1.1: The World's Top Tourism Destinations

Rank	Country	Arrivals (Million)		Market Share (%)	
		2004	2005	2004	2005
1	France	75.1	76.0	9.8	17.2
2	Spain	52.4	55.6	6.9	12.6
3	United States	46.1	49.4	6.0	37.0
4	China	41.8	46.8	5.5	30.1
5	Italy	37.1	36.5	4.9	8.3
6	United Kingdom	27.8	30.0	3.6	6.8
7	Mexico	20.6	21.9	2.7	16.4
8	Germany	20.1	21.5	2.6	4.9
9	Turkey	16.8	20.3	2.2	4.6
10	Russian Federation	19.9	20.0	2.6	4.5
11	Austria	19.4	20.0	2.5	4.5
12	Canada	19.2	18.6	2.5	13.9
13	Malaysia	15.7	16.4	2.1	10.6
14	Ukraine	15.6	-	2.0	-
15	Poland	14.3	15.2	1.9	3.4
16	Hong Kong	13.7	14.8	1.8	9.5
17	Greece	13.3	14.3	1.7	3.2
18	Hungary	12.2	10.0	-	2.3
19	Thailand	11.7	11.6	1.5	7.4
20	Portugal	11.6	-	1.5	-

Source: World Tourism Organization (UNWTO), 2006

According to the world's top tourism destinations (See Table 1.1), Thailand ranks 19th. It means that Thailand has the advantage of being one of the chosen destinations. It has potential in the tourism industry because the number of arrivals and the market share is positive. It means Thailand has the opportunity to expand its tourism market. The attractions in Thailand are partly aesthetic- the beauty of the country's natural and constructed environments; the Thai enjoyment of things beautiful-orchids, textiles, temples, people; the civility and grace of its people; their appreciation of the present moment, and the ease with which the ugly and painful is slipped out of sight. "Amazing Thailand Year" was celebrated in 1998. Even in the midst of financial crisis, Thailand amazes. Tourists materials for this campaign feature beautiful men and women wearing the heritage of Thailand on elaborate headdresses including flowers, Thai food, women from upland minorities, boats, Buddhist monks and Buddha images, flanked by Ban Chiang burial pottery, orchids, painted umbrellas, elephants and waterfalls.

The Tourism Authority of Thailand (TAT) mentioned that in 2004, Thailand welcomed approximately 12 million international tourists, which created national revenue of 383,900 million baht. With so many potential products and lots of support from the government, the industry will be able to grow even further. And Thailand has always been trying to place itself at the top of tourist destination tables by improving and promoting events such as Amazing Thailand. Although in 2005, the percentage change of Thailand decreased by 1.4% because it was the period of post-SARS rebound, tsunami, and seaquake. Despite this, Thailand still has the opportunity to expand its tourism market because its current market share has increased by 7.4%.

As the World Tourism Organization mentioned, terrorism, natural disasters, health scares, oil price rises, exchange rate fluctuations and economic and political uncertainties are just some of the issues facing the tourism industry in 2005. Yet, international tourist arrivals worldwide beat all expectations exceeding 800 million and achieving an all time record. The estimated increase represents a staggering 42 million additional arrivals: more than 17 million in Europe, 11 million in Asia and the Pacific, 8 million in the Americas, 3 million in Africa and in the Middle East, respectively. The 2005 results not only represent a worldwide increase of 5.5%, but also mean a consolidation of the bumper growth achieved in 2004 (+10%). Although world tourism growth was more moderate in 2005, it was still almost one-and-a-half

percentage points above the long-term average annual growth rate of 4.1% (World Tourism Organization, 2006).

Among the world's 50 Most Populous Countries in 2007, China holds the first rank and United States of America, the third. It indicates China has the largest population in the Asian region, and America, in the Western region. Thus, in this study, the researcher compared between two groups of tourists who come from Mainland China and United States of America.

Table 1.2: China and United States of America Facts

Criteria	China	United Stated of America
Population (2007)	1,321,851,888	301,139,947
Population growth rate	0.6%	0.9%
GDP (trillion, 2006)	$ 10.17	$ 12.41
Real growth rate	10.7%	3.5%

Source: U.S. Census Bureau, International Database, 2007

- Chinese tourists: Mainland China

According to consumer and travel trade research in China (Quantitative report, 2006), China's population reached a remarkable 1.3 billion, making it the most populous country in the world. And it now has the fastest-growing economy in the world. Chinese tourists are curious, optimistic and status-conscious. They want to see the world and how the other half lives. It shows the need for personal enrichment and respect from their peers. Chinese tourists are still very generic and focused on broad touring and sightseeing activities. A more modern Chinese theory of personality revolves around Chinese social orientation (Yang, 1981; 1995; 1997). Social orientation is a person's tendency and desire to maintain harmonious relationships with others.

Yang (1995) identified four economic and social characteristics in traditional China that have had a profound effect on the social orientation. The four characteristics are: (1) labor intensive farming on small private plots with small economic returns; (2) property owned collectively by all family members, but controlled by a patriarchal family head; (3) patriarchal descent (father-son

12

dominated); and (4) rigid hierarchal social structures at all societal levels. According to Yang (1995) Chinese social orientation revolves around four orientations resulting from economic and social characteristics. The four orientations are: (1) feminism; (2) other; (3) relationships; and (4) authoritarian. In China, there is a belief in a "boundless" self and the Chinese see the self as part of a larger vision of the universe (Rosenberger, 1992). In Chinese culture the meaningful self is a "smaller self" and it cannot be separated from a "greater self" (Hsu, 1985). The Chinese are more likely to identify themselves by group affiliations (e.g., "I am a college student") than with personal descriptions (e.g., "I am shy"). The Chinese also describe the self in less positive terms than the American self-descriptions (Lebra and Lebra, 1986). It should be noted that this could be a result of the modesty bias.

- American tourists: United States of America

According to US Department of Commerce (2006), the United States is the world's third largest country by total area and population. The United States' population is approximately 0.3 billion. Larger populations lead to the possibility of tourism industry growth. The United States has the largest national economy in the world. The United States has vast economic, political, and military influence on a global scale, which makes its foreign policy a subject of great interest and discussion around the world.

Hanno (2003) classified American characteristics as:

- Holds the U.S. government to high standards of ethics, openness and fairness. When the government fails to meet these standards, criticize it in order to bring the mistakes forward so that they may be corrected.

- Believes strongly in inventiveness, entrepreneurship, and human initiative. Opposes taxes that hinder production, opposes corporate welfare handouts, and opposes government-sponsored special privileges such as "limited liability" rules.

- Wants America to have lots of flexible options for energy sources.

- Thinks critics of the status quo are patriotic. Patriotism involves wanting the best for all Americans and demanding the best government in the world.

- Believes in the special preciousness of human life. Opposes government-sponsored killing programs such as war and capital punishment.

- Believes that the best way to lead people is to understand and help them.

13

- Supports freedom of speech throughout society.
- Favors freedom of religion and feels proud to live in a land where people of many religious backgrounds co-exist.
- Strongly supports the right to privacy. Does not want government collecting information about individuals; opposes laws that criminalize victimless private behavior.
- Considers commerce (buying and selling) to be a private matter, not a government concern. Therefore, opposes tariffs against international trade, and sales taxes against domestic trade.

While the Chinese focus more attention toward the inner self than individuals in the U.S. (Lebra and Lebra, 1986) their self-presentation is similar to the Japanese. In other words, the Chinese downplay their successes, engage in self-effacement, are less likely to demonstrate the self-serving bias, and mask their feelings in social interactions (Akimoto, and Sanbonmatsu, 1999; Lee, and Seligman, 1997; Markus, and Kitayama, 1991). Finally, the Chinese are less optimistic than Americans (Lee, and Seligman, 1997).

In case of Southeast Asian region such as Thailand, the tourism industry plays an important role in its economic strategy. Having referred to the international tourist arrivals by country of residence in year 2006, the number of foreign visitors that arrived in Thailand was 10,092,740. The Chinese and American tourist proportions are indicated in table 1.3 that follows:

Table 1.3: International Tourist Arrivals to Thailand

International Tourists Arrivals to Thailand					
Country of Nationality	2005		2006		Change of Percentage
	Number	% Share	Number	% Share	
China	61,846	4.78	156,727	9.04	+ 153.41
USA	97,835	7.56	106,111	6.12	+ 8.46

Source: Immigration Bureau, Police Department, 16 March 2006

According to the figures given above (See Table 1.3), Chinese tourist arrivals numbered 156,727 while American tourist arrivals were 106,111. Both have almost a similar number of tourists who arrive in Thailand. And the percentages of change and market share are positive. Both are the potential customers for Thailand's tourism industry. And they tend to be the potentially lucrative customers because of their high purchasing power. They are successful in their professions and have positive attitude. These are the reasons why this study identified the different satisfaction levels between two countries; China and United States of America.

In this study the researcher seeks to examine the satisfaction levels of Thailand as a destination from the perspective of Chinese and American tourists. The satisfaction, perception, and attitude of tourists for each region are not the same. Therefore, the collection of data should cover all areas of Thailand.

Table1.4: International Tourist Arrival Forecasts to Regional Tourist Areas in Thailand

Region	2005	2006
Bangkok	13,314,125	14,329,530
Pattaya	4,729,683	5,213,830
Phuket	4,604,518	4,840,390
Chiang Mai	3,544,271	3,985,010
Hat Yai	1,661,325	1,710,810
Kanchanaburi	1,498,521	1,888,395

Source: Pacific Asia Travel Association (PATA), 2004

According to the international tourist arrival forecasts to regional tourist areas in Thailand (See Table 1.4), the main city destinations are Bangkok, Pattaya, Phuket, Chiang Mai, Hat Yai, and Kanchanaburi, respectively, in 2005. This study targeted only the first five regions. Although Hat Yai ranks fifth, it is located in the same region with Phuket. Therefore, this study is focused on Kanchanaburi instead which is in the sixth rank. Similarity, the figures for international tourist arrivals in 2006 show the first five ranks have changed to be Bangkok, Pattaya, Phuket, Chiang Mai, and Kanchnaburi. Therefore, this research focused on the differences in tourist satisfaction

15

levels toward Thailand as a destination from the Chinese and American tourists' perception.

1.2 Statement of the problem

Thailand is one of the most interesting destinations for international tourists. Moreover, competition in the tourism market is intense because of attraction, investment, and residency adoption. Understanding tourists' satisfaction with a destination is important to improve and promote tourism. Diversification of Chinese and American tourists' perception are caused by differences in the levels of satisfaction. Therefore, this study focused on Chinese and American tourists' satisfaction levels with Thailand as a destination based on the following research questions:

1. Is there a difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists?
2. Is there a difference in satisfaction levels toward destination facilities, services and leisure activities between Chinese and American tourists?
3. Is there a difference in satisfaction levels in regard to accessibility of the destination between Chinese and American tourists?
4. Is there a difference in satisfaction levels toward the image of the destination of Chinese and American tourists?
5. Is there a difference in satisfaction levels with the level of price between Chinese and American tourists?

1.3 Research Objectives

As tourist numbers increase, several researchers are looking at the attributes that make Thailand a travel destination. The characteristics of Asian and Western people are extremely different. Therefore, the objectives of this research focus on the relationship between Chinese and American tourists and their perception of destination attributes.

The research objectives were developed as follows:

1. To identify the difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists;

2. To identify the difference in satisfaction levels toward destination facilities, services and leisure activities between Chinese and American tourists;

3. To identify the difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists;

4. To identify the difference in satisfaction levels with the image of the destination of Chinese and American tourists;

5. To identify the difference in satisfaction levels with the level of price between Chinese and American tourists.

1.4 Scope of the Research

The research was conducted to study and compare the difference in satisfaction levels between Chinese and American tourists toward destination attributes of Thailand. The researcher examined the objectives by testing the hypothesis to establish relationships between dependent variable and independent variables by using the Sample Survey Method or questionnaires to collect the data related to the level of satisfaction with Thailand as a destination.

Table 1.5: Tourism Places

Region	Tourism Place	Percentage of Arrivals
Bangkok	Wat Phra Kaeo	45.86
Pattaya	Public Beaches	45.58
Phuket	Patong Beach	47.92
Chiang Mai	Doi Suthep	50.67
Kanchanaburi	Erawan National Park	35.26

Source: Tourism Authority of Thailand, 2004

The satisfaction, perception, and attitude of tourists are not similar. It is impossible for the researcher to collect data from all areas of Thailand. Therefore, the researcher selected only the top five destinations (Bangkok, Pattaya, Phuket, Chiang

Mai, and Kanchanaburi) and the highest percentage of tourists' arrivals to tourism places in each province (Wat Phra Kaeo, Public beaches, Patong beach, Doi Suthep, and Erawan National Park). The differences in tourism venues lead to differences in satisfaction levels. The researcher sampled tourists who came from Mainland China and United Stated of America and were traveling in the above mentioned tourism places. Descriptive research was used for studying the destination attributes that are related to Chinese and American tourist satisfaction.

1.5 Limitation of the Research

The study was conducted in a specific time frame therefore the findings may not be generalized for all time. Samples are biased when respondents tend to answer in a certain direction, which is, when they consciously or unconsciously misrepresent the trust and distort for complex reasons. Although the scope of research covered all regions of the country, the study used sample respondents. It is limitation of the sample size that leads to reducing efficiency of representative sample (McDaniel, Carl and Gates, Roger, 1999). The respondents of this study are limited to 390 international tourists. The small size may not give accurate results. Finally, the study is limited to the differences in satisfaction levels between the two nationalities, Chinese and American tourists; the selected attributes may not cover all the factors.

1.6 Significance of the study

Although the data used and process itself has certain limitations, the researcher believes that the result of this study could bring some valuable insights for the tourism industry. It would help to understand differences in the level of satisfaction of Chinese and American tourists toward Thailand as a destination. The findings of this study are beneficial and important for both government and private sectors. Tourism Authority of Thailand will be implementing its new campaign next year, improving existing travel destination, and creating effectiveness and efficiency of promoting Thailand as a destination.

Koman (2000) mentioned that the importance of the tourism destinations attract visitors from different cultures and countries. As long as the destination is equipped with high quality management, it always generates great benefits for the

host destination and country. Therefore, this study creates new knowledge of differences in culture and destination management from the Chinese and American tourists' view.

The significance of this study is to find the differences in tourist satisfaction levels with destination attributes. This research would help the researcher, future researchers, Tourism Authority of Thailand, tourism entrepreneurs, and tourism agencies to reap benefits and improve the Thai tourism industry.

1.7 Definition of Terms

Accessibility
These opponents dominate the elements that affect the cost, speed and the convenience with which a traveler may reach a destination including infrastructure, equipment, operational factors, and government regulations (Middleton, 1994).

China
A country of Eastern Asia. Its ancient civilization traditionally dates to c. 2700 B.C... After a bitter civil war (1946–1949) a people's republic led by Mao Zedong was established on the mainland. Beijing is the capital and Shanghai the largest city (Dictionary of the English Language, Fourth Edition, 2007).

Destination attractions and environment
There are elements within the destination that largely determine consumer's choice and influence prospective buyers' motivation. They are dividable four criteria as natural, built, cultural, and social attractions (Middleton, 1994).

Destination attributes
The product may be defined as a bundle or package of tangible and intangible components based on activity at a destination (Middleton, 1994).

Destination images	The overall impression made on the minds of the public about a geographical area. It is related to the various physical, psychological and behavioral attributes of the tourist destination, such as name or brand, architecture of buildings, landscape, heritage attractions, myths and legends, quality of general and tourist infrastructure, tradition, ideology and local culture, and to the impression of quality communicated by each employee of local tourist enterprises with the destination's visitors (Kotler, Heider and Rein, 1993).
Facilities	They are the circumstances, equipment, etc. that make it possible or easier to do something. They refer to ease in moving, acting, or doing which are presented in term of aptitude and readiness to be persuaded as pliability (Houghton Mifflin, 2003).
Prices	Amount of money one must pay to obtain the right to use the product (Kotler, 1997 and Hawkins, 1994). The amount as of money or goods, asked for or given in exchange for something else (Houghton Mifflin, 2003).
Tourism	The particular activities selected by choice and undertaken outside the home environment (International Association of Scientific Experts in Tourism, 1981).
Tourism industry	It consists of a number of different sectors including the travel, hospitality and visitor services sectors. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are traveling away from their home environment. The industry distinguishes between various markets according to their place of origin. Therefore, tourists

20

visit destinations where they engage in various activities (Foster, 2000).

Tourist satisfaction	It can be seen as a response which matches the dichotomous structure of quality: instrumental elements referring the response to technical qualities of service whereas expressive elements of satisfaction are a response to the functional quality (Witt and Moutinho, 1985).
Tourists	People who travel to and stay 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 (The World Tourism Organization).
Travel	A trip or travel with the specific purpose of activity participation to explore a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting (Chon, Key-Sung, 1997).
United States of America	It is a country in the Western hemisphere, comprising fifty states and numerous territories. Forty-eight contiguous states lie in Central North America between the Pacific and Atlantic. The United States is a federal constitutional republic; Washington, its capital, is coextensive with the District of Columbia (D.C), the federal capital district (Wikimedia Foundation, Inc., 2007)

Chapter II

Review of related Literature and Studies

This chapter reviews literature which is relevant in supporting the conceptual framework of this study. The literature review is needed for a clearer understanding of the key concepts of overall variables in these studies. The review of previous research is critical since it helps establish the grounds for this study as well as addressed certain gaps unaddressed in past studies. Furthermore, a clear understanding of the concepts will help the analysis and interpretation of the data to be more accurate. The next sections will review some related literature and previous studies which are fundamental for this research. The topics are discussed in detail as follows:

1. Cross-culture;

2. Decision-making process;

3. Destination consideration;

4. Tourist satisfaction;

5. Destination concept;

6. Tourism product; and

7. Previous study and related research.

2.1 Cross-Culture

Culture has been called "the way of life for an entire society." As such, it includes codes of manners, dress, language, religion, rituals, norms of behavior such as law and morality, and systems of belief. There are several definitions of the term 'culture' as follows:

Carter and Qureshi (1995) defined it as "a learned system of meaning and behavior that is passed from one generation to the next".

Sodowsky, Kwan, and Pannu (1995) defined it as "all the customs, values, and traditions that are learned from one's environment" and "a set of people who have common and shared values. Shared values consist of customs, habits, and rituals; systems of labeling, explanations, and evaluations; social rules of behavior; perceptions regarding human nature, natural phenomena, interpersonal relationships, time, and activity; symbols, art, and artifacts and historical development".

Tylor (1997) described culture in the following way: "Culture or civilization, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society."

The United Nations Educational, Scientific and Cultural Organization (UNESCO) (2002) described culture as follows: "... culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs".

Culture refers to the set of values, ideas and attitudes that are accepted by a homogeneous group of people and transmitted to the next generation.

Schutte and Deanna (1998) mentioned that the concept of culture is the sum of learned beliefs, values and customers that create behavior norms for given society. Belief refers to the accumulated feeling and priorities that individuals have about things and possessions. Values are situations, non-specific, serving as guide for culturally appropriate behavior widely accepted by the members of a particular society.

- Asian concept:

The use of leisure serves to fulfill socially oriented needs such as group belonging or prestige rather than personal needs such as self-fulfillment. Asians do not recognize the West's linear, progressive relationship between work, leisure, and fulfillment in life. Life fulfillment is achieved directly through hard work. Similar particularistic resources are also required for duties prescribed by Asian towards other entities such as family, cleanliness, community and even ancestors, none of which is exclusive, and all of which must be fulfilled concurrently. Given this heavy burden of duties, one many even be tempted to go a step further and argue that, in Asians' minds, life is divided between work and other responsibilities as opposed to work and leisure.

- Western concept:

Using Maslow's model, it is clear that leisure in the Western cultural context is largely a means of achieving the personal needs of self-actualization and fulfillment in life. Works is primarily the means of attaining leisure. Westerners perceive a progressive linear relationship between work, leisure, and fulfillment in life.

Westerners have a positive overall attitude towards leisure. It is something they consider rightfully earned by working. They believe that they deserve leisure time and have no qualms about using it in any way that they see fit. They see little need to consult with others on how to spend their leisure time and do not feel guilty about using it purely for their own benefit.

Trompenaars (1995) classified Asian as high context culture which refers to people generally addressing broader issues and regarding their counterparts in a more diffuse context than that of the specific situation. In such societies, relationship building is prime importance. Time spent getting to know counterparts are not considered integral issue in fulfilling long-term objectives. Knowing one's counterpart fully from the start will avoid the risk of unfortunate surprise later on.

In a low context culture, such as America, people tend to focus on the specific issues at hand and regard their counterparts as having a specific role in a given situation. A person will feel the necessity to get down to business and focus on the issues. Americans, as a part of the Western culture, are often criticized by others as being superficial and perhaps in sense because they are often immediately friendly even to those they do not know well but then do not develop such friendships beyond a certain level.

Pizam (1999) suggested that using two methods when carrying out cross-cultural research in the field of consumer behavior.

- Indirect method is how "outsiders" such as local residents or tour guides see tourists or how they perceive difference in the behavior of tourists across various nationalities.

- Direct method aims at exploring whether any differences exist in the behavior, values or satisfaction levels of tourists representing different nationalities and speculating as to their possible reasons.

The main difference between these methods is that the latter reflects tourists' opinions about themselves or their experiences. Choi and Chu (2000) found differences in factors determining the overall satisfaction levels of Asian and Western tourists. It seems obvious that nationality might have a significant effect on consumer or tourist behavior. Therefore, such differences in attitudes and behavior focus on the importance of destination management in exploring the feature customer group,

segmenting tourism marketing and releasing new marketing strategies which are appropriate for each market.

A cross-cultural analysis requires a systematic comparison of similarities and differences in values, ideas, attitudes and symbols (Engel and Blackwell, 1982). Any cross-cultural differences between tourist' perceived satisfaction levels with their holiday experiences at the same destination is important to the decision-making process of destination management regarding destination positioning and market segmentation strategies.

An intercultural interaction is defined as face-to-face contact among people from very different cultural backgrounds (Brislin, 1981). The tourism experience is formulated by encounters of different culture activated by international tourists (Cusher and Brislin, 1996). Culture, the main object of tourism, is identified as "encounter and interactions with people" in sociological terms, the essence of tourism is defined as culture behavior and interactions (Sohn, 1994).

2.2 Decision-Making Process

There are processes and techniques to improve decision-making and the quality of decisions. Decision-making is more natural to certain personalities, so these people should focus more on improving the quality of their decisions. People who are less natural decision-makers are often able to make quality assessments, but then need to be more decisive in acting upon the assessments made.

Kotelnikov (2007) defined the decision making as a process of first diverging to explore the possibilities and then converging on a solution(s).

McDaniels (1995) classified seven steps as follows:

STEP 1: Identify the decision to be made or define and clarify the issue-does it warrant action? Is the matter urgent, important or both. The awareness may be triggered by a variety of things: the need to declare a major, pressure from friends and family to make a vocational choice, or a general sense of dissatisfaction or unease. And using an internal process of trying to define clearly the nature of the decision you must make.

STEP 2: Gather relevant information, all the facts, and understand their causes. Most decisions require collecting pertinent information. The real trick in this step is to know what information is needed the best sources of information, and how to get it.

Some information must be sought from a process of self-analysis; other information must be sought from books, people, and other sources.

STEP 3: Identify alternatives. Think about possible options and solutions. Through the process of collecting information, alternatives probably identified two or more possible paths of action. And using imagination and information can allow for the construction of new alternatives.

STEP 4: Weigh evidence. Consider and compare the pros and cons of each option-consult if necessary-it probably will be. Draw on information and emotions to imagine what it would be like if each of the alternatives is carried out to the end. Evaluation of the problem or need identified in Step 1 would be helped or solved through the use of each alternative.

STEP 5: Choose among alternatives. A selected alternative is suitable and is the best option that avoids vagueness.

STEP 6: Take action. The positive action is beginning to implement the chosen alternative in Step 5.

STEP 7: Review decision and consequences. In this step, experience and the results of decision help to evaluate whether or not it has "solved" or helped to solve the problem in Step 1.

This will provide a reflection and indication as to the overall attractiveness and benefits of the option concerned. The biggest positive difference between pro's and con's is the most attractive option. This way allows one to see things more clearly and become more objective and detached which will help to make clearer decisions.

2.3 Destination Consideration

Understanding destination choice is a key focus. It examines various components of the decision process, including destination choice modeling, information seeking, and the formation and effects of destination images. It related satisfaction and past visits to a particular destination with intentions to recommend it, to revisit it, and to visit other destination in its area. Satisfaction is a significant predictor of stated intentions and that contingent factors moderate the influence of satisfaction on intentions.

Destination consideration includes the social environment and reference groups (social influences), the perception of self (personal influences), the perception about the price and the technical characteristics of the offer, the available information about a certain destination and the experience. Hence, to understand the destination choice one needs to examine a number of elements which are involved in the evaluation and selection.

Figure2.1: Destination Consideration

Source: Major factors influencing the inclusion into the consideration set, 2000
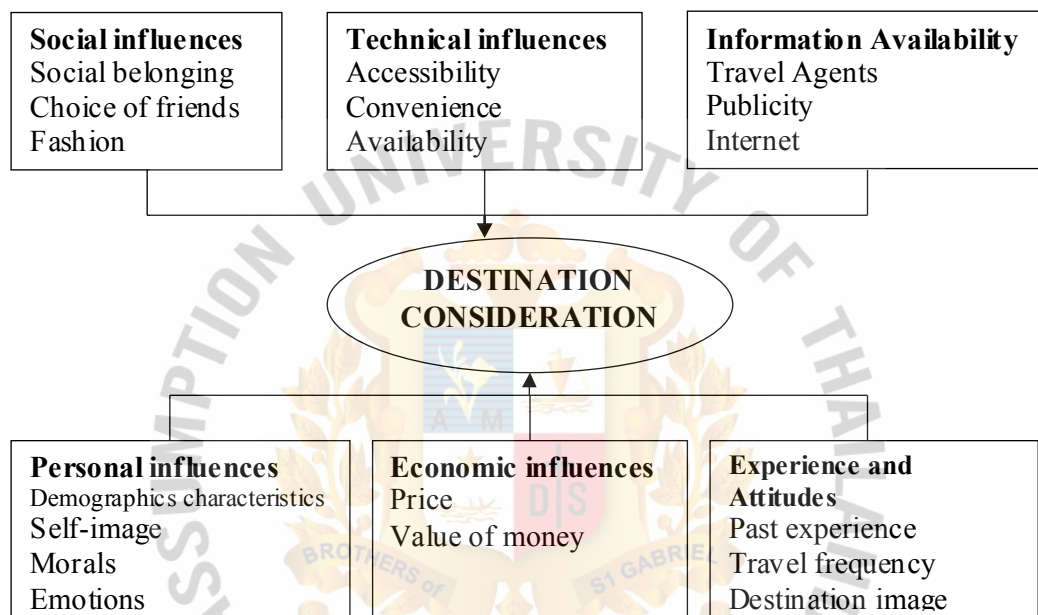
Although other factors might be influential, the elements detailed in Figure 2.1 appear to be amongst the most important issues that are considered when choosing a specific destination. They will be discussed in the following section:

1. Social influences:

A number of social influences can have an impact on tourists' buying behavior. The influences coming from an individual's culture, sub-culture, social class, and the various reference groups; including family members and general word of mouth, can help in the shaping of buying behavior when making decisions to travel for leisure (Moutinho 1987, Um and Crompton 1990, Kozak 2002).

This approach relies on the observation that arrivals from the same country exhibit quite similar patterns of behavior, which are distinct from the patterns of behavior shown by visitors from other countries (Lawson, 1995).

2. Technical influences:

Large numbers of relatively small businesses are typically involved in the tourism industry. Even though modern technology has considerably shortened the required time on travel, time differences and the visitors' need to stay for a certain period at their chosen location, clearly reduces their alternatives.

3. Information Availability:

Information is rapidly becoming a major part of the customer buying process, and consequently a critical source of added value. The most traditional commercial means include the information from travel agents, various journalistic reports, either in the press or on television, or even organized advertising campaigns, mostly initialed from the national or local tourism authorities.

In addition, the fast developing Internet can provide considerable and constantly updated information. Customers appear to increasingly use the Internet in various ways, including reservations (Sigala, Lockwood, and Jones, 2001).

The information sources are a force, which influences the formation of perception and the cognitive evaluation of a location, but does not directly influence its image (Woodside and Lysonski 1989, Um and Crompton 1990). It has been noted that the type and amount of information available to the individual looking for a vacation influences the final choice (Gartner, 1993).

4. Personal influences:

The personal and demographic characteristics of the individuals are expected to influence the evaluation and the perception of a destination (Woodside and Lysonski 1989, Baloglu and MaCleary 1999), and its inclusion or exclusion in the consideration set. This must partially explain why, at least in the past, demographic characteristics were amongst the most widely used variables for the segmentation of the tourism market (Lawson, 1995).

Some discussion about the actual, expected and ideal self concept (O'Brien, Tapia, and Brown 1997), while relationships between the destination environment, the destination visitor image, the tourist's self concept, the self-congruity, the functional congruity and the travel behavior have been suggested (Sirgy and Su, 2000).

5. Economic influences:

Logically potential visitors must consider the exchange rate and comparative inflation ratios between the home country and the destination (Zhang, 1998). More sophisticated analytical techniques were not able to further explain the cause of the relationship (Van Limburg, 1998). Customers are looking for value of money when they make their vacation buying decision (Sigala, 2001). The currency itself appears to have an impact on the tourists' behavior.

6. Experience and Attitudes:

General travel experience influences the demands and evaluation of travelers. The frequent traveler uses more specific criteria when evaluating potential destinations. One of the major influences when choosing a tourism destination appears to be the image of the destination (Gallarza, Saura, and Garcia, 2001). In tourism, the destination image is very extensive (Pike, 2002). There is a substantial body of literature around the destination image and segmentation of the tourism market (Baloglu, 1997), while practitioners and tourism authorities increasingly appreciate the increased emphasis that should be given to the development of a strong brand image for destinations (King, 2002).

The beliefs and expected experiences can even be used as benefit segmentation criteria to identify a relevant customer target segment in the tourism market (Mazanec and Weber 1995). Image is a direct antecedent of perceived quality, satisfaction, intention to return and willingness to recommend the destination (Bigne and Sanchez, 2001).

When deciding to visit a location, influential factors include forces inside and outside the individual. Personal and social characteristics, as well the available information, the travelers'' experience and perceived image and the match of the location's image with the individual's image are expected to be highly influential when forming the list of alternative destinations that an individual will consider to visit.

In conclusion, every destination has a distinct image and personality and is competing with numerous other destinations for the attention of the potential visitor. Tourist authorities should understand the way that certain groups of customers, with an appropriate pre-selected profile, think and evaluate their destination. Matching the desires of the target customers with the characteristics and the image of the location can secure the attraction and maintenance of the target customers.

2.4 Tourist Satisfaction

Johnson and Anderson (1995) have distinguished between two different general conceptualizations of satisfaction. These are transaction-specific satisfaction and cumulative satisfaction. The former is concerned with "satisfaction as an individual, transaction-specific satisfaction measure or evaluation of a particular product or service experience. Cumulative satisfaction, on the other hand, is a cumulative, abstract construct that describes customer's total consumption experience with a product or service".

Kozak (2000) defined satisfaction as important in carrying out destination performance research due to the close relationship between the level of tourist satisfaction and future behavior.

Kozak and Rimmington (2000) defined tourist satisfaction as important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return.

Ryan and Chris (1995) argued that satisfaction firstly is derived from an experience that may be dependent upon the level of original expectation and secondly, satisfaction may be a factor of personality in that different people react to the same environment in different ways.

Wit and Moutinho (1985) defined tourist satisfaction as something that can be seen as a response, which matches the dichotomous structure of quality: instrumental elements referring the response to technical qualities of a service whereas expressive elements of satisfaction are a response to the functional quality. Therefore, in order to make the concept clearer, satisfaction of tourist is separately described in the two concepts as psychology and service term.

- Psychology concept: In the part of personality following the concept of tourist satisfaction. It consists of five concepts which are the nature of involvement, the role of stress, boredom and frustration, need analysis and the leisure motivation scale.

- Service quality concept: Tourist satisfaction is the emotional response to successful quality of service. Satisfaction is linked to the level of expectations. Therefore, the perception of a service already contains a response to that service. A tourist' response to service depends on three areas: the level of equity

perceived, the degree to which expectations have been matched, and the perception of the actual performance.

There are tourist destinations, tourist attraction, destination reputation, destination loyalty and destination image concepts which are important to successful destination marketing and for understanding the relationship between level of tourists' satisfaction and future behavior.

2.4.1 Tourist destination

The tourist destination is a city, town or other area the economy of which is dependent to a significant extent on the revenues accruing from tourism. It may contain one or more tourist attractions or visitor attractions and possibly some "tourist traps". Natural attractions draw visitors to see what the world was like before tourism left previous, traditional cultures abandoned, as Western influence swept the world. Popular cities such as Paris, London, New York City, Madrid, Sydney, Tokyo, Toronto and Rome have a large number of tourists each year, making them a huge tourist destination.

Cooper (1996) defined the destination as brand. Normally, branding is a superficially attractive idea with its connotations of clear image, distinctiveness, and perceived competitive advantage through a product, which offers added value over and above its physical features.

David (2000) informs that the tourism industry consists of a number of different sectors including the travel, hospitality and visitor services sectors. Within each of these sectors there are a number of individual enterprises that provide a range of services to people who are traveling away from their home environment.

Seaton and Bennett (1996) defined destination marketing as the heartland of tourism marketing. The destination is the catalyst link that precipitates all the other industries in the tourism sector-transport, accommodation and attractions.

2.4.2 Tourist attraction

Tourist attraction is a place of interest where tourists visit include historical places, monuments and landmarks, zoos, aviaries, museums and art galleries, botanical gardens and arboretums, aquariums, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, ski resorts

and spas, theme parks and carnivals, ethnic enclave communities, historic trains, casinos, pubs and clubs, restaurants, and cultural events.

2.4.3 Destination reputation

According to Herbig and Milewicz (1993), reputation is a process that accumulates with judgments over time of the various groups who interact with an organization or geographical area. The credibility of a tourist destination is viewed as the "believability" of its attractions. It is defined as an estimation of the consistency over time of an attribute of an entity. A tourist destination can have, therefore, numerous reputations-one of each attribute such as cost, product and service quality, natural and built environment, culture and heritage- or a global, destination reputation. Tourist destination reputation may be viewed as a mirror of the destination's history, which communicates information regarding the quality of its tourist services, its natural and built environment and its culture and heritage in comparison with competitors'. Therefore, the nature of a tourist destination's reputation depends on the results of its perceived offerings in this period. If the destination repeatedly succeeds in fulfilling its promises, it develops a favorable reputation; failure to respect its promises may create a negative reputation.

2.4.4 Destination loyalty

Destination loyalty can be viewed as a form of brand loyalty. It cannot always be measured by purchase behavior since the decision to buy a brand can be influenced by other moderating variables such as social norms (Ajzen and Fishbein, 1980; Christou, 2001) and situational factors (Smith and Swinyard, 1983). Loyalty is greatly affected by the relative strength of the relationship between attitude and behavior. For tourism destinations, customer (or visitor) loyalty is highly important, being the key to sustaining long-term success (Nozar, 1999; Oh and Park, 1997; Christou, 2002).

An important revelation is the identification of the influence of extrinsic characteristics of destination's tourist service offering on the visitor's loyalty decision. Tourism marketers should not consider exclusively intrinsic attributes in their marketing communication mix. These attributes usually translated into visitor satisfaction (Anderson and Sullivan, 1993; Almanza, 1994) or tourist service quality (Bitner, 1990; Zeithaml, Berry and Parasuraman, 1996; Ekinci and Riley, 2001), which is considered the predominant antecedents of visitor loyalty.

2.4.5 Destination Image

Destination image is described as the overall impression made on the minds of the public about a geographical area (Kotler, Haider and Rein, 1993). It is related to the various physical, psychological and behavioral attributes of the tourist destination, such as name or brand, architecture of buildings, landscape, heritage attractions, myths and legends, quality of general and tourist infrastructure, tradition, ideology and local culture, and to the impression of quality communicated by each employee of local tourist enterprises with the destination' visitors. Destination image has two principal components:

- Functional or realistic component is related to tangible characteristics which can be easily measured

- Emotional component is associated with psychological dimensions which are subjectively perceived from visitors and manifested by feelings and attitudes towards a specific destination. These feelings are derived from individual experiences at a tourist destination.

Destination image can be used as effective means of predicting the outcome of the visitation experience process and considered as the most reliable cues which signal the ability of a destination to satisfy the visitor's desires.

2.5 Destination Concept/ Destination Attributes

Middleton (1994) stated that the product may be defined as a bundle or package of tangible and intangible components based on activity at a destination. The destination attributes are categories into five main components:

1. Destination attractions and environment are largely determining consumer's choice and influence prospective buyers' motivation. They are dividable following the four criteria as shown;

Natural attractions: landscape, seascape beaches, climatic and other geographical features of the destination and its natural resource.

Built attractions: buildings and tourism infrastructure including historic and modern architecture, monuments, promenades, parks, and gardens, convention centers, marinas, ski slopes, industrial archaeology, and managed visitor attractions generally golf courses, specially shops and the market retail areas.

Cultural attractions: history and folklore, religion and art, theatre, music, dance and other entertainment, and museums; some of these may be developed into special events, festivals, and pageants.

Social attractions: way of life of residents or host population, language and opportunities for social encounters.

2. Destination facilities and services are possible places for visitors to stay and participate in the attractions.

Accommodation units: hotels, holiday villages, apartments, villas, campsites, caravan parks, condominium, farms, and guesthouse.

Restaurants, bars, and cafés: ranging from fast food to luxury restaurants.

Transport at the destination: taxis, coaches, car rental, cycle hire.

Sports/Activity: golf clubs, sailing schools.

Other facilities: craft courses, language schools.

Retail outlets: shops, travel agents, souvenirs, and camping supplies.

Other services: hairdressing, information services, equipment rental, and tourist police.

3. Accessibility of the destination affects the cost, speed and the convenience with which a traveler may reach a destination.

Infrastructure: roads, airports, railways, seaports and marinas.

Equipment: size, speed and range of public transport vehicles.

Operational factors: routes operated, frequency of services, prices charged.

Government regulations: the range of regulatory controls over transport operations.

4. An image of the destination is an important part of tourism product component because the attitudes and images customers have towards products strongly influence their buying decisions. Images and expectations of travel experiences are closely linked in prospective customers' minds.

Therefore, destination is linked to the process of decision-making and destination perception. Kye-Sung Chon (1997) mentioned about destination choice that perception and image are sometimes used as synonyms. However, Jonston and Tieh (1983) think conversely. They suggested that perceptions are beliefs held by an individual about a particular place while images or portrayed images are somewhat more generic and often generated by the destination itself.

5. Price to the consumer is composite in nature and includes everything tourists 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. Any visit to a destination carries a price, which is the sum of what it costs for travel, accommodation, and participation in a selected range of services at the available attractions. Because most destinations offer a range of products, and appeal to a range of segments, price in the travel and tourism industry covers a very wide range.

Tourism product

Brass (1997) suggested that tourism product can be classified into two main components: attractions and facilities.

- Attractions are those natural and human-made features and events that stimulate people to visit a destination. For example, a bird sanctuary may act as the key attraction enticing avid naturalists to a destination.

- Facilities, on the other hand, provide necessities to both residents and tourists, and include roads, railway, airports, parking areas, hospitals, police, water and power services and accommodation.

Together, the mix of destination attractions and facilities create a set of intangible "subjective experiences" for tourists known as a tourism product (Tourism Research Group, 1992).

French Smith and Coller (1996) suggested that destinations include tourism products that are composite in nature and includes everything tourists purchase, see, experience, and feel from the time they leave home until the time they return. It also involved experiences and expectations that are not directly purchased but nevertheless still from part of overall package. The more people there are involved, the greater the risk of some thing going wrong and the greater the chance that tourists' experiences will not live up to their expectations. Services provided by industry personnel are a vital component of the tourism product. There are consist of the accommodation, transportation, entertainment, attractions, catering, shopping, financial services, information, facilities, and infrastructure needs.

Alberta Economic Development (2000) classified three main tourism products as:

1.) Demand generators; include attractions, events, landscape features (these may include cultural aspects as well), and entertainment and leisure activities. Demand generators can be further broken down into two categories.

- Primary demand generators are those products that, based on their individual merit, can be the sole reason for tourists to visit a particular community or region.

- Contributing demand generators include activities, attractions and events that are not the main reason for visitation, but that add to the experience.

2.) Demand supporters include such amenities as accommodation, dining, and shopping. Supporters also include tourism promotional services within a region or community (tourist information booth, concierge, etc.), and infrastructure components (highway signage, parking, roadways). Sometimes, demand supporters can act as demand generators. Outlet shopping centers are a good example of this phenomenon because some visitors come to a destination primarily for the outlet stores, while others simply shop while visiting primary demand generators.

3.) Human resources (past and present). Often, the most influential part of a vacation is the people the traveler meets. Are there people in your community who could contribute to the tourism experience? Are there unique or creative characters that would be great ambassadors?

All three tourism components are necessary to create a worthwhile tourism experience. It is important that destinations have a critical mass of unique and appealing demand generators to draw visitors to the area. Once those visitors arrive, demand supporter products help to enhance their experience and encourage spending and longer stays, further increasing the economic benefit to the community.

2.6 Previous studies

Kozak (2001) studied "Comparative assessment of tourist satisfaction with destinations across two nationalities". This study attempted to present the findings of a self-administered survey carried out among 1872 British and German tourists visiting Mallorca and Turkey in the summer of 1998. The prime objective of the study was to determine whether there are differences between satisfaction levels of two nationalities visiting the same destination. In order to test whether findings varied between locations, the survey was administered in two destinations. The analysis of findings indicated that British tourists were more likely to be satisfied with almost all individual attributes than German tourists. In the light of empirical findings and observations, theoretical and practical implications are discussed and obstacles of comparative research dealing with the measurement of tourist satisfaction presented.

Pattida (2002) studied "A comparative study of Asian and Western tourists' satisfaction with tourism products in Bangkok as a destination". This study attempted to present the findings of a self-administered survey carried out among 420 Asian and Western tourists visiting in Bangkok. The prime objective of this study was to compare the tourists' satisfaction between Asian and Western respondents in terms of eight dimensions of tourism products in Bangkok destination. The findings indicated that Asian and Western tourists have different satisfaction in terms of accommodation while the other factors such as local transportation service, hospitality and customer care, level in prices, and airport service are not found to be different in satisfaction levels.

Seyhmus and Ken (1999) studied "A model of destination image formation". A model that presents the important determinants of destination image formation was developed based on previous studies in a number of fields. The test of the model used path analysis. A major finding of the study was that a destination image is formed by both stimulus factors and tourists' characteristics. The results of this investigation provide important implications for strategic image management and can aid in designing and implementing marketing programs for creating and enhancing tourism destination images.

Varma (2003) studied "Cross cultural comparison of travel push and pull factors of U.S. and Indian tourists". This study attempted to present the findings of a self-administered survey of U.S. and Indian tourists in 2002 for a cross-cultural

comparison. The prime objective of this study was to identify the similarities and differences in Push (motivations for travel) and Pull factors (destination attributes) among the tourists of these two countries. The study found a relationship among push and pull factors, using canonical correlation approach. Using this approach, this study tried to develop product bundles of push and pull factors. The analysis of findings came out with the predominant push factors of U.S. travelers and Indian travelers and how they differed from each other. The findings indicated the relationship between push and pull factors.

Chapter III
Research Framework

This chapter focuses on the frameworks 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, operationalizations of related variables are proposed.

3.1 Theoretical Framework

According to the objectives of this research which are to study and compare Chinese and American tourists' satisfaction toward the destination attributes in Thailand, the theoretical framework is related with the model of the destination attributes and tourist satisfaction.

Middleton (1994) stated that the product may be defined as a bundle or package of tangible and intangible components based on activity at a destination. The destination attributes are categories into five main components:

- **Destination attractions and environment**: natural, built, cultural, social attractions.

- **Destination facilities and services**: accommodation units, restaurants, transport, activity, facilities, retail outlets, other services.

- **Accessibility of the destination**: infrastructure, equipment, operational factors, government regulations.

- **An image of the destination** is an important part of tourism product component because the attitudes and images customers have towards products strongly influence their buying decisions. Images and expectations of travel experiences are closely linked in prospective customers' minds.

- **Price to the consumer** is composite in nature and includes everything tourists 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.

Kozak (2000) studied the differences in satisfaction level with destinations across two nationalities. This study attempted to explore if there were any differences between satisfaction levels of two nationalities, British and German, visiting Turkey and Mallorca and if they were culture-oriented. Culture was measured by asking respondents their country of origin. This study therefore referred to broad national culture rather than the individual culture or the subcultures of many ethnic groups living in those countries. Findings demonstrated that British tourists were more satisfied with almost all individual destination attributes than their German counterparts. The repetition of the similar survey in a second destination confirmed the reliability of these findings. This study suggests that it appears to be difficult to justify whether such differences are culture-based or other factors could have influenced results. Cross-cultural customer satisfaction measurement is a new subject in the field of tourism and therefore seems worthy of further investigation. It is also an area which indicates limitations to be achieved such methods may yet still have their role in cultural studies.

In this research, a comparative assessment of Chinese and American tourists' satisfaction with Thailand as a destination emphasizes the understanding of the relationship between destination attributes and tourists' satisfaction levels as the basis of the conceptual framework.

3.2 Conceptual framework of a comparative between Chinese and American tourists' with destination attributes toward Thailand destination
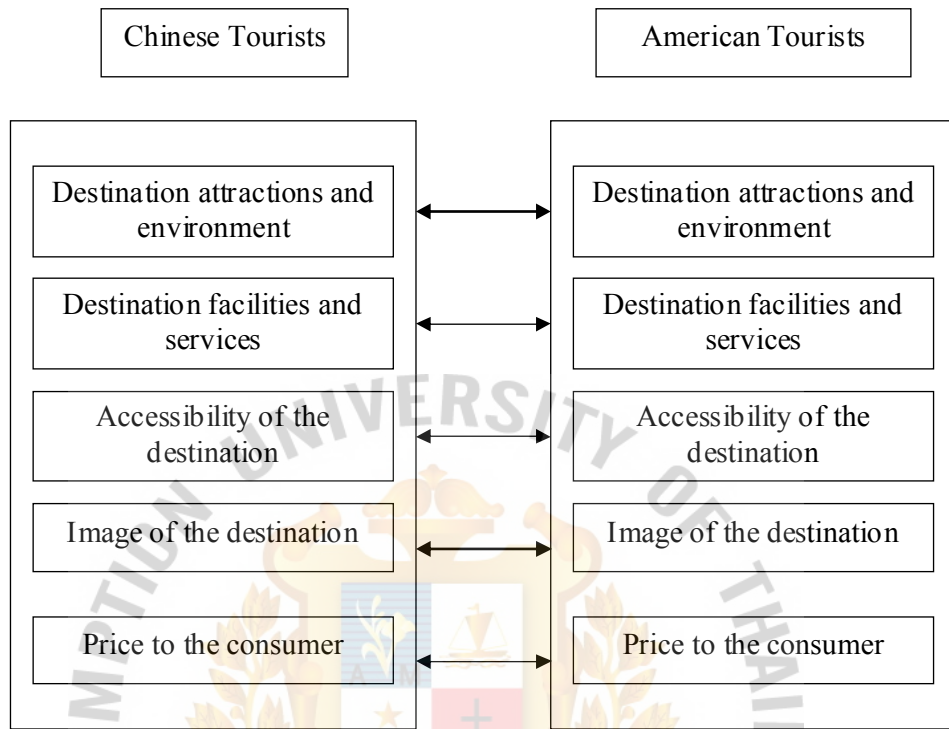
This conceptual framework illustrates the comparative satisfaction levels toward destination attributes of Thailand, between Chinese and American tourists. Destination attractions and environment determine tourists' choices and influence prospective tourists' motivation. Destination facilities and services make it possible for visitor to stay and participate in the attractions. The accessibility affects the cost and convenience with which travelers may reach a destination. Tourists' attitudes and images strongly influence their buying decision. Lastly, the level of prices can lead to tourists' satisfaction with the destination.

3.3 Research Hypotheses

A hypothesis is a tentative explanation for certain behaviors, phenomena or events that have occurred or will occur (Gay and Diehl, 1997). According to the research objectives of the study, the research hypotheses were generated, and they are stated as follows:

Hypothesis 1

Ho 1: There is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists.

Ha 1: There is a difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists.

Hypothesis 2

Ho 2: There is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists.

Ha 2: There is a difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists.

Hypothesis 3

Ho 3: There is no difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists.

Ha 3: There is a difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists.

Hypothesis 4

Ho 4: There is no difference in satisfaction levels with the image of the destination between Chinese and American tourists.

Ha 4: There is a difference in satisfaction levels with the image of the destination between Chinese and American tourists.

Hypothesis 5

Ho 5: There is no difference in satisfaction levels with the level of price between Chinese and American tourists.

Ha 5: There is a difference in satisfaction levels with the level of price between Chinese and American tourists.

3.4 Operationalization of Variables

Table 3.1: Operational definitions of variables in destination attributes

Concept	Operational definition	Variable	Level of measurement
Destination attractions and environment	Elements within the destination that largely determine tourist's choice and influence prospective tourists' motivation.	• Natural attractions such as landscape, seascape, climate • Built attractions such as monument, parks, shops, architecture • Cultural attractions such as folklore, art • Social attractions such as language, way of life	Interval
Destination facilities and activities	The places that provide both entertainment and fun activities which make it possible for visitors to stay and participate in the attractions.	• Accommodation units such as staffs, services • Restaurants such as staffs, services, variety • Transportation • Sports/activity • Other facilities such as craft course, language school • Retail outlet • Other services	Interval

Accessibility	The elements that affect the cost, speed and the convenience with which a traveler may reach a destination.	• Infrastructure such as roads, airport • Equipment in term of size, speed, range of vehicles • Operational factors such as route operated, frequency of service, price charged	Interval
Destination images	The overall impression made on the minds of the public about a geographical area.	In term of • Name of Thailand • Architecture • Myths and legends • Culture/tradition • Communication	Interval
Level of price	Everything tourists purchase, see, experience and feel from the time they leave home until the time they return.	• Food and beverage • Souvenirs • Entertainment • Transportation	Interval

Chapter IV
Research Methodology

The research methodology provides an overview of methodology or a step by step procedure in order to understand how the research can be conducted. Research design explains techniques and methods used for data collection. Sample selection describes how the target respondents are classified. Sample size, sample frame and sample unit are described within this chapter. Furthermore, the research techniques and procedure of gathering information are to be formulated consequently.

4.1 Methods of research used

Research design is an essential part in conducting a research study. A good research design ensures that the study will be relevant to the problem at hand and economically feasible. In this study, researcher applied Descriptive research.

Churchill (1999) mentioned that descriptive research is used to describe the characteristics of certain groups as well as to estimate the proportion of people in a specified population who behave in a certain way. Descriptive research should define questions, people surveyed, and the method of analysis prior to beginning data collection. The data colleted are often quantitative, and statistical techniques are usually used to summarize the information.

Zikmund (2002) defined descriptive research as one which describes the characteristics of a population or a phenomenon. It seeks to determine the answers to who, what, when, where, and how questions. It attempts to determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups.

Moreover, the research method of this study is sample survey. Mcdaniel, Gates and Roger (1999) mentioned that survey is the research in which an interviewer interacts with respondents to obtain facts, opinions, and attitudes. Zikmund (2002) defined the sample survey as a formal term for survey; it indicates that the purpose of contacting respondents is to obtain a representative sample of the target population. Questionnaire is used to gather information from target respondents. Surveys provide quick, inexpensive, efficient, and accurate means of assessing information about a population.

4.2 Respondents and sampling procedures

For this study, the respondents are Chinese and American tourists who travel to Thailand as a destination. The accuracy of data is important for all research studies. One of the most important factors that have a significant effect on the data is the determination of the target population and the selection of sample that can suitably represent this group.

4.2.1 Population

Zikmund (2002) stated that population is defined as any complete group of entities that share some common set of characteristics. For this study, the target population is defined as foreign / international tourists who are living, traveling, and using services in Thailand as a destination. According to tourism statistics in 2006, the number of international tourists who arrived in Thailand numbered 10,092,740 tourists.

4.2.2 Sampling Frame

Zikmund (2002) 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 is all Chinese and American tourists who travel to Thailand as a destination. According to tourism statistics in 2006, the numbers of Chinese tourists were 156,727 and American tourists were 106,111 persons.

4.2.2 Sampling Unit

Zikmund (2002) stated that sampling unit is a single element or group of elements subject to selection in the sample. For this study, the sampling unit is individual Chinese and American tourists who travel to tourism places as shown below:

Region	Tourism Places
Bangkok	Wat Phra Kaeo
Pattaya	Public Beaches
Phuket	Patong Beach
Chiang Mai	Doi Suthep
Kanchanaburi	Erawan National Park

4.2.3 Sampling Size

The sample size represents some proportional relationship to the size of the population. Larger sample must provide estimation precision (Cooper and Schindler, 2005). The population of the study was Chinese and American tourists who visited Thailand.

According to Tourism Statistics in 2006, a total of 10,092,740 tourists visited Thailand. These numbers of tourists are not only Chinese and American tourists, but include all international tourists to Thailand. Thus, the sample size is determined by estimating the proportion. Respondents are chosen, with 95% confidence level and 5% sampling error, therefore sample size can be estimated in the following way (Malhotra, 2000). It demonstrates that the number of tourists' arrivals in Thailand is approximately 10,000,000 per year.

Table 4.1: Theoretical Sample Sizes for Different sizes of Population and a 95% confidence level and 5% of tolerance rate

Population	5% of Tolerable 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: Gary Anderson, Fundamental of Educational Research, 1996

According to the Theoretical Sample Sizes (See Table 4.1), the number of 10,000,000 population is between 1,000,000 and 25,000,000 which results in the same number; 384. Therefore, the researcher decided the most suitable size for this research is 390 respondents and this number was used to distribute questionnaires to Chinese and American tourists who travel to tourism places in Thailand.

4.2.4 Sampling Procedures

In this study, the following sampling procedures are used:

1. **Judgment or purposive sampling** is a non-probability sampling technique in which an experienced researcher selects the sample based upon some appropriate characteristic of the sample members (Zikmund, 2002). According to tourism statistics in 2006, the numbers of arrivals are 10,092,740 tourists. These numbers of tourists are not only Chinese and American tourists, but include all international tourists' arrival to Thailand. Chinese tourists number 156,727 and American tourists; 106,111. Therefore, the representatives are Chinese and American tourists visiting five regions. The study used ranking from the top five cities which is the highest number of international tourist arrivals to Thailand. This is illustrated in proportion to international tourist arrivals in each region, as shown in table 4.2.

Table 4.2: Ranking of international tourists' arrivals to regional tourist areas

Region	Ranking
Bangkok	1
Pattaya	2
Phuket	3
Chiang Mai	4
Kanchanaburi	5

Source: Pacific Asia Travel Association (PATA), 2004

The researcher is unaware of the exact number of Chinese and American tourists in each region and each tourism place. Therefore, this research used the five highest rankings of international tourist arrivals to distribute questionnaires. According to Table 4.2, the first five ranking of international tourists' arrivals to regional tourists' areas are Bangkok, Pattaya, Phuket, Chiang Mai, and Kanchanaburi.

2. Quota sampling is a method of sampling widely used in opinion polling and market research. It suffers from a number of methodological flaws, the most basic of which is that the sample is not a random sample and therefore the sampling distributions of any statistics are unknown (Easton and McColl). It is a non-probability sampling procedure that ensures that certain characteristics of a population sample will be represented to the exact extent that the investigator desires (Zikmund, 2002).

Table 4.3: Satisfaction random sampling questionnaire

Region	Tourism Places	Chinese	American	Total
Bangkok	Wat Phra Kaeo	39	39	78
Pattaya	Beaches	39	39	78
Phuket	Patong Beach	39	39	78
Chiang Mai	Doi Suthep	39	39	78
Kanchanaburi	Erawan National Park	39	39	78
Total		195	195	390

According to Table 4.3, the researcher used 390 sample size divided into two nationalities. The questionnaires are distributed to 195 Chinese and 195 American tourists. After that, 195 questionnaires are divided into five regions. The result is 39 sets of questionnaires for each region.

3. Convenience sampling is used in this study where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient. This non-probability method is often used during preliminary research efforts to get a gross estimate of the results, without incurring the cost or time required to select a random sample. The sampling procedure used to obtain those units or people most conveniently available (Zikmund, 2002).

4.3 Research Instruments

The researcher use questionnaires as survey methods. The survey is equally distributed to Chinese and American tourists by questionnaire. The questionnaires are equally framed in English and Chinese version. Questionnaire will gather tourists' attitude toward all variables for deeper understanding. Basically, this study aims to measure two groups of Chinese and American tourists' satisfaction levels. And the questionnaire was tested for reliability by using Statistical Package for the Social Sciences or SPSS. The questionnaires consist of 2 parts. The total of questions is 54 questions.

Part I: Destination attributes; Thailand destination attractions related to tourist satisfaction. It is used to measure the satisfaction level with 43 statements on 1-5 scale. There are five sub-variables that consist of:

- Destination attractions and environment which are question number 1-13,
- Destination facilities, services and activities which are question number 14-26,
- Accessibility of the destination which are question number 27-34,
- Destination images which are question number 35-39, and
- Level of price which are question number 40-43.

All questions used the Likert Scale which measured the differences in satisfaction levels. Zikmund (2002) defined the Likert scale as a measure of attitudes designed to allow respondents to indicate how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative toward an attitudinal object. This study used the five point scales to measure the level of satisfaction which are

- 1 = Unsatisfied,
- 2 = Mostly unsatisfied,
- 3 = Neutral,
- 4 = Mostly satisfied, and
- 5 = Satisfied.

Part II: Personal data or demographic profile is used to identify personal data. This study used the category scale. Zikmund (2002) defined the category scale is an attitude scale consisting of several response categories to provide the respondents

with alternative ratings. Demographics are a shortened term for 'population characteristics'. Demographics include gender, age, education level, occupation, marital status, travel companion, reasons, frequency, length of stay, and the most enjoyment.

4.4 Pretest

In this part, the questionnaires have been set to measure Chinese and American tourists. It is used to measure the tourists' satisfaction level. Normally, the sample group is not less than 25 (Kanlaya, 2000). However, for this study, the sample group is 50. The questionnaires were distributed only in Bangkok because it easy and convenient to collect data. Reliability applies to a measure when similar results are obtained over time and across situations. Zikmund (2002) defined reliability is the degree to which measures are free from error and therefore yield consistent results.

Table 4.4: Reliability Analysis-Scale (ALPHA)

Variables	Cronbach's Alpha
Destination attractions and environment	0.622
Destination facilities, services, and activities	0.713
Accessibility of the destination	0.825
Destination Images	0.789
Level of prices	0.623
All sub-variables of destination attributes	0.741

According to Reliability Analysis-Scale (See Table 4.4), it shows the reliability by using Cronbach's Alpha. Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct." Construct is the hypothetical variable that is being measured (Hatcher, 1994). From 50 sets of questionnaire, the researcher has concluded that the questionnaire has a reasonable degree of reliability as result in the value of alpha being equal to 0.741. Therefore, in this research, the test is 74.1% reliable and by extension, it is 25.9% unreliable.

4.5 Collection of Data

The data was collected through the questionnaire. The data was gathered from both primary and secondary sources. This technique is easy to provide and to interpret as primary data. Zikmund (2002) stated that primary data is data gathered and assembled specifically for the research project at hand. Furthermore, the primary data of this study was collected by distributing 390 sets of questionnaires to five areas where are Bangkok, Pattaya, Phuket, Chiang Mai, and Kanchanaburi. Overall questionnaires are distributed in May, 2007 using both Chinese and English versions.

Region	Tourism Places
Bangkok	Wat Phra Kaeo
Pattaya	Beaches
Phuket	Patong Beach
Chiang Mai	Doi Suthep
Kanchanaburi	Erawan National Park

Moreover, the researcher collected data from several sources including textbooks, articles, journals, and related information from the Internet as secondary data. Zikmund (2002) stated, the secondary data, data that have been previously collected for some purpose other than the one at hand.

4.6 Statistical Treatment of Data

After data were collected from five areas where are Bangkok, Pattaya, Phuket, Chiang Mai, and Kanchanaburi, they were analyzed and summarized in a readable and easily interpretable form. The collected data was analyzed by using Statistical Package for Social Science or SPSS, which is used for analyzing the characteristics of the respondents. For hypothesis testing, the researcher used Pearson's Correlation for testing association among variables because variables are measured as interval scale. After questionnaires were collected, the data were coded into the symbolic form and the statistic strategy was used to examine the data. The results lead to rejecting or accepting the hypotheses.

Descriptive Statistics:

1. Descriptive analysis is 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, rearranging, ordering, and manipulating data to provide descriptive information (Zikmund, 2002). Cooper and Schindler (2005) defined it as the method of organizing, summarizing, and presenting data in an informative way.

2. Cross-tabulation is organizing data by groups, categories, or classes to facilitate comparisons; a joint frequency distribution of observations on two or more sets of variables (Zikmund, 2002). This study used the cross-tabulation to determine the satisfaction levels of Chinese and American tourists.

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 the basis of sample.

Independent T-testis used to compare two sample means when the two samples are independent of one another. The t-test is used to compare the values of the means from two samples and test whether it is likely that the samples are from populations having different mean values.

Cooper and Schindler (2005) defined the assumptions for large sample test as

- The two samples must be unrelated, that is, independent
- The samples must be large enough that the destination of the sample means follows the normal distribution. The usual practice is so require that both samples have at least 30 observations.

53

Formula:

$$t = \frac{\overline{X}_1 - \overline{X}_2}{s_{\overline{X}_1 - \overline{X}_2}}$$

Where

$$s_{\overline{X}_1 - \overline{X}_2} = \sqrt{\frac{s_1^2 + s_2^2}{n}}$$

$\overline{X}_1$ = mean of group 1,

$\overline{X}_2$ = mean of group 2,

S_1^2 = variance of group 1,

S_2^2 = variance of group 2,

n_1 = sample size of group 1, and

n_2 = sample size of group 2

We can see that each sum of squares is the sum of the squared scores in the sample minus the sum of the scores quantity squared divided by the size of the sample (n). We also need to know the degrees of freedom for the independent t-test which is:

df   = $n_1 + n_2 - 2$

Chapter V

Presentation of Data and Critical Discussion of Results

This chapter focuses on the data analysis based on sample size of 390 respondents who were surveyed by using questionnaires distributed to Chinese and American tourists. The data was collected in May 2007. Respondents were chosen at five tourism places as follows: Wat Phra Kaeo, Pattaya Beaches, Patong Beach, Doi Suthep, and Erawan National Park.

Calculation of the Cronbach's Alpha coefficient was used to measure reliability responses. The data analysis is divided into three sections; section one includes descriptive statistics that interpreted the demographic information of all respondents, section two includes reliability, and last section includes hypotheses testing.

5.1 Descriptive Statistics of Personal information of the respondents

Descriptive analysis was used to describe the percentage, distribution, frequency distribution of the demographic factors (Zikmund, 2002). The purpose of gathering information of the sample is aimed at describing the demographic profiles of the respondents, to predict travel behavior, and to recommend the appropriate strategies that can be applied from this study.

The demographics of Chinese and American tourists is used to describe the characteristics of each group. It consists of gender, age, education level, occupation, marital status, tourist companions, visiting Thailand reasons, travel frequency, length of stay, and the most enjoyment in Thailand.

The demographic profiles of American and Chinese group are illustrated below:

Table 5.1: Gender

Gender * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Gender	Male	Count	111	105	216
		% within Nationality	56.9%	53.8%	55.4%
	Female	Count	84	90	174
		% within Nationality	43.1%	46.2%	44.6%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

The Table 5.1 shows the percentage of respondents' gender in this research. American male respondents are 111 (56.9%) and they outnumber American female respondents which are 84 (43.1%).

Likewise, Chinese male respondents are 105 (53.8%) and Chinese female respondents are 90 (46.2%).

It consists of 216 male respondents (55.4%) and 174 female respondents (44.6%). Therefore, the distribution in this study shows that the majority of tourists are male and the minorities of tourists are female.

Table 5.2: Age Categories

<div align="center">Age * Nationality Crosstabulation</div>

			Nationality		Total
			American	Chinese	
Age	21-25 years old	Count	16	19	35
		% within Nationality	8.2%	9.7%	9.0%
	26-30 years old	Count	52	50	102
		% within Nationality	26.7%	25.6%	26.2%
	31-35 years old	Count	36	32	68
		% within Nationality	18.5%	16.4%	17.4%
	36-40 years old	Count	12	16	28
		% within Nationality	6.2%	8.2%	7.2%
	41-45 years old	Count	15	19	34
		% within Nationality	7.7%	9.7%	8.7%
	More than 45 years old	Count	64	59	123
		% within Nationality	32.8%	30.3%	31.5%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Regarding age categories in Table 5.2, most American tourists are aged more than 45 years (32.8%), 26-30 years (26.7%), 31-35 years (18.5%), 21-25 years (8.2%), 41-45 years (7.7%), and 36-40 years (6.2%).

For Chinese tourists, the highest percentage are those who are aged more than 45 years (30.3%), 26-30 years (25.6%), 31-35 years (16.4%), 41-45 and 21-25 years (9.7%), and 36-40 years (8.2%), respectively.

The highest percentage of tourists is aged more than 45 years (31.5%). The rest are aged between 26-30 years (26.2%), 31-35 years (17.4%), 21-25 years (9.0%), 41-45 years (8.7%), and 36-40 years (7.2%). Therefore, the majority of respondents' age in this research is more than 45 years old.

Table 5.3: Education Level

Education * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Education	High school or below	Count	39	66	105
		% within Nationality	20.0%	33.8%	26.9%
	Bachelor's Degree	Count	103	99	202
		% within Nationality	52.8%	50.8%	51.8%
	Master's Degree	Count	51	29	80
		% within Nationality	26.2%	14.9%	20.5%
	Doctorial Degree	Count	2	1	3
		% within Nationality	1.0%	.5%	.8%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Table 5.3 shows that American tourists' highest educational level which is Bachelor's degree (52.8%), the rest have Master's degree (26.2%), high school or below (20.0%), and Doctoral degree (1.0%).

For Chinese tourists, the highest education level is Bachelor's degree (50.8%), the rest obtained high school or below (33.8%), Master's degree (14.9%), and Doctoral degree (0.5%), respectively.

Thus, most tourists have a Bachelor's degree (51.8%). The rest have high school education or below (26.9%), Master's degree (20.5%), and Doctoral degree (0.8%). Therefore, the majority of respondents graduated with Bachelor's degree level.

Table 5.4: Occupation

Occupation * Nationality Crosstabulation

			Nationality		
			American	Chinese	Total
Occupation	Student	Count	7	9	16
		% within Nationality	3.6%	4.6%	4.1%
	Housewife	Count	24	34	58
		% within Nationality	12.3%	17.4%	14.9%
	Government officer	Count	30	28	58
		% within Nationality	15.4%	14.4%	14.9%
	Company employee	Count	54	62	116
		% within Nationality	27.7%	31.8%	29.7%
	Private business	Count	50	34	84
		% within Nationality	25.6%	17.4%	21.5%
	others	Count	30	28	58
		% within Nationality	15.4%	14.4%	14.9%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Table 5.4 illustrates that most of American tourists are company employees (27.7%), private business (25.6%), government officers and others (15.4%), housewives (12.3%), and students (3.6%).

The majority of Chinese tourists are company employees (31.8%), private business and housewives in the same proportion (17.4%), government officers and others (14.4%), and students (4.6%), respectively.

Thus, most tourists are company employees (29.7%). The rest are private business (21.5%), government officer, housewives, and others in the same proportion (14.9%), and students (4.1%). Therefore, majority of the respondents are company employees.

59

Table 5.5: Marital Status

Married * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Married	Single	Count	81	72	153
		% within Nationality	41.5%	36.9%	39.2%
	Married	Count	110	123	233
		% within Nationality	56.4%	63.1%	59.7%
	Divorced	Count	3	0	3
		% within Nationality	1.5%	.0%	.8%
	Seperated	Count	1	0	1
		% within Nationality	.5%	.0%	.3%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Based on the Table 5.5 above, American tourists are married (56.4%), single (41.5%), divorced (1.5%), and separated (0.5%), respectively.

As for Chinese tourists, the majority of them are married (63.1%) and single (36.9%).

It can be seen that most tourists' marital status is married (59.7%), the rest are single (39.2%), divorced (0.8%), and separated (0.3%). Therefore, majority of respondents are married.

Table 5.6: Tourist Companion

<div align="center">Partner * Nationality Crosstabulation</div>

| | | | Nationality | | |
			American	Chinese	Total
Partner	Family	Count	103	94	197
		% within Nationality	52.8%	48.2%	50.5%
	Closed friend	Count	60	55	115
		% within Nationality	30.8%	28.2%	29.5%
	Co-worker	Count	3	19	22
		% within Nationality	1.5%	9.7%	5.6%
	Group tour	Count	10	20	30
		% within Nationality	5.1%	10.3%	7.7%
	Alone	Count	19	7	26
		% within Nationality	9.7%	3.6%	6.7%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Table 5.6 illustrates that American tourists especially travel with family (52.8%), close friends (30.8%), alone (9.7%), group tour (5.1%), and co-workers (1.5%), respectively.

For Chinese tourists, they travel with family (48.2%), close friends (28.3%), group tour (10.3%), co-workers (9.7%), and alone (3.6%), respectively.

The majority of tourists' travels to Thailand with family (50.5%), the rest are close friends (29.5%), group tour (7.7%), alone (6.7%), and co-worker (5.6%). Therefore, most tourists travel with family.

Table 5.7: Visiting Thailand – Reason

Resons * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Resons	Travel	Count	173	189	362
		% within Nationality	88.7%	96.9%	92.8%
	Visit relative	Count	1	0	1
		% within Nationality	.5%	.0%	.3%
	Work for business	Count	5	0	5
		% within Nationality	2.6%	.0%	1.3%
	other	Count	16	6	22
		% within Nationality	8.2%	3.1%	5.6%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Table 5.7 above shows that the major reason of American tourists is intention to travel (88.7%), others (8.2%), work for business (2.6%), and visit relatives (0.5%), respectively.

For Chinese tourists, most of them show intention to travel (96.9%) and other reasons (3.1%).

Most tourists, therefore, intend to travel (92.8%). The rest visit Thailand for other reasons (5.6%), work for business (1.3%), and visit relatives (0.3%). Therefore, the majority reason why tourists are visit Thailand is for traveling.

Table 5.8: Travel Frequency in Thailand

Frequency * Nationality Crosstabulation

			Nationality		
			American	Chinese	Total
Frequency	1 time	Count	164	142	306
		% within Nationality	84.1%	72.8%	78.5%
	2 times	Count	18	28	46
		% within Nationality	9.2%	14.4%	11.8%
	3 times	Count	5	6	11
		% within Nationality	2.6%	3.1%	2.8%
	other	Count	8	19	27
		% within Nationality	4.1%	9.7%	6.9%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

From Table 5.8, American tourists particularly travel one time per year (84.1%). The rest of travels are two times per year (9.2%), others (4.1%), and three times per year (2.6%).

For Chinese tourists, the frequency is one time per year (72.8%). The rest of travels are two times per year (14.4%), others (9.7%), and three times per year (3.1%), respectively.

Moreover, the highest percentage of tourists travel in Thailand is one time per year (78.5%). The rest of them travel two times per year (11.8%), others (6.9%), and three times per year (2.8%). Therefore, the traveling frequency in Thailand of tourists is one time per year.

63

Table 5.9: Length of stay

<div align="center">Length * Nationality Crosstabulation</div>

			Nationality		Total
			American	Chinese	
Length	Less than 1 week	Count	42	94	136
		% within Nationality	21.5%	48.2%	34.9%
	More than 1 week but less than 1 month	Count	131	87	218
		% within Nationality	67.2%	44.6%	55.9%
	More than 1 month but less than 3 months	Count	17	8	25
		% within Nationality	8.7%	4.1%	6.4%
	More than 3 months but less than 6 months	Count	2	0	2
		% within Nationality	1.0%	.0%	.5%
	More than 6 months	Count	3	6	9
		% within Nationality	1.5%	3.1%	2.3%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

The Table 5.9 illustrates that American tourists stay more than one week but less than one month (67.2%). The rest stay less than one week (21.5%), more than one month but less than three months (8.7%), more than six months (1.5%), and more than three months but less than six months (1.0%).

On the part of Chinese tourists, they stay less than one week (48.2%), more than one week but less than one month (44.6%), more than one month but less than three months (4.1%), and more than six months (3.1%), respectively.

Thus, most tourists stay in Thailand more than one week but less than one month (55.9%). The rest stay less than one week (34.9%), more than one month but less than three months (6.4%), more than six months (2.3%), and more than three months but less than six months (0.5%). Therefore, the tourists stay in Thailand more than one week but less than one month.

Table 5.10: Most enjoyment in Thailand

Most * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Most	Islands or beaches	Count	71	89	160
		% within Nationality	36.4%	45.6%	41.0%
	Mountain or camping	Count	18	10	28
		% within Nationality	9.2%	5.1%	7.2%
	Shopping	Count	10	19	29
		% within Nationality	5.1%	9.7%	7.4%
	Food	Count	37	43	80
		% within Nationality	19.0%	22.1%	20.5%
	People	Count	36	20	56
		% within Nationality	18.5%	10.3%	14.4%
	others	Count	23	14	37
		% within Nationality	11.8%	7.2%	9.5%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

The Table 5.10 illustrates that American tourists enjoy in islands or beaches (36.4%), food (19.0%), people (18.5%), others (11.8%), mountain or camping (9.2%), and shopping (5.1%).

For Chinese tourists, the most enjoyment is obtained from islands or beaches (45.6%), food (22.1%), people (10.3%), shopping (9.7%), others (7.2%), and mountain or camping (5.1%), respectively.

The most enjoyment in Thailand is islands or beaches (41.0%). The rest enjoy foods (20.5%), people (14.4%), others (9.5%), shopping (7.4%), and mountain or camping (7.2%). Therefore, islands or beaches are the major source of enjoyment in Thailand.

When two samples are taken from the same population it is very unlikely that the means of the two samples will be identical. When two samples are taken from two populations with very different means values, it is likely that the means of the two samples will differ.

Table 5.12: Means and Standard Deviation of Chinese and American groups

Destination Attributes	Means		Standard Deviation	
	Chinese	American	Chinese	American
Destination attractions and environments	4.2526	4.2735	.62732	.54591
Destination facilities and services	4.0095	4.0434	.58236	.48165
Accessibility of destination	3.6795	3.7545	.68747	.54625
Destination image	3.8636	3.8646	.66119	.61772
Level of price	3.9474	4.0603	.60240	.49536

For the destination attractions and environment, the means show that, on average, the tourists appear to have satisfaction levels from 4.2735 to 4.2526, a change of 0.0209. Furthermore, destination facilities and services, the means shows the tourists appear to have satisfaction levels from 4.0434 to 4.0095, a change of 0.0339. Moreover, the means of destination accessibility shows the tourists appear to have satisfaction levels from 3.7545 to 3.6795, a change of 0.075. In addition, the means of destination image show that the tourists appear to have satisfaction levels from 3.8646 to 3.8636, a change of 0.0010. Finally, in term of price to consumer, the means show that, on average, the tourists appear to have satisfaction levels from 4.0603 to 3.9474, a change of 0.1129. However, there is a great deal of variation between the data values in both samples and considerable overlap between them. Therefore, is the difference between the two means simply due to sampling variation, or does the data provide evidence that average satisfaction levels does? The p-value obtained from an independent sample t-test answers this question.

5.3 Hypotheses testing

The results of hypotheses testing aim to determine the differences in tourist satisfaction between American and Chinese tourist toward destination attributes within Thailand, in terms of destination attraction and environment, destination facilities and activities, accessibility of the destination, destination image, and level of price. Following is a sample output of an Independent Samples T-test. We compared the satisfaction levels of Chinese and American tourists who travel in tourism places. The independent T-test is applied to all hypotheses and the results are represented as follows:

Hypothesis 1

Ho 1: There is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists.

Ha 1: There is a difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists.

Table 5.13: The analysis of tourists' satisfaction level toward destination attractions and environment within Thailand destination by using Independent T-test

Independent Samples Test

	Levene's Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
meanA Equal variance assumed	3.061	.081	.352	388	.725	.02094	.05955	-.09614	.13803
Equal variance not assumed			.352	380.737	.725	.02094	.05955	-.09615	.13803

The T-test for independent sample analysis in Table 5.13 indicates that there is a possibility for two t-tests to occur here. There is no significance for Levene's test because it is 0.081 which is greater than 0.05, the "Equal Variances assumed" test is used or the variances are approximately equal. The p-value (2-tailed significance) is 0.725 and, therefore, the difference between the two means is not statistically

significantly different from zero at the 5% level of significance. There is an estimated change of 0.02094 (S.E. = 0.05955).

Therefore, there is no statistical difference in Chinese and American tourists' satisfaction level in destination attraction and environment within Thailand destination with a 2-tailed significance of 0.725, which is greater than 0.05. It means the null hypothesis is failed to reject. Therefore, there is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists at 0.05 significant levels.

Hypothesis 2

Ho 2: There is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists.

Ha 2: There is a difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists.

Table 5.14: The analysis of tourists' satisfaction level toward destination facilities, services, and leisure activities of Thailand destination by using Independent T-test

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means						
							Mean	Std. Error	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Difference	Difference	Lower	Upper
meanFa	Equal variances assumed	4.051	.045	.627	388	.531	.03393	.05412	-.07248	.14033
	Equal variances not assumed			.627	374.807	.531	.03393	.05412	-.07249	.14034

The T-test for independent sample analysis in Table 5.14 indicates that there is a possibility for two t-tests to occur here. There is significance for Levene's test because it is 0.045 which is less than 0.05, the "Equal Variances not assumed" test is used or the variances are unequal. The p-value (2-tailed significance) is 0.531 and, therefore, the difference between the two means is not statistically significantly different from zero at the 5% level of significance. There is an estimated change of 0.03393 (S.E. = 0.05412).

68

Therefore, there is no statistical difference in Chinese and American tourists' satisfaction level toward destination facilities, services, and leisure activities within Thailand destination with a 2-tailed significance of 0.531, which is greater than 0.05. It means the null hypothesis is failed to reject. Therefore, there is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists at 0.05 significant levels.

Hypothesis 3

Ho 3: There is no difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists.

Ha 3: There is a difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists.

Table 5.15: The analysis of tourists' satisfaction level toward accessibility of Thailand destination by using Independent T-test

Independent Samples Test

| | Levene's Test for Equality of Variance | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
meanAc Equal variance assumed	6.526	.011	1.193	388	.234	.07500	.06288	-.04863	.19863
Equal variance not assumed			1.193	369.149	.234	.07500	.06288	-.04865	.19865

The T-test for independent sample analysis in Table 5.15 indicates that there is a possibility for two t-tests to occur here. There is significance for Levene's test because it is 0.011 which is less than 0.05, the "Equal Variances not assumed" test is used or the variances are unequal. The p-value (2-tailed significance) is 0.234 and, therefore, the difference between the two means is not statistically significantly different from zero at the 5% level of significance. There is an estimated change of 0.07500 (S.E. = 0.06288).

Therefore, there is no statistical difference in Chinese and American tourists' satisfaction level toward accessibility of Thailand destination with a 2-tailed

significance of 0.234, which is greater than 0.05. It means the null hypothesis is failed to reject. Therefore, there is no difference in satisfaction levels toward accessibility of the destination between Chinese and American tourists at 0.05 significant levels.

Hypothesis 4

Ho 4: There is no difference in satisfaction levels with the image of the destination between Chinese and American tourists.

Ha 4: There is a difference in satisfaction levels with the image of the destination between Chinese and American tourists.

Table 5.16: The analysis of tourists' satisfaction level with the image of Thailand destination by using Independent T-test

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
meanIm	Equal varian assumed	.686	.408	.016	388	.987	.00103	.06480	-.12637	.12842
	Equal varian not assumed			.016	386.219	.987	.00103	.06480	-.12637	.12843

The T-test for independent sample analysis in Table 5.16 indicates that there is a possibility for two t-tests to occur here. There is no significance for Levene's test because it is 0.408 which is greater than 0.05, the "Equal Variances assumed" test is used or the variances are approximately equal. The p-value (2-tailed significance) is 0.987 and, therefore, the difference between the two means is not statistically significantly different from zero at the 5% level of significance. There is an estimated change of 0.00103 (S.E. = 0.06480).

Therefore, there is no statistical difference in Chinese and American tourists' satisfaction level at the image of Thailand destination with a 2-tailed significance of 0.987, which is greater than 0.05. It means the null hypothesis is failed to reject. Therefore, there is no difference of satisfaction levels at the image of the destination between Chinese and American tourists at 0.05 significant levels.

70

Hypothesis 5

Ho 5: There is no difference in satisfaction levels with the level of price between Chinese and American tourists.

Ha 5: There is a difference in satisfaction levels with the level of price between Chinese and American tourists.

Table 5.17: The analysis of tourists' satisfaction level with the price to consumer within Thailand destination by using Independent T-test

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
meanPr	Equal variance assumed	3.608	.058	2.020	388	.044	.11282	.05585	.00301	.22263
	Equal variance not assumed			2.020	374.043	.044	.11282	.05585	.00300	.22264

The T-test for independent sample analysis in Table 5.17 indicates that there is a possibility for two t-tests to occur here. There is no significance for Levene's test because it is 0.058 which is greater than 0.05, the "Equal Variances assumed" test is used or the variances are approximately equal. The p-value (2-tailed significance) is 0.044 and, therefore, the difference between the two means is statistically significantly different from zero at the 5% level of significance. There is an estimated change of 0.11282 (S.E. = 0.05585).

Therefore, there is statistical difference in Chinese and American tourists' satisfaction at the level of price to consumer within Thailand destination with a 2-tailed significance of 0.044 which is less than 0.05. It means the null hypothesis rejected. Therefore, there is a difference of satisfaction levels at the level of price between Chinese and American tourists at 0.05 significant levels.

Table 5.18: Summary of Hypotheses testing

Hypothesis	Result	The result of hypothesis testing
Hypothesis 1	Failed to reject Ho	There is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists
Hypothesis 2	Failed to reject Ho	There is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists
Hypothesis 3	Failed to reject Ho	There is no difference in satisfaction levels toward accessibility of destination between Chinese and American tourists
Hypothesis 4	Failed to reject Ho	There is no difference in satisfaction levels with the image of the destination between Chinese and American tourists
Hypothesis 5	Rejected Ho	There is a difference in satisfaction levels with the level of price between Chinese and American tourists

The results of hypothesis testing shown in Table 5.18 confirms that four from five hypotheses show no statistical difference between Chinese and American tourists' satisfaction levels because these four variables have 2-tailed significance greater 0.05. It indicated that there is no difference in Chinese and American tourists' satisfaction level in dimensions' attraction and environment, destination facilities and services, accessibility of destination, and destination image within Thailand destination. But they are difference in the satisfaction levels with the level of price because 2-tailed significance is less than 0.05.

Chapter VI

Summary, Conclusions, and Recommendations

In this chapter, the researcher will draw conclusions from the whole research. It consists of four sections. The first section is the summary of the research findings both in terms of demographic profile and hypotheses. Statistical results indicate that, four hypotheses are accepted while one is rejected. In the second section, the conclusions and discussions of the research are presented. The third section yields the recommendations on the performance of destination attributes within Thailand. In the last section, the researcher makes some suggestions for further study.

6.1 Summary of findings

6.1.1 Summary of respondents' characteristics

The total population of this research is a set of both Chinese and American tourists who are aged less than or equal to 20 years to more than 45 years old, who travel in Thailand as a destination. The sample size of respondents in this research is 390. Following is a summary of respondents' characteristics:

Table 6.1: Summary of respondents' characteristics

Characteristics	Majority	No. of respondents American (%)	No. of respondents Chinese (%)	Total Percentage
Gender	Male	111 (56.9%)	105 (53.8%)	55.4
Age	More than 45 years	64 (32.8%)	59 (30.3%)	31.5
Education level	Bachelor degree	103 (52.8%)	99 (50.8%)	51.8
Occupation	Company employee	54 (27.7%)	62 (31.8%)	29.7

73

Characteristics	Majority	No. of respondents		Total Percentage
		American (%)	Chinese (%)	
Marital Status	Married	110 (56.4%)	123 (63.1%)	59.7
Tourist companion	Family	103 (52.8%)	94 (48.2%)	50.5
Travel Frequency	1 time per year	164 (84.1%)	142 (72.8%)	78.5
Visiting Reasons	Travel	173 (88.7%)	189 (96.9%)	92.8
Length of Stay	More than 1 week but less than 1 month	131 (67.2%)		55.9
	Less than 1 week		94 (48.2%)	
The most enjoyment	Islands or beaches	71 (36.4%)	89 (45.6%)	41.0

According to Table 6.1, the data of this research were collected from 390 respondents; Chinese and American tourists. American male respondents are 111 (56.9%) who are aged more than 45 years old (32.8%). A majority of them are company employees (27.7%) who have graduated with a Bachelors degree (52.8%). Most are married (56.4%). American tourists are more likely to travel (88.7%) in Thailand with their family (52.8%) and stay more than one week but less than one month (67.2%). They visit Thailand one time per year (84.1%). The most enjoyment obtained is from visiting islands or beaches (36.4%).

Most of the Chinese tourists are male (53.8%) who are aged more than 45 years old (30.3%). They are company employees (31.8%) who have graduated with a Bachelors degree (50.8%). Most are married (63.1%). Chinese tourists travel (96.9%) in Thailand with their family (48.2%). Chinese tourists stay for shorter periods than

Americans, (48.2%). They visit one time per year (72.8%). Islands or beaches (45.6%) are the major source of their enjoyment.

Therefore, the study establishes only slight differences between the two groups of respondents. Male respondents are the major respondents, which accounted for 55.4%. The majority age category was more than 45 years old, which is 31.5% of the entire sample. For education level, most respondents (51.8%) had bachelor degrees. And for occupation, most respondents (29.7%) were company employees. Most respondents are married (59.7%) and visit in Thailand one time per year. Both have reasons to travel (92.8%) with their family (50.5%). And 41% of respondents enjoy the islands or beaches. They are difference in the length of stay because American tourists stay for longer periods while Chinese tourists stay for a shorter period.

6.1.2   Summary result of hypotheses testing

There are five independent variables and the researcher set five hypotheses. Regarding the hypotheses testing, there are four null hypotheses which accepted while one is rejected.

The hypothesis 1: There is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists.

The hypothesis 2: There is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists.

The hypothesis 3: There is no difference in satisfaction levels toward accessibility of destination between Chinese and American tourists.

The hypothesis 4: There is no difference in satisfaction levels with the image of destination between Chinese and American tourists.

The hypothesis 5: There is a difference in satisfaction levels with the level of price to consumer between Chinese and American tourists.

6.2 Discussions and Conclusions

6.2.1   Implications and discussions

According to the results of the hypotheses testing, there are four hypotheses which accepted and one hypothesis was rejected. Findings indicated that American and Chinese tourists have similar satisfaction levels toward destination attractions and environment, destination facilities and services, accessibility of destination, and destination image. In contrast, American and Chinese tourists have different satisfaction levels with the prices charged to consumers. Therefore, from the result of analysis, it can be concluded as follows:

Hypothesis 1, there is no difference in satisfaction levels toward destination attractions and environment between Chinese and American tourists. From hypothesis testing, the researcher found that the mean of American tourists' satisfaction is 4.2735 and the mean of Chinese tourists' satisfaction is 4.2526. It means that both nationalities have high satisfaction levels with destination attributes. It indicates that American tourists' satisfaction level, in point of view of destination attractions and environment in Thailand, is no different from that of Chinese tourists. Varma (2003) studied the similarity or differences in push (motivation for travel) and pull factors (destination attributes) among U.S. and Indian tourists. The research results accepted this null hypothesis. The findings indicate that there is no difference in climate, shopping, and natural environment, working as pull forces, between U.S. and Indian tourists for vacation destination choice. According to this study, it implies that different culture or nationality does not affect perception in terms of destination attractions and environment. The results support this hypothesis in this study.

Hypothesis 2, there is no difference in satisfaction levels toward destination facilities, services, and leisure activities between Chinese and American tourists. The researcher found that the mean of American tourists' satisfaction is 4.0434 and the mean of Chinese tourists' satisfaction is 4.0095. It means that they have high satisfaction levels with destination attributes, both means score and significant levels of testing. It indicates that American tourists' satisfaction level, in point of view of destination facilities, services, and leisure activities in Thailand, is no different when compared with Chinese tourists.

Hypothesis 3, there is no difference in satisfaction levels toward accessibility of destination between Chinese and America tourists. The researcher found that the

mean of American tourists' satisfaction is 3.7545 and the mean of Chinese tourists' satisfaction is 3.6795. It indicates that American tourists' satisfaction level, in point of view of accessibility of destination in Thailand, is no different from that of Chinese tourists, and these findings are supported by Pattida's (2002) study. The author conducted a comparative study of Asian and Western (European and American) tourist's satisfaction with tourism products in Bangkok destinations. The researcher found that there is no difference in satisfaction level in local transportation service between Asian and Western tourists. It demonstrates that Western and Asian tourists' satisfaction levels are similar when they take the local transportation service in Bangkok.

Hypothesis 4, there is no difference in satisfaction levels with the image of the destination between Chinese and America tourists. The mean of American tourists' satisfaction is 3.8646 and the mean of Chinese tourists' satisfaction is 3.8636. It indicates that American tourists' satisfaction level, in point of view of the image of Thailand as a destination, is no different from that of Chinese tourists. According to Pattamawadi's (2004) study, there is no difference in travel experience of single-destination and multi-destination of international tourists. It demonstrated that destinations which provide a pleasant experience for their tourists have a major effect on the development of positive images. In other words, the international tourists are satisfied with the destination image because they have good experiences. Good experience comes from direct experience of tourists, word of mouth from relatives, and advertisement. Therefore, positive experience has an impact on destination image.

Hypothesis 5, there is a difference in satisfaction levels with the level of price of food and beverage, souvenirs, entertainment, and transportation between Chinese and America tourists. The mean of American tourists' satisfaction is 4.0603 and the mean of Chinese tourists' satisfaction is 3.9474. It is the lowest mean score of destination attributes. It indicates that American tourists' satisfaction level, in point of view of the level of overall price in Thailand, is different from that of Chinese tourists. However, a comparative study between American and Chinese tourism indicated that income elasticity of American tourists are higher than that of Chinese tourists. American tourists are more sensitive towards changes in the value of their own currency and their income levels while deciding to go on holidays abroad. It was supported by descriptive analysis. China's national per capita national income (2006) reached US\$1,740. American's per capita income (2006) was US\$44,260. It

demonstrated that Chinese and American have different views in terms of income. China's population density is 4.7 times higher than that of the USA, but its per capita energy consumption is 9 times lower than that of the USA. It affects their perception. According to cultural differences, Chinese is unique and one-of-a-kind as well as elegant and inspiring. With such a long history and old-world civilization, the culture of China offers much more than anything or anyone could possible receive. Most American loves to spend the money for shopping and construction. American values are at the heart of America's historic rise to world leadership. These include, among others, respect for hard work, sacrifice, civility, love of family, respect for life, education and love freedom. Also different culture may affect the expenses and perceive price. Kozak (2001) studied the comparative assessment of tourist satisfaction with a destination across two nationalities. The prime objective of the study was to determine whether there are differences between satisfaction levels of two nationalities visiting the same destination. The analysis of findings indicated that British tourists were more likely to be satisfied with level of prices than German tourists. In other words, there is difference in the satisfaction level in terms of price between British and German tourists. People of different nationalities will perceive differences in the travel patterns. Therefore, the satisfaction levels of two nationalities tourists are different because the tourists are cross-culturally different in their preferences and their behavior.

6.2.2 Conclusions

The purpose of this study was a comparative assessment of satisfaction levels toward destination attributes between Chinese and American tourists in Thailand. Destination attributes numbering 43 items resulted in 5 underlying dimensions in which destination attractions and environment, destination facilities and services, accessibility of destination, destination images, and level of price to consumer were assessed.

The results of the demographic factors between American and Chinese tourists are not different except for the length of stay. Most tourists are male who are aged more than 45 years old who travel and enjoy the islands or beaches in Thailand with their family. Most are company employees that have graduated in Bachelor degree. There is a difference in one criterion, which is length of stay. American tourists

mostly take a longer travel time period because they think it is viable for traveling. Chinese tourists are likely to take a short travel time journey.

The results show that there is no statistically significant difference in the perception of destination attraction and environment, destination facilities and services, accessibility of destination, and destination image between Chinese and American tourists. In this study, the backgrounds of Chinese tourists are mostly similar to American tourists. According to the demographic of Chinese tourists, they have more education level than in the past because most are graduated with Bachelor's degree. And China is developing through the implementation of high technology. Chinese acknowledge the Western culture and thinking. The currency of China and United States of America are different, the value of money is different. They are different in terms of exchange rate. The Yuan of China is valued at only five baht while US dollar is approximately thirty four baht (Siam Commercial Bank, June 19), Thus, the value of money of Americans is seven times higher than Chinese. Therefore, the level of price shows the differences in the satisfaction levels of Chinese and American tourists. Finally, Chinese and American tourists are almost satisfied with Thailand as a destination.

6.3 Recommendations

This section encompasses some crucial suggestions to develop the Thai tourism industry. After collecting and analyzing data from 390 respondents, the four hypotheses of destination attributes; destination attractions and environment, destination facilities and services, accessibility of the destination, and destination image of American and Chinese tourists are not different. Only one factor, level of price is different. Therefore, tourism planners must provide facilities and attractions that are affordable and appealing to local tastes. The cooperation from both government and private sectors are the main mechanism to set the same direction in policy and practice.

The null hypothesis for the destination attractions and environments accepted. It indicated that there is no difference in the satisfaction level toward Thailand as a destination. Varma (2003) suggested that the importance levels ascribed to destination characteristics vary among tourist generating countries. The destination attributes that tourists are looking for are a reflection of their values and beliefs and a good predictor

of destination decision making. With U.S., the motivational arousal theme could be experience the difference. With India, the theme could be developed as relaxation. In addition, Penprapa (2004) suggested that in order to pull tourists to travel to Thailand, the Tourism Authority of Thailand and tourism businesses should understand tourists' need and offer appropriate tourism products to them. Moreover, Thailand should create new destinations and new products in other aspects to attract the new targets to visit Thailand such as less visited provinces or regions.

The null hypothesis for the destination facilities, services, and leisure activities accepted. It indicated that there is no difference in the satisfaction level toward Thailand as a destination. Sandro and Muzaffer (2006) mentioned that the major difference between supply and demand focuses on the tourism services and facilities dimension. Therefore, the task of planners should be directed toward the creation and improvement of all dimensions to ensure that demand perceptions are matched by supply.

The null hypothesis for the accessibility of destination accepted. It indicates that there is no difference in the satisfaction level between Chinese and American tourists toward Thailand as a destination. Penprapa (2004) suggested that the government should improve basic public utility services sufficient and provide the preventive measures for safety of lives and treasury of the tourists. Therefore, Tourism Authority of Thailand should set tourism campaign concerned with heightening the quality and standard of services with emphasis on safety of tourists, and increase the efficiency and upgrade the quality of transportation system and basic infrastructure for attracting tourists to Thailand.

The null hypothesis for the destination image accepted. It indicated that there is no difference in the satisfaction level toward Thailand as a destination. From a marketing perspective, the branding and positioning of a destination for two nationalities will be more effective if the destination marketing organization projects different images within its advertisement campaigns. This image should reflect the different travel motivations and benefits desired by the two groups of travelers. Seyhmus and Ken (1999) suggested that the word of mouth recommendations from friends and relatives was the most important source in forming tourist images. Therefore, destinations should keep in mind that providing a pleasant experience for their tourists has a major effect on the development of positive images for non-visitors. Countries seeking to increase their tourism share should consider the

characteristics of their target markets and tailor their image development and positioning effects to specific socio-demographic and motivation segments. Marketers should understand that to influence affective evaluations of their destinations, both destination attributes and tourists' motivations should be taken into account. Destinations spend considerable time and money to create and enhance a favorable image. Focusing on the most important variables as revealed by the relationships in the model will provide more efficiency in tourism demand stimulation expenditures and more effectiveness in attracting tourists who are evaluating new potential destinations.

The satisfaction levels of destination attractions, facilities, accessibility, and destination image are similar. Nowadays, there is a great advance in high technology. The accuracy of information is an important quality factor for building and maintaining trust in a specific source. Humans get more information from Internet which is fastest form of message delivery. Scott (2004) suggested a more active management of the process of collecting customer information with the aim of creating a process providing custom-tailored services of superior value. For example, travelers need to purchase a number of complimentary services including transportation and accommodations (and entertainment and sightseeing opportunities for tourists); Thailand has a tremendous opportunity to further profit from collecting and potentially sharing customer information among carefully managed and integrated marketing networks of travel. Information paths have been shown to give a new dimension to market segmentation based on information behavior. It helps to improve the efficiency and effectiveness of marketing communication.

Finally, the null hypothesis for the price to consumers is rejected. Chinese and American tourists are unsatisfied with the level of price. However, in the development of an econometric model to explore impacts of both supply and demand factors on holiday-taking behavior, Witt (1980) undertook a comparison study between British and German tourism demand. He found that the income elasticity of British tourists had been higher than that for German tourists. Therefore, British tourists were more sensitive to changes in their income levels while deciding to go on holidays abroad. Based upon these findings, Witt (1980) claimed that British tourists tend to consider foreign holiday as luxuries while German tourists tend to view them as basic activities (necessities).

Scott (2004) suggested that the marketing mix should be managed to be consistent with the marketing strategy and strategic positioning. Therefore, marketing mix should be considered and improved to attract consumers. Marketing mix is the set of controllable marketing variables that the company blends to produce the response it wants in the target market (Kotler, 1994). In this context, 7Ps of expanded marketing mix for services are product, promotion, price, place (distribution), process, physical evidence/ambience, and people (Zeithaml and Bitner, 1996).

- Products, or services, available to customers seeking travel/ tourism opportunities will, of course, vary depending on the scope of offerings provided by the services organization. The service organization would be able to enhance its profitability as a result of being able to offer entertainment experiences of widely varying quality to meet the needs of seemingly opposite ends of the spectrum of the tourism market. For service involved in attracting and gaining the loyalty of the more profitable of tourism market those willing to pay a little more for consistently great service-providing these consumers with an array of high-quality services.

- Promotions will facilitate the consumer's movement through different stages of buying process, which includes need recognition or opportunity awareness, information search or interest, evaluation of alternatives, purchase or adoption decision, and positive post-purchase evaluation (Kotler and Amstrong, 2001). It is the way of increasing customer interest, satisfaction and loyalty, and of achieving greater long term profitability.

- Pricing strategies ultimately aimed at optimizing their yields and revenues, whereby prices can be continuously varied and reassessed based on proprietary algorithms that attempt to gauge and factor the balance between rolling estimates of supply and demand.

- Place (distribution) is more easily available or more convenient to customers. By increasing ease of access to travel/tourism services through appropriate distribution mechanisms and greater use of marketing intermediaries, marketing and revenue managers can clearly enhance the generation of revenue that would otherwise be forgone as a result of either being actually or perceived as unavailable to consumer.

- Process is attractive to consumer with different process preferences can clearly contribute to increased revenue. The processes of transaction for travel/tourism services have importance influences on sales and profitability.

- Physical evidence/ambience and appearance of the environment in which a service is offered and consumed, as well as any other tangible elements supporting the service delivery, can indirectly influence the revenues. Such evidence is part of the feel of the service offering and helps to symbolize the intangible benefits they receive.

- People of marketing mix considerations show, the importance of well-selected, trained, and motivated staff supporting and interacting with travelers and tourists cannot be under-estimated. In providing such services with appropriately trained and motivated staff in the organizations of both the final service provider as well as that of marketing intermediaries, customer satisfaction, repeat purchases, and longer-term revenue generation are much more likely to increase when compared to that for services offered by unknowledgeable or unmotivated staff.

All of the above elements of the extended marketing mix for services clearly show the potential for marketers and revenue managers to achieve greater contributions to revenues profitability and customer satisfaction in the travel/tourism market. Consistency among the elements is essential since weaknesses in one area can overshadow the benefits provided by other areas of strength.

According to Brickshawana (2006), TAT's strategy was to prepare for crisis by better mixing and matching its markets to ensure a balanced geographical and seasonal spread of visitors all through the year, and taking advantage of short-break holidays and long weekends in source-market countries. "We have to the get the right message to the right market via the right medium at the right time."

However, Thailand would be successful in its tourism industry if the government and private sector are cooperating to set trade or exhibition about Thailand tourism. Past campaigns focused on incorporating the country's variety and principal attractions of scenic beauty, health, heritage, culture, food and shopping. Standards were to be improved and a better spatial distribution of tourism encouraged reducing congestion and spreading benefits. In 2003, the TAT launched "Unseen in Thailand" campaign to stimulate tourism growth. This project emphasized on the beauty of nature environment. At the same time, the "Mega project" is launched.

Mega project included Bangkok City of Fashion, Kitchen of the World, Medical Hub, Aviation Hub, Detroit of Asia, and Tourism capital of Asia. These campaigns or projects are used to improve and to develop environment. It can increase the tourist attraction destination. Therefore, "Amazing Thailand", "Unseen in Thailand", and "Mega projects" should be continued because they help to promote and acknowledge international tourists about Thailand. Therefore, both short term and long term strategies of destination management should focus on consumers or tourists in the right direction and practices with a warm welcome and attractive destinations.

Further study

The findings from this research can be useful information for further research. Other researchers can adapt the conceptual framework of this research to study other destination attributes or different variables such as motivation, hygiene-sanitation-cleanliness, hospitality and customer care in order to better understand tourist satisfaction. Then, different theories can be used to study the satisfaction level such as tourism product concepts that consist of accommodation, adventure tourism and recreation, attractions, events and conferences, food and beverage, tourism services, transportation, and travel trade. In-depth understanding of tourists' satisfaction is very important and beneficial toward creating appropriate strategies for the Thai tourism industry.

The research was conducted in only five provinces (Bangkok, Pattaya, Phuket, Kanchanaburi, and Chiang Mai), therefore, further researches can be conducted in different areas which are the top five ranked regions. More research can be conducted in newer tourist sites which are being promoted by the TAT. The researcher will get useful information about tourist satisfaction with Thailand as a destination.

Sample size of research can be expanded to cover more than 390 sets of questionnaire and more than 54 questions. Another suggestion, it can be conducted with different groups of nationality, which compares the same or different regions.

Moreover, further researches can be conducted on different travelers, such as long-stay backpack or ecotourism. The researcher will know why international tourists are interested in Thailand as a destination, satisfaction and dissatisfaction levels, and how to solve travel-related problems.

Bibliography

Armstrong, R. W., Mok, C., Go. F, & Chan, G. (1997). The importance of cross-cultural expectations in the measurement of service quality perceptions in the hotel industry. International Journal of Hospitality Management, 16 (2), 181-190.

Ajzen, I. & Fishbein, M. (1980). Understanding Attitudes and Predicting Social Behavior. Englewood Park, CA: Sage.

Baloglu, S. (1997). The relationship between Destination Images and Socio-demographic and Trip Characteristics of International Travelers. Journal of Vacation Marketing, 3, 221-233.

Baloglu, S., & MaCleary, K. (1999). U.S. International Pleasure Travelers' Images of Four Mediterranean Destinations: A Comparison of Visitors and Non-visitors. Journal of Travel Research, 38 (November), 144-152.

Bigne, E., Sanhez, I., & Sanchez, J. (2001). Tourism Image, Evaluation and After Purchase Behavior: inter-relationships. Tourism Management, 22, 607-616.

Brislin, R.W. (1976). Comparative research methodology: Cross-cultural studies. International Journal of psychology, 11(3), 215-229.

Choi, T.Y., & Chu, R. (2000). Levels of satisfaction among Asian and Western travelers. International Journal of quality and reliability Management, 17(2), 116-131.

Chon, Key-Sung (1997). Tourism in developing Countries. London: International Thomson Business Press.

Churchill, G.A. (1999). Marketing Research: Methodological Foundations (7th ed.). Orlando: Dryden.

Cooper, F., & Winhill (1996). Tourism principles and Practice: the tourist destination (3rd ed.). Essex: Longman.

David Foster (2000). <u>Measuring Customer Satisfaction in the Tourism Industry</u>. Tourism Management: 3rd international and 6th national research conference on Quality management.

Donald, R., Cooper, & Pamela, S., Schindler (2005). <u>Business Research Methods</u>. McGraw-Hill Companies.

Engel, J.K., & Blackwell, R.D. (1982). <u>Consumer behavior</u> (4th ed.). New York: The Dryden Press.

Evangelos Christou (2001). The effect of ISO 9000 certification on branding. <u>Tourism Management, 12 (1), 68-72.</u>

Evangelos Christou (2002). Examining the impact of tourist destination image and reputation on visitor loyalty likelihood. <u>Tourism Today, 2 (1).</u>

French Smith, & Coller (1996). <u>Principles of tourism: tourism product</u>. South Melbourne: Longman.

Gallarza, M.G., Saura, I.G., & Garcia, H.C. (2001). Destination image: towards a conceptual framework, <u>Annals of Tourism Research, 29 (1), 56-78</u>.

Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (1995). <u>Multivariate data analysis with readings</u> (4th ed.). NJ: Prentice-Hall International.

Hawkins, D. (1994). <u>Consumer Behavior: Implications for Marketing Strategy</u>. Australia: Irwin publisher.

Herbig, P., & Milewicz, J. (1993). The relationship of reputation and credibility to brand success. <u>Journal of Consumer Marketing, 10 (1), 5-10</u>.

Houghton Mifflin (2003). <u>Trade and reference division</u>. Houghton Mifflin Company.

King, J. (2002). Destination Marketing Organizations-Connecting the experience rather than promoting the place. Journal of Vacation Marketing, 8 (2), 105-108.

Kotler, P. (1997). Marketing Management: Analysis, Planning, Implementation, and Control (9th ed.). Englewood Cliffs: Prentice Hall Inc.

Kotler, P., Haider, D.H. & Rein, Y. (1993). Marketing Places: Attracting Investment, Industry and Tourism to cities, states and nations. New York: The free press.

Kozak, M., & Rimmington, M. (2000). Tourist Satisfaction with Mallorca, Spain, as an off-season holiday destination. Journal of Travel Research, 39, 260-269.

Kozak, M. (2001). Comparative assessment of tourist satisfaction with destinations across two nationalities. Journal of Tourism Management, 22, 391-401.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. Tourism Management, 23 (2), 221-232.

Lawson, R. (1995). Demographic segmentation. In Witt S. and Moutinho L. (Ed.), Tourism Marketing and Management Handbook (pp.306-315). Prentice Hall.

Malhotra, N.K. (2000). Marketing Research: An Applied Orientation International Edition. New Jersey: Prentice Hall.

Mazanec, J. (1995). Consumer Behavior, Marketing Research and Segmentation. In Witt S. and Moutinho L. (Ed.), Tourism Marketing and Management Handbook (pp.273-285). Prentice Hall.

McDaniel, Carl and Gates, Roger (1999). Contemporary Marketing Research (3rd ed.). St. Paul: West Publishing Company.

Middleton Vitor (1994). Marketing in Travel and Tourism (2nd ed.). Oxford: Butterworth Heinemann.

Moutinho L. (1987). Consumer Behavior in Tourism. <u>European Journal of Marketing, 21 (10), 5-44.</u>

Nozar, R.A. (1999). Luxury market focuses on customer loyalty. <u>Hotel & Motel Management, 11(January), 29</u>.

Nunnaly, J.C. (1978). <u>Psychometric theory</u> (2nd Ed.). New York: McGrew-Hill.

O'Brien, T., Tapia, H., & Brown, T. (1997). The self-concept and buying Behavior. <u>Business Horizons, 20(October), 65-71</u>.

Oh, H., & Park, S.C. (1997). Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry. <u>Hospitality Research Journal, 20 (3), 35-64</u>.

Pacific Asia Travel Association (2004). <u>International Tourist Arrival to Regional Tourist Areas in Thailand</u>. Thailand.

Penny Van Esterik (2000). <u>Materializing Thailand</u>. Berg Publishers.

Pike, S. (2002). Destination image analysis-a review of 142 papers from 1973 to 2000. <u>Tourism Management, 23, 541-549</u>.

Pizam, A. (1999). Cross-cultural tourist behavior. In Pizam, A., & Mansfeld, Y. (Ed.), <u>Consumer behavior in travel and tourism</u> (pp.393-411). New York: Haworth Press.

Ryan, C. (199%).<u>Research tourist satisfaction issues, concept, problems</u>, London: Routledge.

Sandro, F., & Muzaffer, U. (2006). Destination Attractiveness Based on Supply and Demand Evaluations: An Analytical Framework. <u>Journal of Travel Research, 44 (4), 418-430</u>.

Schutte, H., & Deanna (1998). Consumer Behavior in Asia. Hundmills: Macmillan Pr.

Scott G. Dacko (2004).Marketing Strategies for Last-Minute Travel and Tourism: Profitability and Revenue Management IMplications. Journal of Travel and tourism marketing, 16 (4), 7-19.

Seaton, A.V., & Bennett (1996). The marketing of tourism products: concepts, issues and cases. London: International Thomson Business Pr.

Seyhmus, B., & Ken, W. Mc. (1999). A Model of Destination Image Formation. A Social Science Journal, 26 (4), 868-892.

Sigala, M., Lockwood, L., & Jone, P. (2001). Strategic implementation and IT: gaining competitive advantage from the hotel reservations process. International Journal of Contemporary Hospitality Management, 13 (7), 364-371.

Sirgy, J., & Su, C. (2000). Destination Image, Self-Congruity and Travel Behavior: Towards an Integrative Model. Journal of Travel Research, 28 (May), 340-352.

Smith, R.E., & Swinyard, W.R. (1983). Attitude behavior consistency: the impact of product trial versus advertising. Journal of Marketing Research, 20 (2), 257-267.

Taylor, S. (1997). Assessing regression-based importance weights for quality perceptions and satisfaction judgments in the presence of higher order and/or interaction effects. Journal of Retailing, 73 (1), 135-159.

Tourism Authority of Thailand (2004, 2006, & 2007). Tourism Statistic and Management Information. Bangkok: TAT.

Um, S., & Crompton, J. (1990). Attitude Determinants in Tourism Destination Choice. Annals of Tourism Research, 17, 432-448.

Valerie, J., Easton, & John, H., McColl (1997). The Steps of Statistics glossary V1.1.

Van Limburg, B. (1998). The study of the effect of price on incoming overnight tourism in the Netherlands and Amsterdam-the case of USA tourists. Tourism Management, 19 (1), 87-91.

Weber, S. (1995). Psychographic Segmentation. In Witt S. and Moutinho L. (Ed.), Tourism Marketing and Management Handbook (pp.316-324). Prentice Hall.

William, G., Zikmund (2002). Business Research Methods (7th ed.). Oklahoma State University: South-Western, International Thomson Business Press.

Witt, S., & Moutinho, L. (1985). Tourism marketing and Management Handbook. New York: Prentice Hall.

Woodside, A., & Lysonski, S. (1989). A General Model of Traveler Destination Choice. Journal of Travel Research, 27 (4), 8-14.

World Tourism Organization (2004 & 2006). Tourism facts and figures section. The World: UNWTO.

Zhang, H. (1998). The Importance of Income, the Exchange Rate, and the Crime Rate in influencing Demand for Hong Kong as an International Tourist Destination. Australian Journal of Hospitality Management, 5 (1), 1-8.

http://en.wikipedia.org
http://www.infoplease.com
http://www.tat.or.th
http://www.tourismbc.com
http://www.tourismthailand.org
http://www.world-tourism.org

APPENDIX A: QUESTIONNAIRE

QUESTIONNAIRE

This questionnaire is established to obtain information for the study on "**A Comparative assessment of American and Chinese tourists' satisfaction of Thailand destination"** which is contributed to Master Business Administration thesis, Assumption University conducted by Miss Chanidawan Poonsiripong. In order to collect the data for analysis, would you please fill in all questions accurately. Thank you very much for you cooperation.

Direction: the range of satisfaction level

        1 = Unsatisfied,

        2 = Mostly unsatisfied,

        3 = Neutral,

        4 = Mostly satisfied, and

        5 = Satisfied.

Part I: Tourism Product of Thailand destination

Destination Attractions and Environment

Statement	Level of satisfaction				
	1	**2**	**3**	**4**	**5**
1. Natural attractions					
• Landscape	____	____	____	____	____
• Seascape	____	____	____	____	____
• Climate		____	____	____	____
2. Built attractions					
• Historic & Modern architecture	____	____	____	____	____
• Monuments	____	____	____	____	____
• Parks & Gardens	____	____	____	____	____
• Shops & Market retail areas	____	____	____	____	____
3. Cultural attractions					
• History & Folklore	____	____	____	____	____
• Religion & Art	____	____	____	____	____
• Entertainment	____	____	____	____	____

Statement	Level of satisfaction				
	1	**2**	**3**	**4**	**5**
4. Social attractions					
• Language	_____	_____	_____	_____	_____
• Way of life residents	_____	_____	_____	_____	_____
• Opportunities for social encounters	_____	_____	_____	_____	_____

Destination Facilities and Activities

Statement	Level of satisfaction				
	1	**2**	**3**	**4**	**5**
5. Accommodation Units					
• Staffs	_____	_____	_____	_____	_____
• Services	_____	_____	_____	_____	_____
6. Restaurants, Bar, & Cafes					
• Staffs	_____	_____	_____	_____	_____
• Services	_____	_____	_____	_____	_____
• Variety	_____	_____	_____	_____	_____
7. Transport at the destinations such as taxis, car rental, lifts					
8. Sports / Activity					
9.Other facilities					
• Craft course	_____	_____	_____	_____	_____
• Language school	_____	_____	_____	_____	_____
10.Retail Outlet					
• Shops	_____	_____	_____	_____	_____
• Supplies	_____	_____	_____	_____	_____
11.Other services					
• Information services	_____	_____	_____	_____	_____
• Tourist police	_____	_____	_____	_____	_____

Accessibility of the destination

Statement	Level of satisfaction				
	1	**2**	**3**	**4**	**5**
12. Infrastructure					
• Roads	———	———	———	———	———
• Airports	———	———	———	———	———
13. Equipment such as taxies, coaches					
• Size	———	———	———	———	———
• Speed	———	———	———	———	———
• Range of public transport vehicles	———	———	———	———	———
14. Operational factors					
• Route operated	———	———	———	———	———
• Frequency of services	———	———	———	———	———
• Price charged	———	———	———	———	———

Destination Images

Statement	Level of satisfaction				
	1	**2**	**3**	**4**	**5**
Images in term of:					
15. Name of destination: THAILAND					
16. Architecture					
17. Myths & Legends					
18. Culture / Tradition					
19. Communication					

Level of prices to consumer

Statement	Level of satisfaction				
	1	2	3	4	5
Price levels of: 20. Food & Beverage					
21. Souvenirs					
22. Entertainment					
23. Transportation					

Part II: Personal information/ Demographic

24. Nationality

_____ American   _____ Chinese

25. Gender

_____ Male   _____ Female

26. Age

_____ Less than equal to 20 years old

_____ 21-25 years old

_____ 26-30 years old

_____ 31-35 years old

_____ 36-40 years old

_____ 41-45 years old

_____ More than 45 years old

27. Education level

_____ High school or below

_____ Bachelor's Degree

_____ Master's Degree

_____ Doctorial Degree

28. Occupation

  _____ Student

  _____ Housewife

  _____ Government officer

  _____ Company Employee

  _____ Private Business

  _____Others (Please specify…………………….……)

29. Marital status

  _____ Single

  _____ Married

  _____ Divorced

  _____ Separated

30. With whom did you travel to Thailand?

  _____ Family

  _____ Close friend

  _____ Co-worker

  _____ Group tour

  _____ Alone

31. What is the reason you visit to Thailand?

  _____ Travel

  _____ Visit relative

  _____ Work for business

  _____ Others (Please specify………………………..)

32. How many times you arrival to Thailand per year?

  _____ 1 time   _____ 2 times

  _____ 3 times   _____Others (Please specify……..times)

33. How long you stay in Thailand?

    _____ Less than 1 week

    _____ More than 1 week but less than 1 month

    _____ More than 1 month but less than 3 months

    _____ More than 3 months but less than 6 months

    _____ More than 6 months

34. What is the most enjoyment in Thailand?

    _____ Islands or beaches

    _____ Mountain or camping

    _____ Shopping

    _____ Food

    _____ People

    _____Others (Please specify………………………)

Thank you for your cooperation

问 卷

此问卷是由一名在泰国易三参大学就读的名叫 Chanidawan Poonsiripong 的MBA学生为撰写其毕业论文而发出的，其目的是对影响中国和美国旅行者在泰国旅行的满意度的因素进行数据化统计分析与比较。希望您准确的填写此问卷，谢谢您的合作！

指导 ：顾客满意度的范围

1 = 不满意

2 = 大部分不满意

3 = 一般

4 = 大部分满意

5 =满意

第一部分 ： 泰国的旅游产品

目的地的吸引力和环境

陈述	顾客满意度的范围				
	1	**2**	**3**	**4**	**5**
1. 自然的吸引力 • 风景 • 海景 • 天气	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
2. 建筑的吸引力 • 古代和现代建筑 • 纪念碑 • 公园和花园 • 商店和市场	_____ _____ _____ _____	_____ _____ _____ _____	_____ _____ _____ _____	_____ _____ _____ _____	_____ _____ _____ _____

陈述	顾客满意度的范围				
	1	**2**	**3**	**4**	**5**
3. 文化的吸引力					
• 历史和民间传说	—————	—————	—————	—————	—————
• 宗教和艺术	—————	—————	—————	—————	—————
• 娱乐	—————	—————	—————	—————	—————
4. 社会的吸引力					
• 语言	—————	—————	—————	—————	—————
• 生活方式	—————	—————	—————	—————	—————
• 被社会或大众接受的机会	—————	—————	—————	—————	—————

<u>目的地的设施和活动</u>

陈述	顾客满意度的范围				
	1	**2**	**3**	**4**	**5**
5.住宿地点的					
• 员工	————	————	————	————	————
• 服务	————	————	————	————	————
6.餐厅，酒吧，和咖啡屋的					
• 员工	————	————	————	————	————
• 服务	————	————	————	————	————
• 多样性	————	————	————	————	————
7.目的地的交通服务，比如说出租车，汽车租，电梯等。					
8.体育运动和其他活动					
9. 其它设施					
• 手工艺课程	————	————	————	————	————
• 语言学校	————	————	————	————	————

陈述					
10. 零售商店					
• 商店	-----	-----	-----	-----	-----
• 其他销售商	-----	-----	-----	-----	-----
11. 其他服务					
• 信息服务	-----	-----	-----	-----	-----
• 旅游警察	-----	-----	-----	-----	-----

目的地的可到达程度

陈述	顾客满意度的范围				
	1	2	3	4	5
12.基础设施					
• 道路	-----	-----	-----	-----	-----
• 机场	-----	-----	-----	-----	-----
13. 设备，比如出租车，长途汽车	-----	-----	-----	-----	-----
• 尺寸	-----	-----	-----	-----	-----
• 速度	-----	-----	-----	-----	-----
• 公共交通工具的覆盖面					
14.可用性					
• 路线的设计	-----	-----	-----	-----	-----
• 服务的频率			-----	-----	-----
• 价格	-----	-----	-----	-----	-----

目的地的形象和概念

陈述	顾客满意度的范围				
	1	2	3	4	5
形象和概念，在：					
15.目的地的名称：**泰国**					
16. 建筑					

陈述	顾客满意度的范围				
17.神话和传说					
18.文化和传统					
19.交流和沟通					

价格水平

陈述	顾客满意度的范围				
	1	2	3	4	5
价格水平，在： 20.食物和饮料 21.纪念品					
22.娱乐项目					
23.交通服务					

第二部分: 个人信息

24. 国籍

　　_____美国　　　　　　　_____中国

25. Gender 性别

　　_____男　　　　　　_____女

26.年龄

　　_____小于20岁

　　_____ 21-25岁　　　　　　_____ 36-40岁

　　_____ 26-30岁　　　　　　_____ 41-45岁

　　_____ 31-35岁　　　　　　_____ 大于45岁

27. 受教育程度

_____ 高中以下

_____学士学位

_____硕士学位

_____博士学位

28. Occupation

_____学生

_____家庭主妇

_____公务员

_____公司职员

_____私有企业

_____其它 （请说明…………………………）

29.婚姻状况

_____ 单身

_____已婚

_____离异

_____分居

30. 与谁一起到泰国旅游？

_____家人

_____好友

_____同事

_____旅游团队

_____单独

31.到泰国的原因

_____ 旅游

_____探亲

_____公差

_____其他 （请说明……………………）

32. 您每年到泰国多少次？

_____一次　　　　　　_____ 二次

_____三次　　　　　　_____其他 （请说明………次）

33. 您在泰国逗留了多长时间？

_____少于一周

_____多与一周但少于一个月

_____ 多于一个月但少于三个月

_____多于三个月但少于六个月

_____多于六个月

34. 在泰国最让你享受的是

_____ 岛屿和沙滩

_____ 山脉和露营

_____购物

_____食物

_____ 人

_____其他 （请说明…………………………）

谢谢您的合作

103

APPENDIX B: RELIABILITY OF QUESTIONNAIRE

Reliability

Case Processing Summary

		N	%
Cases	Valid	390	100.0
	Excluded[a]	0	.0
	Total	390	100.0

a. Listwise deletion based on all
variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.899	13

Reliability Statistics

Cronbach's Alpha	N of Items
.896	13

Reliability Statistics

Cronbach's Alpha	N of Items
.899	8

Reliability Statistics

Cronbach's Alpha	N of Items
.812	5

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Reliability Statistics

Cronbach's Alpha	N of Items
.962	43

APPENDIX C: FREQUENCY
TABLE OF DEMOGRAPHYS
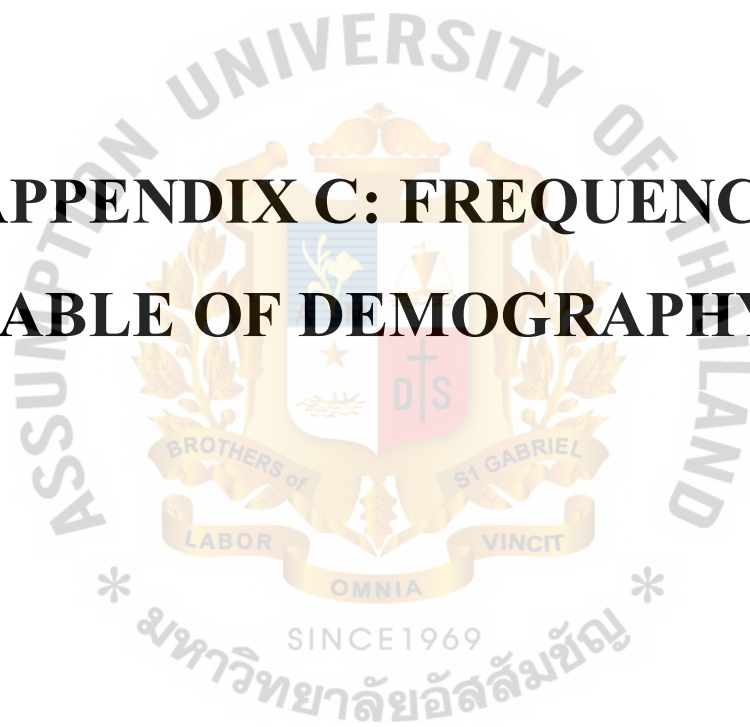
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	216	55.4	55.4	55.4
	Female	174	44.6	44.6	100.0
	Total	390	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 years old	35	9.0	9.0	9.0
	26-30 years old	102	26.2	26.2	35.1
	31-35 years old	68	17.4	17.4	52.6
	36-40 years old	28	7.2	7.2	59.7
	41-45 years old	34	8.7	8.7	68.5
	More than 45 years old	123	31.5	31.5	100.0
	Total	390	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or below	105	26.9	26.9	26.9
	Bachelor's Degree	202	51.8	51.8	78.7
	Master's Degree	80	20.5	20.5	99.2
	Doctorial Degree	3	.8	.8	100.0
	Total	390	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	16	4.1	4.1	4.1
	Housewife	58	14.9	14.9	19.0
	Government officer	58	14.9	14.9	33.8
	Company employee	116	29.7	29.7	63.6
	Private business	84	21.5	21.5	85.1
	others	58	14.9	14.9	100.0
	Total	390	100.0	100.0	

107

Married

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	153	39.2	39.2	39.2
	Married	233	59.7	59.7	99.0
	Divorced	3	.8	.8	99.7
	Seperated	1	.3	.3	100.0
	Total	390	100.0	100.0	

Partner

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	197	50.5	50.5	50.5
	Closed friend	115	29.5	29.5	80.0
	Co-worker	22	5.6	5.6	85.6
	Group tour	30	7.7	7.7	93.3
	Alone	26	6.7	6.7	100.0
	Total	390	100.0	100.0	

Resons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Travel	362	92.8	92.8	92.8
	Visit relative	1	.3	.3	93.1
	Work for business	5	1.3	1.3	94.4
	other	22	5.6	5.6	100.0
	Total	390	100.0	100.0	

Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	306	78.5	78.5	78.5
	2 times	46	11.8	11.8	90.3
	3 times	11	2.8	2.8	93.1
	other	27	6.9	6.9	100.0
	Total	390	100.0	100.0	

Length

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 week	136	34.9	34.9	34.9
	More than 1 week but less than 1 month	218	55.9	55.9	90.8
	More than 1 month but less than 3 months	25	6.4	6.4	97.2
	More than 3 months but less than 6 months	2	.5	.5	97.7
	More than 6 months	9	2.3	2.3	100.0
	Total	390	100.0	100.0	

Most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Islands or beaches	160	41.0	41.0	41.0
	Mountain or camping	28	7.2	7.2	48.2
	Shopping	29	7.4	7.4	55.6
	Food	80	20.5	20.5	76.2
	People	56	14.4	14.4	90.5
	others	37	9.5	9.5	100.0
	Total	390	100.0	100.0	

APPENDIX D: CROSSTABULATION TABLE OF DEMOGRAPHICS AND NATIONALITIES

Gender * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Gender	Male	Count	111	105	216
		% within Nationality	56.9%	53.8%	55.4%
	Female	Count	84	90	174
		% within Nationality	43.1%	46.2%	44.6%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Age * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Age	21-25 years old	Count	16	19	35
		% within Nationality	8.2%	9.7%	9.0%
	26-30 years old	Count	52	50	102
		% within Nationality	26.7%	25.6%	26.2%
	31-35 years old	Count	36	32	68
		% within Nationality	18.5%	16.4%	17.4%
	36-40 years old	Count	12	16	28
		% within Nationality	6.2%	8.2%	7.2%
	41-45 years old	Count	15	19	34
		% within Nationality	7.7%	9.7%	8.7%
	More than 45 years old	Count	64	59	123
		% within Nationality	32.8%	30.3%	31.5%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Education * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Education	High school or below	Count	39	66	105
		% within Nationality	20.0%	33.8%	26.9%
	Bachelor's Degree	Count	103	99	202
		% within Nationality	52.8%	50.8%	51.8%
	Master's Degree	Count	51	29	80
		% within Nationality	26.2%	14.9%	20.5%
	Doctorial Degree	Count	2	1	3
		% within Nationality	1.0%	.5%	.8%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Occupation * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Occupation	Student	Count	7	9	16
		% within Nationality	3.6%	4.6%	4.1%
	Housewife	Count	24	34	58
		% within Nationality	12.3%	17.4%	14.9%
	Government officer	Count	30	28	58
		% within Nationality	15.4%	14.4%	14.9%
	Company employee	Count	54	62	116
		% within Nationality	27.7%	31.8%	29.7%
	Private business	Count	50	34	84
		% within Nationality	25.6%	17.4%	21.5%
	others	Count	30	28	58
		% within Nationality	15.4%	14.4%	14.9%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Married * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Married	Single	Count	81	72	153
		% within Nationality	41.5%	36.9%	39.2%
	Married	Count	110	123	233
		% within Nationality	56.4%	63.1%	59.7%
	Divorced	Count	3	0	3
		% within Nationality	1.5%	.0%	.8%
	Seperated	Count	1	0	1
		% within Nationality	.5%	.0%	.3%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

112

Partner * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Partner	Family	Count	103	94	197
		% within Nationality	52.8%	48.2%	50.5%
	Closed friend	Count	60	55	115
		% within Nationality	30.8%	28.2%	29.5%
	Co-worker	Count	3	19	22
		% within Nationality	1.5%	9.7%	5.6%
	Group tour	Count	10	20	30
		% within Nationality	5.1%	10.3%	7.7%
	Alone	Count	19	7	26
		% within Nationality	9.7%	3.6%	6.7%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Resons * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Resons	Travel	Count	173	189	362
		% within Nationality	88.7%	96.9%	92.8%
	Visit relative	Count	1	0	1
		% within Nationality	.5%	.0%	.3%
	Work for business	Count	5	0	5
		% within Nationality	2.6%	.0%	1.3%
	other	Count	16	6	22
		% within Nationality	8.2%	3.1%	5.6%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Frequency * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Frequency	1 time	Count	164	142	306
		% within Nationality	84.1%	72.8%	78.5%
	2 times	Count	18	28	46
		% within Nationality	9.2%	14.4%	11.8%
	3 times	Count	5	6	11
		% within Nationality	2.6%	3.1%	2.8%
	other	Count	8	19	27
		% within Nationality	4.1%	9.7%	6.9%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

113

Length * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Length	Less than 1 week	Count	42	94	136
		% within Nationality	21.5%	48.2%	34.9%
	More than 1 week but less than 1 month	Count	131	87	218
		% within Nationality	67.2%	44.6%	55.9%
	More than 1 month but less than 3 months	Count	17	8	25
		% within Nationality	8.7%	4.1%	6.4%
	More than 3 months but less than 6 months	Count	2	0	2
		% within Nationality	1.0%	.0%	.5%
	More than 6 months	Count	3	6	9
		% within Nationality	1.5%	3.1%	2.3%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

Most * Nationality Crosstabulation

			Nationality		Total
			American	Chinese	
Most	Islands or beaches	Count	71	89	160
		% within Nationality	36.4%	45.6%	41.0%
	Mountain or camping	Count	18	10	28
		% within Nationality	9.2%	5.1%	7.2%
	Shopping	Count	10	19	29
		% within Nationality	5.1%	9.7%	7.4%
	Food	Count	37	43	80
		% within Nationality	19.0%	22.1%	20.5%
	People	Count	36	20	56
		% within Nationality	18.5%	10.3%	14.4%
	others	Count	23	14	37
		% within Nationality	11.8%	7.2%	9.5%
Total		Count	195	195	390
		% within Nationality	100.0%	100.0%	100.0%

114

APPENDIX E-I: MEANS AND STANDARD DEVIATION OF NATIONALITIES

APPENDIX E

The analysis of tourists' satisfaction level in destination attractions and environment between Chinese and American tourists by using Independent T-test

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
meanAtt	American	195	4.2735	.54591	.03909
	Chinese	195	4.2526	.62732	.04492

APPENDIX F

The analysis of tourists' satisfaction level in destination facilities, services, and leisure activities between Chinese and American tourists

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
meanFac	American	195	4.0434	.48165	.03449
	Chinese	195	4.0095	.58236	.04170

APPENDIX G

The analysis of tourists' satisfaction level in accessibility of destination between Chinese and American tourists

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
meanAcc	American	195	3.7545	.54625	.03912
	Chinese	195	3.6795	.68747	.04923

APPENDIX H

The analysis of tourists' satisfaction level at the image of the destination between

Chinese and American tourists

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
meanImg	American	195	3.8646	.61772	.04424
	Chinese	195	3.8636	.66119	.04735

APPENDIX I

The analysis of tourists' satisfaction level at the level of price between Chinese and

American tourists

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
meanPri	American	195	4.0603	.49536	.03547
	Chinese	195	3.9474	.60240	.04314

APPENDIX J: THE WORLD'S 50 MOST POPULOUS COUNTRIES YEAR 2007

The World's 50 Most Populous Countries 2007

Rank	Country	Population
1	China	1,321,851,888
2	India	1,129,866,154
3	United States	301,139,947
4	Indonesia	234,693,997
5	Brazil	190,010,647
6	Pakistan	169,270,617
7	Bangladesh	150,448,339
8	Russia	141,377,752
9	Nigeria	135,031,164
10	Japan	127,467,972
11	Mexico	108,700,891
12	Philippines	91,077,287
13	Vietnam	85,262,356
14	Germany	82,400,996
15	Egypt	80,264,543
16	Ethiopia	76,511,887
17	Turkey	71,158,647
18	Iran	65,397,521
19	Thailand	65,068,149
20	Congo, Dem. Rep.	64,606,759
21	France	61,083,916
22	United Kingdom	60,776,238
23	Italy	58,147,733
24	Korea, South	49,044,790
25	Myanmar	47,373,958

Rank	Country	Population
26	Ukraine	46,299,862
27	Colombia	44,227,550
28	South Africa	43,997,828
29	Sudan	42,292,929
30	Spain	40,448,191
31	Argentina	40,301,927
32	Poland	38,518,241
33	Tanzania	38,139,640
34	Kenya	36,913,721
35	Morocco	33,757,175
36	Canada	33,390,141
37	Algeria	33,333,216
38	Afghanistan	31,889,923
39	Uganda	30,262,610
40	Nepal	28,901,790
41	Peru	28,674,757
42	Uzbekistan	27,780,059
43	Saudi Arabia	27,601,038
44	Iraq	27,499,638
45	Venezuela	26,084,662
46	Malaysia	24,821,286
47	Korea, North	23,301,725
48	Taiwan	23,174,294
49	Ghana	22,931,299
50	Romania	22,276,056

Source: U.S. Census Bureau, International Database, 2007

APPENDIX K: TOURISTS STATISTIC YEAR 2006

International Tourist Arrivals to Thailand

INTERNATIONAL TOURIST ARRIVALS TO THAILAND AT BANGKOK INTERNATIONAL AIRPORT					
January - February					
Country	2006		2005		△(%)
of Nationality	Number	% Share	Number	% Share	
East Asia	**832,070**	**47.97**	**556,311**	**42.97**	**+ 49.57**
ASEAN	195,180	11.25	159,307	12.30	+ 22.52
Brunei	1,091	0.06	1,094	0.08	- 0.27
Cambodia	4,486	0.26	3,392	0.26	+ 32.25
Indonesia	17,002	0.98	12,827	0.99	+ 32.55
Laos	1,885	0.11	1,781	0.14	+ 5.84
Malaysia	55,101	3.18	42,106	3.25	+ 30.86
Myanmar	7,535	0.43	7,637	0.59	- 1.34
Philippines	19,802	1.14	17,859	1.38	+ 10.88
Singapore	70,043	4.04	60,551	4.68	+ 15.68
Vietnam	18,235	1.05	12,060	0.93	+ 51.20
China	156,727	9.04	61,846	4.78	+ 153.41
Hong Kong	46,082	2.66	36,695	2.83	+ 25.58
Japan	207,885	11.99	174,480	13.48	+ 19.15
Korea	160,588	9.26	80,878	6.25	+ 98.56
Taiwan	61,326	3.54	40,612	3.14	+ 51.00
Others	4,282	0.25	2,493	0.19	+ 71.76
Europe	**548,299**	**31.61**	**452,781**	**34.97**	**+ 21.10**
Austria	13,694	0.79	10,591	0.82	+ 29.30
Belgium	8,169	0.47	7,672	0.59	+ 6.48
Denmark	24,865	1.43	21,892	1.69	+ 13.58
Finland	19,209	1.11	16,267	1.26	+ 18.09
France	47,019	2.71	42,704	3.30	+ 10.10
Germany	85,084	4.91	76,672	5.92	+ 10.97
Italy	20,228	1.17	16,403	1.27	+ 23.32
Netherlands	26,166	1.51	23,058	1.78	+ 13.48
Norway	18,259	1.05	15,274	1.18	+ 19.54
Russia	39,491	2.28	17,282	1.33	+ 128.51
Spain	5,856	0.34	4,504	0.35	+ 30.02
Sweden	50,378	2.90	42,643	3.29	+ 18.14
Switzerland	19,109	1.10	18,972	1.47	+ 0.72
United Kingdom	118,341	6.82	107,392	8.29	+ 10.20
East Europe	27,499	1.59	15,804	1.22	+ 74.00
Others	24,932	1.44	15,651	1.21	+ 59.30
The Americas	**141,759**	**8.17**	**127,597**	**9.85**	**+ 11.10**
Argentina	639	0.04	613	0.05	+ 4.24
Brazil	1,461	0.08	1,087	0.08	+ 34.41
Canada	30,424	1.75	25,482	1.97	+ 19.39
USA	106,111	6.12	97,835	7.56	+ 8.46

Others	3,124	0.18	2,580	0.20	+ 21.09
South Asia	**79,647**	**4.59**	**58,658**	**4.53**	**+ 35.78**
Bangladesh	6,474	0.37	5,815	0.45	+ 11.33
India	56,452	3.25	39,677	3.06	+ 42.28
Nepal	3,007	0.17	2,601	0.20	+ 15.61
Pakistan	5,918	0.34	4,598	0.36	+ 28.71
Sri Lanka	5,165	0.30	3,683	0.28	+ 40.24
Others	2,631	0.15	2,284	0.18	+ 15.19
Oceania	**70,910**	**4.09**	**61,644**	**4.76**	**+ 15.03**
Australia	59,984	3.46	51,869	4.01	+ 15.65
New Zealand	10,695	0.62	9,552	0.74	+ 11.97
Others	231	0.01	223	0.02	+ 3.59
Middle East	**50,410**	**2.91**	**27,422**	**2.12**	**+ 83.83**
Egypt	1,390	0.08	750	0.06	+ 85.33
Israel	21,414	1.23	11,931	0.92	+ 79.48
Kuwait	3,414	0.20	2,534	0.20	+ 34.73
Saudi Arabia	1,356	0.08	583	0.05	+ 132.59
U.A.E.	6,779	0.39	2,580	0.20	+ 162.75
Others	16,057	0.93	9,044	0.70	+ 77.54
Africa	**11,413**	**0.66**	**10,333**	**0.80**	**+ 10.45**
South Africa	4,441	0.26	4,186	0.32	+ 6.09
Others	6,972	0.40	6,147	0.47	+ 13.42
TOTAL	**1,734,508**	**100.00**	**1,294,746**	**100.00**	**+ 33.97**

Source of Data: Immigration Bureau, Police Department.   16 March 2006
Note: Tourist Arrivals excluded Overseas Thai