

ABSTRACT

The travel and tourism industry in Bangkok is growing at a steady pace which holds the hospitality business in a strong position. The purpose of this research was to determine the difference in the perception of business tourists and leisure tourists towards selected attributes of luxury hotels in Bangkok. The related attributes were location, value for money, brand name and reputation, physical property, guestroom design and amenities, bathroom fixture and amenities, functional service, interpersonal service, food and beverage related services and quality standards – constituting mainly of eight hypotheses. The independent variables were the perceptions of business tourist and leisure tourist, and the dependent variables were the selected attributes of the hotel.

The respondents of this study were business and leisure tourists who had stayed in selected luxury hotels in Bangkok. A total of 400 valid questionnaires were obtained by sample survey. Convenience and non-probability sampling were used. The data were analyzed using the descriptive statistics and Mann Whitney U-Test. It was found that there was no significant difference between business and leisure tourists in terms of perception of interpersonal service and food and beverage related services of luxury hotels in Bangkok. There was a significant difference between business and leisure tourists in terms of perception of brand name and reputation, physical property, guestroom design and amenities, bathroom fixture and amenities, functional service and quality standards.