

**PERCEIVED IMPACTS OF SERVICE MARKETING FACTORS
ON CUSTOMER SATISFACTION OF CHINESE TOURISTS TO THAILAND**

MS. NICHAPHAT LUMPOOPINIJPONG

A Thesis Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Business Administration

Department of International Business

Graduate School

University of the Thai Chamber of Commerce

2007

**PERCEIVED IMPACTS OF SERVICE MARKETING FACTORS
ON CUSTOMER SATISFACTION OF CHINESE TOURISTS TO THAILAND**

NICHAPHAT LUMPOOPINIJPONG

A Thesis Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Business Administration

Department of International Business

Graduate School

University of the Thai Chamber of Commerce

2007

©Copyright by the University of the Thai Chamber of Commerce

**THESIS APPROVAL
GRADUATE SCHOOL**

**Master of Business Administration
Degree
International Business
Major Field**

**PERCEIVED IMPACTS OF MARKETING FACTORS
ON CUSTOMER SATISFACTION OF CHINESE TOURISTS TO THAILAND**

**Nichaphat Lumpoopinijpong
Name**

**2007
Graduation Year**

Accepted by the Graduate School, the University of the Thai Chamber of Commerce in
Partial Fulfillment of the Requirements for the Master's Degree

Thesis Committee

..... Dean, Graduate School
(Dr. Ekachai Apisakkul)

..... Chairperson
(Dr. Thasana Boonkwan)

..... Thesis Advisor
(Dr. Prasert Sirisereewan)

..... Member
(Dr. Piraphong Foosiri)

..... Member
(Dr. Pussadee Polsaram)

..... External Committee
(Assoc.Prof. Sriaroon Resanond)

Thesis Title	Perceived Impacts of Marketing Factors on Customer Satisfaction of Chinese Tourists to Thailand
Name	Nichaphat Lumpoopinijpong
Degree	Master of Business Administration
Major Field	International Business
Thesis Advisor	Dr. Prasert Sirisereewan
Graduation Year	2007

ABSTRACT

The objectives of this research, titled as 'Perceived impacts of Marketing Factors on Customer Satisfaction of Chinese Tourists to Thailand', were to study the perceived impacts of International service-marketing factors on the satisfaction of Chinese tourists and also study the related potential marketing strategies. The research methodology of survey research was used. The populations were the Chinese tourists using Thai travel agents traveling to Thailand. The simple random sampling method was used gaining sample sizes of 400. The data collection was performed at Suvarnabhumi Airport during October – December, 2007. Statistics used in the data analysis were descriptive statistics and inferential statistics (F-test and simple regression). Results from F-test showed that all 23 hypothesis, 9 were accepted. Moreover, the results from regression presented the potential relationship of variables and also regression equation showing level of relationship among variables.

หัวข้อวิจัย	“การรับรู้ที่มีผลกระทบจากปัจจัยด้านการตลาดบริการต่อความพึงพอใจของนักท่องเที่ยวชาวจีนในประเทศไทย”
ชื่อ	นางสาว ณิชาพัฒน์ ลำภูพินิจพงศ์
ปริญญา	บริหารธุรกิจมหาบัณฑิต
สาขาวิชา	บริหารธุรกิจระหว่างประเทศ
อาจารย์ที่ปรึกษา	ดร.ประเสริฐ สิริเสวีวรรณ
ปีที่สำเร็จการศึกษา	2550

บทคัดย่อ

งานวิจัยเรื่อง “ การรับรู้ที่มีผลกระทบจากปัจจัยด้านการตลาดบริการต่อความพึงพอใจของนักท่องเที่ยวชาวจีนในประเทศไทย”มีวัตถุประสงค์ในการวิจัยคือเพื่อศึกษาการรับรู้ที่มีผลกระทบของปัจจัยด้านการตลาดบริการในระดับสากลต่อความพึงพอใจของนักท่องเที่ยวชาวจีนและเพื่อศึกษาศักยภาพทางด้านกลยุทธ์ทางการตลาดที่เกี่ยวข้อง

การศึกษานี้เป็นการศึกษาวิจัยเชิงสำรวจโดยการเก็บรวบรวมข้อมูลจาแบบสอบถามสำรวจความคิดเห็นจำนวน 400 ชุด จากนักท่องเที่ยวชาวจีนที่เคยใช้บริการบริษัททัวร์ เก็บข้อมูล ณ สนามบินสุวรรณภูมิ ระหว่างเดือนตุลาคม – ธันวาคม 2550 จากนั้นจึง (1) วิเคราะห์ข้อมูลโดย ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน (2) ทดสอบสมมติฐานโดย F-test และ Regression. ผลจากการวิเคราะห์ข้อมูลด้วย F-test แสดงสมมติฐานทั้งหมด 23 ข้อ ยอมรับทั้งหมด 9 ข้อ นอกจากนั้นผลจากการใช้สมการ regression แสดงให้เห็นถึงระดับของความสัมพันธ์ระหว่างตัวแปรต่างๆสามารถแยกออกได้เป็น 3 ระดับ (1) ระดับที่มีความสัมพันธ์สูงมีเพียง 1 ตัวแปร คือ ความสามารถในการให้บริการของพนักงาน (2) ระดับที่มีความสัมพันธ์ปานกลาง มี 4 ตัวแปร คือ การบริการที่รวดเร็ว สิ่งอำนวยความสะดวก ความรู้และทักษะของพนักงาน ความสามารถในการให้ความช่วยเหลือของบริษัททัวร์ (3) ระดับที่มีความสัมพันธ์ต่ำ มี 11 ตัวแปร คือ ความน่าสนใจของสถานที่ท่องเที่ยว ความสะดวกในการเดินทาง ความเหมาะสมของราคา การให้บริการทางด้านข้อมูล พนักงานให้บริการอย่างมีประสิทธิภาพ การแต่งกายของพนักงาน ความสะดวกสบาย การโฆษณาที่น่าสนใจ การส่งเสริมการขาย ความไว้วางใจในคุณภาพการบริการ การต้อนรับของพนักงาน

ACKNOWLEDGEMENTS

I would like to acknowledge the help and support of many people without whom this study would not have been completed. I wish to express my sincere appreciation to both of my thesis advisor and co-advisor. Dr. Prasert Sirisereewan for their time, steady support, statistical proficiency and direction throughout my thesis study.

I would also like to state my special appreciation to my committee member; Associate Professor Sriaroon Resanond, Dr. Pussadee Polsaram, and Dr. Prasert Sirisereewan for their kindly comments and useful suggestions during the implementation process of this study.

I would like to express my deepest gratitude to my beloved mother and both of my brothers for their strongly support, love, encouragement, understanding and contribution.

Last but not least, an unforgettable thanks to all my friends here at UTCC for their continuous provision of tangible and intangible support and assistance, and for sharing this great MBA experience with me.

TABLE OF CONTENTS

	Page
ENGLISH ABSTRACT	iv
THAI ABSTRACT	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	xi
LIST OF FIGURES	xiv

Chapter

1. Introduction

1.1 Introduction and Rationale	1
1.2 Statement of the Problems.....	5
1.3 Objectives of the Study	6
1.4 Research questions.....	6
1.5 Expected benefits of study	7
1.6 Operational definitions.....	7
1.7 Organization of the study	8

TABLE OF CONTENTS (CONTINUED)

	Page
2. Literature Review	
2.1. Demographic	9
2.2 International marketing, Service marketing mix, Service quality.....	11
2.2.1. Introduction to International marketing	12
2.2.2. Service marketing mix.....	15
2.3. Customer Satisfaction.....	22
2.3.1. Definition of Customer Satisfaction.....	26
2.3.2. Consumer decision process toward services.....	32
2.3.3. Tourist satisfaction	33
2.4 Travel agencies and tour Operators	41
2.5. Tourism Industry in Thailand and China outbound tourism	43
2.5.1. Tourism Industry in Thailand.....	43
2.5.2. History of outbound mobility in China.....	45
3. Research Methodology	
3.1. Conceptual Framework.....	51
3.2. Research Methodology	53
3.2.1. Research design.....	53
3.2.2. Population of study.....	54

TABLE OF CONTENTS (CONTINUED)

	Page
3.2.3. Sample size and Sampling method	54
3.2.4. Questionnaire Design	55
3.2.5. Data Collection	58
4. Findings and Results	
4.1. General information	60
4.2. Hypotheses Testing Results	69
4.3 Hypothesis Testing by Regression	93
5. Conclusion, Discussion and Recommendation	
5.1 Conclusion and General Results	97
5.2 Discussion	100
5.3 Limitation of study	107
5.4 Recommendation	108
5.4.1. Recommendation for Thai travel agents	108
5.4.2. Recommendation for further researches	109
BIBLIOGRAPHY	110

TABLE OF CONTENTS (CONTINUED)

	Page
APPENDICES	
A	121
B	126
C	130
D	133
BIOGRAPHY	153

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

LIST OF TABLES

Table		Page
1.1	The number of international tourists.....	3
4.1	The respondents classified by Gender.....	61
4.2	The respondents classified by ages.....	61
4.3	The respondents classified by education level	62
4.4	The respondents classified by marital status.....	63
4.5	The respondents classified by occupation.....	64
4.6	The respondents classified by the income.....	65
4.7	Frequency of visit to Thailand	66
4.8	Average period of stay.....	67
4.9	Expenditure spending during traveling in Thailand.....	68
4.10	Frequency and percentage of tourist Interesting unique tourist places	69
4.11	Frequency and percentage of tourist Convenience of car transportation	70
4.12	Frequency and percentage of tourist's comfortable accommodation	71
4.13	Frequency and percentage of tourist to the varieties of tour-package to be chosen.....	72

LIST OF TABLES (CONTINUED)

Table	Page
4.14 Frequency and percentage of tourist to the quality meals come up with food	73
4.15 Frequency and percentage of tourist to the Quality of Air-flight services ..	74
4.16 Frequency and percentage of tourist to the reasonable price for trip.....	75
4.17 Frequency and percentage of tourist to the communication channels to contact with Thai travel agents.....	77
4.18 Frequency and percentage of tourist to Thai travel agents providing.....	78
4.19 Frequency and percentage of tourist to Thai travel agencies in China to provide information and facilitate customer purchase	79
4.20 Frequency and percentage of tourist to the interesting advertisement.....	80
4.21 Frequency and percentage of tourist to Thai travel agents have launched enough advertising in China.....	81
4.22 Frequency and percentage of tourist to offering special price promotion..	82
4.23 Frequency and percentage of tourist to the offering interesting Complimentary gifts and services	83
4.24 Frequency and percentage of tourist to a confidence n the quality Of services provided by Thai travel agents	84
4.25 Frequency and percentage of tourist to the tour-staff provide services productively	85

LIST OF TABLES (CONTINUED)

Table	Page
4.26 Frequency and percentage of tourist to hospitable tour-staff.....	86
4.27 Frequency and percentage of tourist to the Staff that has the ability to provide service(s)	87
4.28 Frequency and percentage of tourist to the Skilful and Knowledgeable tour-staff	88
4.29 Frequency and percentage of tourist to the Thai travel agents service's help	89
4.30 Frequency and percentage of tourist to provide fast and smooth Services.....	90
4.31 Frequency and percentage of tourist to the facilities.....	91
4.32 Frequency and percentage of tourist to the Guide's uniform.....	92

LIST OF FIGURES

Figure	Page
2.1 Stages in Consumer Decision Making and Evaluation of Services	32
3.1 Conceptual Framework.....	52

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

CHAPTER 1

INTRODUCTION

1.1. Introduction and Rationale

Travel and tourism have become a global industry and are widely considered to be one of the fastest growing industries, if not the fastest growing industry in the world (WTTC, 1995). It ranks as the largest industry in the world in terms of employment (one out of every 16 employees worldwide) and ranks in the top two or three industries in almost every country on nearly every measure (Mowlana and Smith, 1993). Thus the travel and tourism industry has become a major contributor to the gross national product of many nations, with marketing tourist destinations and its products becoming a widely recognized practice for both public and private sector organizations.

Tourism industry is one of the fastest growing and most potential industries in the world. According to World Tourism Organization (WTO), the tourism industry shares 10.7% of the world's GDP. It provides employment to 260 million people and generates approximately US\$ 500 billion per year of revenue. Its current growth rate is about 7% per annum. Despite the impact of global unrest, such as, Iraq conflict, the epidermis SARS, and dramatically rising of oil price, the numbers of tourists in most countries still

have been surprisingly growing. The overall figures of worldwide tourism industry as well as number of the tourist have been increased. (World Tourism Organization, 2000)

Among global destinations for most tourists, Asia and Pacific-Rim countries have becomes more popular for tourists from all over the world. The WTO stated that Asia and Pacific region would be the focus of the worldwide tourism industry in the new millennium. Since over the last decade, tourist arrivals and expenses raise faster than any other region in the world, almost twice the rates of industrialized countries. Between 1980 and 1995, tourist arrivals and receipts in the Asia Pacific region raise at an average an annual rate of 10% and 15% respectively, higher than any region in the world (World Tourism Organization 1996a). It also projected that by the year 2010, the Asia and Pacific region would surpass the Americas to become the world's number two tourism region, with 229 million arrivals. It is an indication that the growth of tourism in the Asia Pacific region in the next decade will be nothing short of spectacular.

As one of the most important sectors in the economies of Asia Pacific countries. Tourism, currently, is the most important sector and major source of foreign exchange earnings in Thailand, Australia, and New Zealand. It is ranked second in Hong Kong, Malaysia and the Philippines, and ranked third in Singapore and Indonesia. For example, in New Zealand, the tourism industry employs more than 200,000 people, with projections of a 14% annual growth till the year 2000 (Chan 1995). In Hong Kong, tourism employs 12% of the workforce and contributes about 7% to the economy (Boxall 1996). Tourism is also gaining importance in China. By the year 2000, China

expects to receive 55 million visitors with foreign exchange earnings of US\$14 billion, which will contribute 5% to China's economy, making tourism one of the most significant components of the national economy (Beria 1996).

The tourism industry has also play a significant role on the economy of Thailand. As it supports over 1.5 million jobs and contributes 5% to the economy (Asian Business 1996). It also motivates the investment and generates the flow in the whole system. (Petchsri Nonsiri, 2002) According to the Tourism Authority of Thailand - TAT, as shown in Table 1.1, in 2006, almost approximately 15 millions international tourists will come to Thailand and spend about 4,300 baht/person/day which contributes almost 533,000 million baht of income to Thai society. (TAT Online, 2006)

Table 1.1 the number of international tourists

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005	13.38	+14.84	8.10	4,150.00	+2.27	450,000	+17.08
2006	15.12	+13.00	8.20	4,300.00	+3.61	533,000	+18.44

Source: Tourism Authority of Thailand Online (2006)

However, since 2001, Thai global tourism industry has been affected by many negative factors that cause inclination in the industry. For instance, the World Trade's terrorist incident on 11 September, 2001 which threaten the tourist's security.

But, despite the incident on 11 September, 2001 as mention. Chinese tourism has remarkably grown. Obviously, on the Chinese national day which is a long holiday. The number of Chinese tourists traveling inside and outside the country has remarkably increased. The most popular tourist destination for Chinese tourists is Hong Kong. As the Chinese government policy which allows Chinese tourists to travel in more countries, such as Vietnam and Australia, has encouraged Chinese people to travel more, outside its country. (The Thai Farmer Bank, 2002)

China is a very high potential market for tourism. Because of its remarkable economic expansion which goes oppositely with the gradual inclination of world wide economic. Its economic expansion has enabled Chinese people to have higher purchase potential and spend more money on traveling.

Thailand as an Asian tourist destination has benefited from Chinese tourist rising traveling trend. In 2002, the Thai Farmer Bank, Research center (2002) had projected the number of Chinese tourists in Thailand will increase by 20% from those of 2001 and generated revenue worth of 20,000 million baht to Thai economy.

According to the Thai Farmer Bank's Research Center (2006), the numbers of Chinese tourist averagely increase at 9% annually, since 1996. However, it was affected by Tsunami disaster, bird flu and terrorist incidents in southern part of Thailand. It is stated that the number of the Chinese tourist's visits to Thailand would be 800,000

and generate revenue no less than 20,000 million baht. Moreover, it is estimated that in 2006. Number of Chinese tourists, visiting Thailand, will reach 1 million and contribute 26,000 million baht which is 30% higher than those of 2005.

1.2. Statement of Problems

In spite of the statistical figures showing the significant potentials of Chinese tourist travel to Thailand, there are some negative factors about related services provided by tourist-agents and tour-guides, which impact customer satisfaction of Chinese tourist-customers. Among them are the deceiving tour-programs organized by dishonest tour-agents, also known as the “zero dollar tour”. These kind of tour-programs convinced Chinese tourists to purchase tours to Thailand at low price. But most Chinese tourists were cheated by some dishonest travel-agents and tour-guides and not received anything, promised before flying from China. These fake-tours make most Chinese tourists feel unconfident and less trusted to Thailand and all tour-agents as a whole.

The bad phenomena of the “zero-dollar tours” have reflected the significance of the travel agents, which interacts with the tourist directly. Realizing the potential of Chinese tourist to Thailand’s tour industry. The travel agents should put their effort in a positive way by means of using international marketing as a tool to satisfy the Chinese tourists who travel to Thailand. Therefore, the researcher would like to study about the perceived impact of international marketing factor toward Chinese tourist’s satisfaction.

In summary, the problems is that the tour-agents, which directly contact the Chinese tourists using dishonest tricks, to attract Chinese tourist to travel to Thailand and causes negative attitude, negative feelings, and dissatisfaction. So, this study will study the related factors about services marketing mix, which most tour-agents will be used as tools to potentially correct the negative attitudes, negative feelings, and dissatisfaction of Chinese tourists from such problems.

1.3. Objectives of the Study

The research objectives are

1. To study the perceived impacts of international service-marketing factors on the satisfaction of Chinese tourists traveling to Thailand
2. To study the potential marketing strategies building customer satisfaction of Chinese tourists toward Thai tour-agents' services.

1.4. Research Questions

This research study is conducted to respond to the question “What service-marketing factors and to what extent does it impact Chinese-tourists' satisfaction, in relation to Thai travel agents' services?”

1.5. Expected Benefits of the Study

1. The result of the study can be used by the travel agents as a guide to develop their marketing strategies to attract Chinese tourists.

2. The result of the study provides information which may be useful for new investor who wants to invest in the tour business especially for Chinese tourists.

3. The result of the study may be useful to the government as well as private organizations regarding to tourism industry. So as to develop their own marketing strategies to attract Chinese tourists.

4. This study can be used as a source of information for the future study in related fields.

1.6. Operational Definitions

Service marketing refers to a model of crafting and implementing marketing strategies. It stresses the "mixing" or blending of various factors in such a way that both organizational and consumer (target markets) objectives are attained. In this research study the marketing mix comprises of 8p's which are product, price, place, promotion, productivity and quality people, process, physical evidence (Christopher Lovelock, 2004)

Customer satisfaction refers to Chinese tourist' satisfaction toward Thai travel agent' Services.

Group A -Chinese tourist that pay at normal price of tour charge

Group B - Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

1.7. Organization of the Study

This thesis report is composed of five chapters. Chapter 1 presents an introduction, including background of related business and industry, problems statement, rationale, research objectives, expected benefits, operational definition. Chapter 2 contains literature review of related variables in this study, focusing on service-marketing factors and customer satisfaction, and also related research study. Chapter 3 presents the proposed conceptual framework and the details of research methodology, in the research process sequences. Chapter 4 presents the research relevant results. And finally, Chapter 5 presents the summary, discussions, and recommendations.

CHAPTER 2

LITERATURE REVIEW

This chapter presents concepts and theories and prior research result, which are necessary for conducting a research. The researcher gathers the said research from secondary data such as, textbook, research journals and internet. The following are topics included in this chapter;

2.1 Demographic factors.

2.2. International service-marketing-mix and service quality

2.3. Customer satisfaction

2.4. Travel agencies and Tour operators

2.5. Tourism Industry in Thailand and China outbound tourism

2.1 Demographic factors.

Demographics variables are the most popular bases for distinguishing customer groups which consists of dividing the market into groups on the basis of variables such as age, income, occupation, education. (*Arnould, Price and Zinkhan, 2002*).

Demographics clearly influence consumption behaviors both directly and by impacting

upon other attributes of individuals, such as their personal values and decision styles (*J. C. McCarty and L.J. Shrum 1993*).

Age

Consumer's purchasing decisions will change with age. Using the age range of 25-35-year-old individuals to identify a consumer group results in a rather unclear grouping. For instance, 25-35-year-old women will have different needs from 25-35-year-old men in certain markets. (*Drummond.G, and Ensor.J, 2005*).

Education

One important factor that consumers consider when buying grooming products is product certification that guarantee the product is safety. Since higher education is found to be linked with the greater quality of products knowledge (*Le Clerc and Thornbury, 1990*), these should be a tendency that higher level education consumers should consider product quality as a more important factor than lower level education should.

As education levels increase, many preferences are expect to change in the demand for consumer goods, personal computers and internet access. Marketers will have to recognize the education level of target markets in order to reach and communicate with them effectively (*Neal, Quester and Hawkins, 2004*).

Occupation

Occupation also influences consumption patterns. Marketers try to identify the occupational groups that have above-average interest in their product and service. *(Kotler Philip, and Keller Kevin Lane. Twelfth edition. 2006).*

Occupational structure alone is not enough to be considered as a sufficient indicator of class structure. However, the type of work an individual does, and their work environment, do have a direct influence on the individual's preferred lifestyle *(A.Jamrozik, 1991).*

Income

It is possible to consider level of income as a subculture(change this later), because people at different income levels tend to have quite a difference values, behaviors, and lifestyles. *(J.Paul Peter and Jerry C. Olson, 2005).*

Income is clearly necessary if a lifestyle is to be maintained. Likewise, there is a higher status attached to higher incomes than to lower incomes. Still, income does not explain lifestyles completely. A university lecturer or a solicitor may have the same income as a truck driver or a plumber. Nonetheless, it is likely that their consumption patterns for a variety of products will differ. Income relative to other variables, such as occupation, may be quite useful, and a number of studies have found it useful when used alone *(Neal, Quester and Hawkins, 2004).*

2.2. International Service Marketing Mix

2.2.1. International Marketing

International marketing, as defined by Cateora and Graham (2002), is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit. The only difference between the definitions of domestic marketing and international marketing is that in the latter case marketing activities take place in more than one country. This apparently minor difference, "... in more than one country," accounts for the complexity and diversity found in international marketing operations. Marketing concept, processes, and principles are universally applicable, and the marketer's task is the same whether doing business in Dimebox, Texas, or Da res Salaam, Tanzania, Business's goal is to make a profit by promoting, pricing, and distributing products for which there is a market. If this is the ease, what is the difference between domestic and international marketing?

The answer lies not with different concepts of marketing but with the environment within which marketing plans must be implemented. The uniqueness of foreign marketing comes from the range of unfamiliar problems and the variety of strategies necessary to cope with different levels of uncertainty encountered in foreign markets.

Competition, legal restraints, government controls, weather, fickle consumers, and any number of other uncontrollable elements can, and frequently do, affect the

profitable outcome of good, sound marketing plans. Generally speaking, the marketer cannot control or influence these uncontrollable elements, but instead must adjust or adapt to them in a manner consistent with a successful outcome. What makes marketing interesting is the challenge of molding the controllable elements of marketing decisions (product, price, promotion and distribution) within the framework of the uncontrollable elements of the marketplace (competition, politics, laws, consumer behavior, level of technology, etc. in such a way that marketing objectives are achieved. Even though marketing principles and concepts are universally applicable, the environment within which the marketer must implement marketing plans can change dramatically from country to country or region to region. The difficulties created by different environments are the international marketer's primary concern.

The International Marketing Tasks

The international marketer's task is more complicated than that of the domestic marketer because the international marketer must deal with at least two levels of uncontrollable uncertainty instead of one. Uncertainty is created by the uncontrollable elements of all business environments, but each foreign country in which a company operates adds its own unique set of uncontrollable factors. Each foreign market in which the company does business can (and usually does) present different problems involving some or all of the uncontrollable elements. Thus, the more foreign markets in which a company operates, the greater the possible variety of foreign environmental factors with

which to contend. Frequently, a solution to a problem in a single country market is not applicable to a problem in other country market. (Davis ,Desai and Francis, 2000,p.239-258)

Marketing Decision Factors

The successful manager constructs a marketing program designed for optimal adjustment to the uncertainty of the business climate. The marketing manager blends price, product, promotion, and channels-of distribution activities to capitalize on anticipated demand. The controllable elements can be altered in the long run and, usually, in the short run to adjust to changing market conditions, consumer tastes, or corporate objectives.

There are uncertainty factors created by the domestic and foreign environments. Although the marketer can blend a marketing mix from the controllable elements, the uncontrollable factors are precisely that; there must be active evaluation and, if needed adaptation. That effort, the adaptation of the marketing mix to these environmental factors, determines the ultimate outcome of the marketing enterprise. (Brouthers, Werner and Matulich, 2000, p.39)

2.2.2 Service Marketing Mix

Define transnational strategy as the integration strategy formulation and implementation across all countries in which the company chose to do business, in contrast to a multidomestic (or “multilocal”) approach that provides for independent development and implementation of strategy by management units within each country.

As more and more organizations offer services in foreign markets – often around the world – and as international trade in services increases, important questions are being raised concerning the design and implementation of international service marketing strategies.

Transnational Strategy for the Service marketing mix

The preceding questions are some of many raised by managers and marketers of services that will be addressed throughout the text through a variety of unique and adapted tools and strategies. Sometimes these tools are adaptations of traditional marketing tools, as with the services marketing mix presented here (Christopher Lovelock, 2002).

Product elements There is a growing trend toward standardizing core service products around the world, but supplementary services are often adapted to meet local needs. This is to facilitate an appropriate positioning strategy against local competition. In certain instances, cultural values or political factors are so significant that the core itself must be adapted.

Price and other costs of service Price is the amount of money charged for a product or service or the sum of the values that consumers exchange for the benefit of having or using the product or service. (Kotler and Armstrong, 2002)

A critical marketing mix tools is price, namely, the amount of money that customers have to pay for the product or service. Price is the only element in the marketing mix that produces revenue; the other elements produce costs, and price still remains one of the most important element determining company market share and profitability. Multinationals face several specific pricing problems when selling abroad. They must deal with price escalation, transfer prices, dumping changes, and gray market. (Kotler, Hoon Ang, Meng Leong, and Tiong Tan. 1994)

The financial price of a service may vary between countries, reflecting both local costs and local taxes. Even if the product costs is approximately equal around the world (in terms of currency conversions), marketing managers should recognize that these may still be a wide divergence in its relative affordability.

Promotion and education In general, services seem to make more use of consistent international branding(*question*) than do manufacturing firms, especially in consumer market. When companies grow through international acquisitions, there is often a phased replacement of the acquired company's name. The uncertainty created by intangibility can be effect by strong branding. Thus, the primary task of the brand name on trademark for a service is to offer recognition and reassurance, rather than perform other functions such as positioning or local adaptation.

Place, cyberspace and time Delivery strategies vary according to the type of process involved. Information-based services lend themselves promptly to electronic delivery in cyberspace. It is also possible to deliver through a global network from a single, centralized source, although languages and preferred delivery schedules must still be taken in account. Delivery of high-contact services requires physical facilities, where the choice of delivery locations, building design and operating schedules may need to confirm to local lifestyles, regulations and climate.

Productivity and quality One of the challenges for international firms is to achieve the same levels of productivity and quality that are the norm at home. The more that strategic success is dependent upon consistent performance across countries in these two areas, the greater the effort that should be made to set global goals and standards. In network services, such as telecommunications, transportation or business logistics, weaker quality standard in one location may prove to be the weak link in a

global chain. Poor local infrastructure and difficulty in recruiting local personal with the required skills and attitudes can make early parity in quality an unrealistic goal. On the other hand, lower productivity may be less of a problem, if costs of local labor are much lower than the home country.

Quality issues have never been alien to tourism. In fact, quality tourism has become one of the future global tourism policy issues in the light of the rapid growth of the tourism industry, which is to become one of the major economic sectors by the year 2000 and beyond. Concern with quality tourism has been shown by various public and private organizations at all levels: international, national, regional and entrepreneurial. However, the increasing number of dissatisfied tourists demonstrates that the recent initiatives aimed at quality improvement in tourism have not been effective. (Marcjanna Mirosława Augustyn)

People Can a global company develop a consistent, recognizable global culture?

The answer is generally yes, given careful hiring and training, motivation and role modeling. The task is greatly facilitated if the firm recruits on the basis of these personality and value traits that are found among successful employees in other countries. However, success takes time. Some firms make a point of sending local managers to the company's home country for a period of training and familiarization with corporate routines. One of the challenges is to ensure that the global corporate culture can coexist with the local national culture, without causing ethical conflicts or discomfort among employees and customers.

Processes To the extent that a particular process offers a distinctive competitive advantage, a firm may want to ensure use of that process worldwide. As we noted at the several points in the book, some service industries are in transition from high-contact, people-based processes to low-contact, technology-based processes. However, this transition cannot be expected to take place simultaneously around the world. This is especially so when there is wide variation across countries in the level of infrastructure or customer sophistication. Moreover, some cultures may be more conservative and resistant to change than others. Hence, firms may have to base their international starters to become ready for change and the necessary infrastructure to become available. Operating across many different countries has the advantage of allowing firms to create test markets in one or more of these countries. This enables new processes to be evaluated, that may eventually be adopted worldwide.

Physical evidence In the term of appearance and architectural design, service factories have started to look the same around the world. However, this type of standardization is not necessarily required or even appropriate for effective execution of transnational strategy. In the hotel business, for instance, monotonously similar building exteriors and interiors are not always appreciated, even within the confines of a single country. Recognizable consistency in uniform design is one way to provide reassurance. Firms, however, must be cultural norms for appropriate dress, especially among woman.

Marketing management in travel and tourism

Marketing's contribution to travel and tourism has been undervalued by both policy makers and practitioners, leading to a misunderstanding of the nature and value of the marketing discipline for the travel and tourism industry (March, 1994). Several authors have noted the lack of detailed work in relation to strategic issues in travel and tourism marketing and distribution processes which require a more rigorous analysis of contextual factors (e.g. Bagnall, 1996; Chon and Olsen, 1990; Faulkner, 1993a,b). Indeed, there seems to be a need to emphasize a more strategic approach to international travel and tourism, so that, for instance, a competitive advantage can be established in overseas markets (Boyd et al., 1995; Go and Haywood, 1990; Mazanec, 1994; Papadopoulou, 1987, 1989). Similarly, other authors have argued that the marketing concept is based on a "long-term commitment" to the satisfaction of traveler's needs and motives (Haywood, 1990) and for a more strategic approach to marketing instead of relying on operational measures such as marketing communication (Faulkner, 1993b).

The Importance of the International Tourism

The tourism industry is the world's largest industry and one of the largest employers. It has been growing quickly and the World Travel and Tourism Council forecasted that the speedy growth will continue in the coming decades as leisure time increases (Momsen, J.H., 1997-1999; W.T.O., 2000). International tourism accounts for one-quarter of the world trade in services; it is the largest of the individual services

industries (Mak, 1992) and accounts for more than one in ten jobs globally) Riddle, Dorothy 1999) The total worldwide spending for domestic and international tourism in 1986 exceeded two trillion dollars, generating-directly and indirectly- 64.3 million jobs and surpassing all other industries to become the world's largest industry (Hudman, Lloyd; Jackson, Richard, 1999). By1996, the amount of the tourist spending value was up to \$3.6 trillion or 10.6 percent of gross global product (Momsen H. Janet, 1999). The revenues support a significant proportion of the economies of many countries (Mak, 1992). In the USA, for example, travel and tourism accounted for more than 10% of the gross domestic product in 1995 (Luzar, Jane E.; Digne, Assane; Gan, Christopher E.C.; Henning, Brenda R. 1998). In Thailand international tourism receipts amounted to \$9.1 billion; the tourism industry employs four million Thais directly (Goad, Pierre. G. 1999)

Not only is international tourism a large source of income for many countries and ranks as leading economic sector, it is also an important part of international trade (Pearce, 1992). Nations' international travelers enhance foreign exchange earnings, state revenues (taxes) and employment, economic diversification, regional development and the stimulation of national development. For many countries, revenues from tourism are an important source of funds that help offset deficits in other sectors of the economy (Mak, 1992).

Furthermore, the World Travel and Tourism Council predict that by the year 2005, global tourism will be a \$7.2 trillion industry, providing about 338 million jobs. The world Tourism Organization forecasts 1 billion international arrivals in 2010 and 1.6

billion tourists by 2020, nearly three times the level of international travel in 1996 (Smith, Ginger; Riddle, Dorothy 1999)

2.3 Customer Satisfaction

With the concept of satisfaction being interpreted differently by each individual, the definitions given are quite varied. Most academicians' definitions involve a comparison between expectations and experience (Petrick *et al.*, 2002). Past research has operational satisfaction at both the overall satisfaction and attribute satisfaction levels. Attribute satisfaction has been defined as "the consumer's subjective satisfaction judgment resulting from observations of attribute performance" (Oliver, 1993: cited in Petrick *et al.*, 2002). It is imperative to maintain a distinction between attribute satisfaction and overall satisfaction since the overall satisfaction is based on the overall experience, not just individual attributes (Spreng, *et al.*, 1996; cited in Petrick *et al.*, 2002). In this research, however, efforts will be shown to apply only the attribute satisfaction analysis. Information satisfaction (Spreng *et al.*, 1996; cited in Petrick *et al.*, 2002) is another major antecedent of overall satisfaction. According to them, consumers form expectations about a destination from several sources of which particular interest to the tourism professional are those expectations controlled through marketing. For instance, if a customer is told that a destination will provide certain amenities (e.g. has an indoor swimming pool) and this attribute is negatively disconfirmed (not there in reality or very bad quality), then the consumer is likely to be dissatisfied. In other words,

the expectations that the consumer developed from the information source has been negatively disconfirmed.

As described by Oliver (1980), expectancy-disconfirmation theory consists of two sub-processes having independent effects on customer satisfaction: the formation of expectations and the disconfirmation of those expectations through performance comparisons. Expectancy-disconfirmation theory holds that consumers first form expectations of products or services performance prior to purchase or use. Subsequently, purchase and use contribute to consumer beliefs about the actual or perceived performance of the product or service. The consumer then compares the perceived performance to prior expectations. Consumer satisfaction is seen as the outcome of these comparisons (Clemons *et al.*, 1992). Moreover, a consumer's expectations are:

1. Confirmed when the product or service performance matches prior expectations.
2. Negatively disconfirmed when product or service performance fails to match expectations, and
3. Positively disconfirmed when perceived product or service performance exceeds expectations.

According to Oliver (1980) the two critical constructs that comprise customer satisfaction are performance-specific expectation and expectancy disconfirmation. Given the difference between tangible products and intangible services discussed earlier, service level expectations are a critical component of service satisfaction. Customer

satisfaction became a popular topic in the marketing and management literatures during the 1980s and has continued to be a heavily debated topic during both business expansions and recessions. The marketing literature identifies three interrelated concepts that comprise satisfaction. First is the customer's initial expectation of the product or service delivery. Next is the actual delivery of the customer experience. Lastly, the customer compares the service delivery with their prior expectations. Difference is expressed in term of disconfirmation. If prior expectations are exceeded a positive disconfirmations are not met.

Specific service feature as well as service quality influence customer satisfaction. Customer satisfaction with a product or service is influenced significantly by the customer's evaluation of product or service features (Oliver,1997). For a service organization like a luxury hotel, important features include restaurants, room amenities, staff courtesy and sport facilities like pools, fitness rooms, golf or other outdoor activities. Satisfaction is also influenced by customers' emotional responses and perceptions of equity (Zeithaml and Bitner,2003). Perceptions include price and value comparisons as well as equity assessments among other customers. Emotional evaluations are related to temporary mood states, such as the overall positive frame of mind customers tend to have when they are on vacation. Although in highly competitive markets the presence of customer satisfaction does not necessarily ensure desirable consequences such as loyalty and retention (loyalty and retention also depend on how well competitors satisfy customers), the absence of satisfied customers is clearly a reason for concern (Kotler, 2003). Still, on balance, the consequences of service

satisfaction tend to be inseparably intertwined with other strategic outcome such as service loyalty, customer retention and long-term customer profitability.

Dissatisfaction occurs when a consumer's expectations are negatively disconfirmed; that is the product or service performance is less than expected. (Churchill *et al.*, 1982).

However, Latu *et al.*, (2000) argued that expectancy-disconfirmation model is incomplete since it lacks consideration of the importance of the attribute to the customer (visitor). He then goes on to explain how useful the method is for prioritizing attributes by using the importance mean for each attributes. Fick and Ritchie (1991) described that perceptions of quality were formed when a product (service) performed at or above the level that a consumer expected. Some tourism researchers (Cai *et al.*, 1993) have primarily thought that the quality perceptions originate purely from encounters with the service infrastructure. Later the findings of Gotlieb, *et al.*, (1994) in consumer settings, found that both service infrastructure and destination environmental of a destination played significant roles in determining quality and perceptions of the product. Therefore, these findings support the statement that both destination environment and its service infrastructure affect tourists' perception of a destination. Further, in recent research, satisfaction in tourism context has been conceptualized and measured as a function of the multiple satisfactions derived from a spectrum of specific, separate experiences elements (Peterson 1974, Ditton *et al.*, 1988; cited in Whisman *et al.*, 1998). The importance to identify and measure consumer satisfaction with each attribute of the destination is needed because the satisfaction or dissatisfaction with one of the

attributes leads to satisfaction or dissatisfaction with the overall experience (Pizam *et al.*, 1978)

2.3.1 Definition of Customer Satisfaction

Businesses recognized customer satisfaction (CS) which plays a major role in a successful business strategy. What unclear is the exact nature of that role, how satisfaction should be managed, and whether managerial efforts aimed at increasing satisfaction lead to higher store sales. (Gomez McLaughlin, Wittink, 2004).

Customer satisfaction is a direct factor to determine customer loyalty, Which, in turn, is a central determinant of customer retention (Gerpott ,Rams,Schinlder,2001).Peters and Waterman (1984) in their bestseller in search of Excellence found that firms that valued their customers above all else out-performed those that did not. Insofar as satisfaction means the intent to purchase again and the high probability that the satisfied customer will recommend the goods or services to others, increasing customer loyalty can lead to higher profitability (Rust and Zahorik 1993). Moreover, bearing in mind that tourism is an experience made up of many different interdependent parts, some more tangible than others, customer satisfaction may be treated as a cumulative measure of total purchase and consumption experience over time (Habor, 1998).

“Everyone knows what satisfaction is, until asked to give a definition. Then, it seems, nobody knows”. This quote from Richard L. Oliver, respected expert and long-time writer and researcher on the topic of customer satisfaction, expresses the

challenge of defining this most basic of customer concepts. Building from previous definitions, Oliver offers his own formal definition:

Satisfaction is the consumer's fulfillment response. It is judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.

In less technical terms, we translate this definition to mean that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service.

In addition to a sense of fulfillment in the knowledge that one's needs have been met, satisfaction can also be related to other types of feelings, depending on the particular context or type of service. For example, satisfaction can be viewed as contentment more of a passive response that consumers may associate with services they don't think a lot about or services that they receive routinely over time. Satisfaction may also be associated with feelings of pleasure for services that make the consumer feel good or are associated with a sense of happiness. For those services that really surprise the consumer in a positive way, satisfaction may mean delight. And in some situations, where the removal of a negative leads to satisfaction, the consumer may associate a sense of relief with satisfaction.

It is also important to recognize that although we tend to measure consumer satisfaction at a particular point in time as if it were static, satisfaction is a dynamic, moving target that may evolve over time, influenced by a variety of factors. Particularly

when product usage or the service experience takes place over time, satisfaction may be highly variable depending on which point in the usage or experience cycle one is focusing on. Similarly, in the case of very new services or a service not previously experienced, customer expectations may initially starting to form at the point of initial purchase; these expectations will solidify as the process unfolds and the consumer begins to form or her perceptions. Through the service cycle the consumer may have a variety of different experiences some good, some not good and each will ultimately impact satisfaction.

What Determines Customer Satisfaction?

Customer satisfaction is influenced by specific product or service features and by perceptions of quality. Satisfaction is also influenced by customers' emotional responses, their attributions, and their perceptions of equity.

Product and Service Features Customer satisfaction with a product or service is influenced significantly by the customer's evaluation of product or service features. For a service such as a resort hotel, important features might include the pool area, access to golf facilities, restaurants, room comfort and privacy. Helpfulness and courtesy of staff, room price, and so forth. In conducting satisfaction studies, most firms will determine through some means (often focus groups) what the important features and attributes are for their service and then measure perceptions of those features as well

as overall service satisfaction. Research has shown that customers of services will make trade-offs among different service features (for example, price level versus quality versus friendliness of personnel versus level of customization), depending on the type of service being evaluated and the criticality of the service.

Consumer Emotions Customers' emotions can also affect their perceptions of satisfaction with products and services. These emotions can be stable, preexisting emotions for example, mood state or life quality satisfaction. Think of times when you are at a very happy stage in your life (such as when you are on vacation), and your good, happy mood and positive frame of mind have influenced how you feel about the services you experience. Alternatively, when you are in a bad mood, your negative feelings may carry over into how you respond to services, causing you to overreact or respond negatively to any little problem.

Specific emotions may also be induced by the consumption experience itself, influencing a consumer's satisfaction with the service. Research done in a river-rafting context showed that the river guides had a strong effect on their customers' emotional responses to the trip and that those feelings (both positive and negative) were linked to overall trip satisfaction. Positive emotions such as happiness, pleasure, elation, and a sense of warm-heartedness enhanced customers' satisfaction with the rafting trip. In turn, negative emotions such as sadness, sorrow, regret, and anger led to diminished customer satisfaction. Overall, in the rafting context, positive emotions had a stronger effect than negative ones. Similar effects of emotions on satisfaction were found in a

Finnish study that looked at consumer's satisfaction with a government labor bureau service. In that study, negative emotions including anger, depression, guilt, and humiliation had a strong effect on customers' dissatisfaction ratings.

Attributions for Service Success or Failure Attributions the perceived causes of events influence perceptions of satisfaction as well. When they have been surprised by an outcome (the service is either much better or much worse than expected), consumers tend to look for the reasons, and their assessments of the reasons can influence their satisfaction. For example, if a customer of a weight-loss organization fails to lose weight as hoped for, she will likely search for the causes was it something she did, was the diet plan ineffective, or did circumstances simply not allow her to follow the diet regimen before determining her level of satisfaction or dissatisfaction with the weight-loss company. For many services customers take at least partial responsibility for how things turn out.

Even when they don't take responsibility for the outcome, customer satisfaction may be influenced by other kinds of attributions. For example, in research done in a travel agency context it was found that customers were less dissatisfied with a pricing error made by the agent if they felt the reason was outside the agent's control or if they felt it was a rare mistake, unlikely to occur again.

Perceptions of Equity or Fairness Customer satisfaction is also influenced by perceptions of equity and fairness. Customers ask themselves: Have I been treated

fairly compared with other customers? Did other customers get better treatment, better prices, or better quality service? Did I pay a fair price for the service? Was I treated well in exchange for what I paid and the effort I expended? Notions of fairness are central to customers' perceptions of satisfaction with products and services. The example of Sears Auto Centers division illustrates consumers' strong reactions to unfair treatment. Over a decade ago the division was charged with defrauding customers in 44 states by performing unnecessary repairs. Sears employees had been rewarded based on the quantity of repairs sold, resulting in substantial unnecessary charges to customers. The \$27 million Sears paid settling complaints and the additional loss of business all resulted from extreme dissatisfaction of its customers over the unfair treatment. (I think right here should be quote)

Other Consumers, Family Members, and Coworkers In addition to product and service features and one's own individual feelings and beliefs, consumer satisfaction is often influenced by other people. For example, satisfaction with a family vacation trip is a dynamic phenomenon, influenced by the reactions and expressions of individual family members over the duration of the vacation. Later, what family members express in terms of satisfaction or dissatisfaction with the trip will be influenced by stories that are retold among the family and selective memories of the events. Similarly, the satisfaction of the rafters in Figure 4.2 is certainly influenced by individual perceptions, but it is also influenced greatly by the experiences, behavior, and views of the other rafters. In a business setting, satisfaction with a new service or technology for example,

a new customer relationship management software service will be influenced by individuals' personal experiences with the software itself, but also by what other say about it in the company, how others use it and feel about it and how widely it is adopted in the organization.

2.3.2 Consumer Decision Process toward Services

Using an adaptation of the basic consumer decision-making process, the consumer's decision making are organized into five categories: (1) need recognition (2) information search (3) evaluation of alternatives (4) purchase and consumption and (5) purchase evaluation (Figure 2.3). In purchase of services, these categories do not occur in linear sequence as they most often do in the purchase of goods. As you will see in this chapter, one of the major differences between

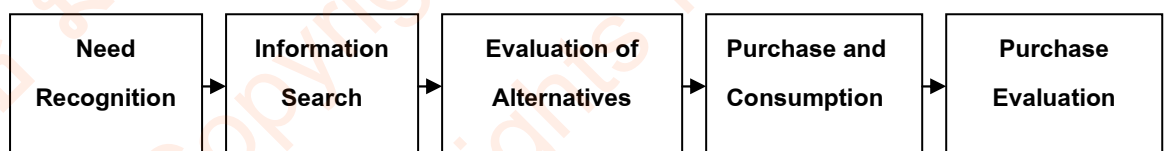


Figure 2.1. Stages in Consumer Decision Making and Evaluation of Services

As shown in Figure 2.1. , service quality is a focused evaluation that reflects the customer's perception of elements of service such as interaction quality, physical environment quality, and outcome quality. These elements are in turn evaluated based on specific service quality dimensions: reliability, assurance, responsiveness, empathy, and tangibles. Satisfaction, on the other hand, is more inclusive: It is influenced by perceptions of service quality, product quality, and price as well as situational factors

and personal factors. For example, service quality of a health club is judged on attributes such as whether equipment is available and in working order when needed, how responsive the staff are to customer needs, how skilled the trainers are, and whether the facility is well-maintained. Customer satisfaction with the health club is a broader concept that will certainly be influenced by perceptions of service quality but that will also include perceptions of product quality (such as quality of products sold in the pro shop), price of membership, personal factors such as the consumer's emotional state, and event uncontrollable situational factors such as weather conditions and experiences driving to and from the health club.

2.3.3 Tourist Satisfaction

"Tourism satisfaction" refers to the emotional state of tourists after exposure to the opportunity or experience (Baker and Crompton, 2000). The literature on the satisfaction measurement focuses primarily on the disconfirmation model of expectations. While a considerable amount of empirical research supports this theory, Yi (1990) claimed that the desires of the consumer, as the key determinants of satisfaction, have not been considered in previous research. This view was supported by Spreng et al. (1996) who believed that the extent to which a product or service fulfills a person's desires are significant in shaping the individual's feelings of satisfaction and should be considered when measuring the satisfaction level. Baker and Crompton

(2000) also supported this view by indicating that factors such as desires, needs and disposition can influence the measurement of satisfaction.

“Attribute satisfaction” also influences the measurement of satisfaction. This is the individual assessment of the degree to which a product’s performance is perceived to have met or exceeded desires and expectations (Spreng et al., 1996). Bramwell (1998) suggested that the products of a destination should be designed to meet the demand of the targeted customers. Cho (1998) has identified a number of attributes that are most important in the measurement of tourists’ satisfaction. Tribe and Snaith (1998) also measured tourists’ satisfaction with their holiday experience and pointed out that the measurement of satisfaction provides some indication of the degree of customer loyalty. Kozak (2001) also found a relationship between overall satisfaction and intention to make a revisit. This finding is similar to that of earlier research by Gyte and Phelps (1989) and can be used to provide an indication of the destination’s potential for future visits.

In tourist satisfaction, the measurement becomes rather complex. Usually, the expressive performance dimension of most tourism products is much more important than the instrumental one. Therefore practitioners often emphasize expressive measurement--the comfort, luxury, hospitality and reputation of a hotel are emphasized over a room's functionality and price. Seemingly, this would simplify the measurement of tourist satisfaction. Nevertheless, significant difference exists between tourism products and other consumer products--while most products are homogeneous and uniform, the tourism product is an intangible composite of many interrelated components. Consider,

for example, the common tourism product called family vacation. This product consists of many sub products, activities and events including accommodations, food and beverage purchases, excursions, participation in recreational activities, entertainment and so forth. A "halo effect" may occur, wherein satisfaction or dissatisfaction with one of the components leads to satisfaction or dissatisfaction with the total tourism product. Consequently it is very important to identify and measure tourist satisfaction with each of the components.

Tourism goods and services may be treated as a subset of goods and services in general. Viewed from this light, the following definition of tourist satisfaction is suggested: "tourist satisfaction is the result of the interaction between a tourist's experience at the destination area and the expectations they had about that destination." When the weighted sum total of experiences compared to the expectations results in feelings of gratification, the tourist is satisfied; when the tourist's actual experiences compared with his/her expectations result in feelings of displeasure, he/she is dissatisfied.

Tourists, like other customers, usually have initial expectations of the type and quality of services to be offered in a particular destination. These expectations are formed mainly through information provided via tourism advertisements, commercials, brochures, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction. If the overall performance, while or after visiting a destination, exceeds or meets initial expectation then the tourist is considered satisfied. However, if perceived

performance falls below initial expectation then the tourist may be dissatisfied. Customer satisfaction is increasingly becoming a salient issue in most service industries.

With reference to the tourism and hospitality industry, it can be stated that satisfied tourists are more likely to recommend the tourist destination to recommend the tourist destination to others, which is the cheapest and most effective form of marketing and promotion (Crosby, 1993; Soderluan, 1998). Furthermore, tourist satisfaction usually contributes to increased rates of the retention of tourists' patronage, loyalty and acquisition, which in turn helps in realizing economic goals like increased number of tourists and revenues. (S.Akama, Mukethe Kieti, 2002) As a consequence, there is usually a positive association between tourist satisfaction and the destination's long term economic success. Moreover, tourists can express their satisfaction through many ways such as positive word of mouth, paying compliments to the service or product provider and development of long-term loyalty to the destination. At the same time, through tourist satisfaction, the relationship between the tourist and the tourist destination is strengthened (Akama, Mukethe Kieti, 2002). However, in many literatures service qualities mentioned as a main factor, it should be stated that overall tourist satisfaction is affected not only by the quality of what the tourist receives, but also by price and perceived value of the product and/or service. These results from an evaluation of the rewards and sacrifices associated with the purchase of the tourism product (Magi & Julander, 1995)

In summary, the evaluation of tourist satisfaction needs to be considered in multiple dimensions. Tourists may have varying motivations for visiting particular destinations, and also may have different satisfaction levels and standards. Therefore, a model that integrates the approaches used by previous models may be most effective in assessing tourist satisfaction.

Consequently, destination managers should establish a higher tourist satisfaction level to create positive post-purchase tourist behavior, in order to improve and sustain destination competitiveness (Yoon, Uysal, 2005)

In tourism, as in other service industries, the emergence, survival, development, and failure of ventures depend heavily upon customer satisfaction. Peters and Waterman (1984) in their bestseller *In search of Excellence* found that firms that valued their customers above all else out-performed those that did not. Insofar as satisfaction means the intent to purchase again (*repurchase or maybe use the service again or was this line from quote*) and the high probability that the satisfied customer will recommend the goods or services to others (Collier 1994), increasing customer satisfaction can lead to higher profitability (Anderson et al. 1994).

Moreover, bearing in mind that tourism is an experience made up of many different interdependent parts, some more tangible than others, customer satisfaction may be treated as a cumulative measure of total purchase and consumption experience over time (Anderson et al. 1994).

Satisfaction Constructs

Undoubtedly, satisfaction has been playing an important role in planning marketable tourism products and services. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). An understanding of satisfaction must be a basic parameter used to evaluate the performance of destination products and services theories.

-- Tourist Satisfaction Models

Tourist satisfaction model (S. Akama, Mukethe Kieti, 2002) identified Servqual as a satisfaction model which has been used in many academic researches it has stated that satisfaction can be measured by the use of the service quality. The Service quality dimensions in this model are: 1.tangibles 2.reliability 3.responsibility 4.assurance 5.empathy 6.price. This model has been implemented in satisfaction by S. Akama, Mukethe Kieti (2002).

- **Tangibles** Visual attractive and appealing of natural attraction, Uncrowded and unspoiled park, Information centre with relevant information about the park, Modern looking equipment and facilities, Adequate transport systems, Accessibility of physical facilities and natural resources, Neat appearance of staff

- **Reliability** Giving prompt services to the tourists. Providing services at the promised time, Listening and providing accurate and correct information

- **Responsibilities** Willingness to assist tourists, responding to the tourists questions, informing the tourists about what is offered in the park.

- **Assurance** Safe and secure park, Staff who are consistently courteous of their tourists, Knowledge to answer tourists' questions, Adequate safety facilities

- **Empathy** Convenient opening hours, Giving personal attention to tourists, Understanding the specific needs of tourists, Convenient location of facilities and Equipment, Good viewing and comfortable facilities, Adequate water supply

- **Price** Reasonable prices, Cheap accommodative and catering facilities, Cheap entertainment or recreational facilities Perceived value, Providing service quality worth the money paid

-- **Tourist satisfaction model** (Pizam et al., 1978)

A research empirically identifies eight factors of tourist satisfaction as a tourist destination area; and it suggests the means to measure them. By using a factor-analytic approach based on data obtained from a survey of 685 vacationing tourists, the following factors of tourist satisfaction were derived: beach opportunities, cost, hospitality, eating and drinking facilities, accommodation facilities, environment, and extent of commercialization.

Another research done by Hughe and Karen in 2003, determined ions of the factors responsible for 220 tourists' satisfaction with a day guided tour of an aboriginal

and islander community in North Queensland, Australia. Requirements of the tour guide and expectations of cultural interaction were compared with overall satisfaction. The degree to which these expectations were met determined satisfaction with the tour as a whole. Of particular importance was the ability of the tour guide to (1) provide and interesting commentary, (2) interact with the tour group, and (3) ensure the smooth running of the tour. Visitor evaluations of cultural enrichment and interaction with the local people were also important

-- Tourist Satisfaction Model (Haber and Lerner, 1998)

The general research hypothesis derived from the model is that tourist satisfaction is positively related to the attractiveness of the tourism venture's location; the areas of strength of the ventures and the number of services offered; and the entrepreneur's management skills and personal. Three factors of environmental attractiveness were revealed by a factor analysis carried out on 13 features of the environmental dimension: one, tourist-related infrastructure, which includes auxiliary services such as restaurants, shopping, transportation, places of entertainment, information; two, options for excursions, including organized tours, a range of tourism activities in the area, and a supply of activities for children and, three, scenery, including climate. The organizational dimension was examined by an area of strength index constructed from the responses to seven questions relating to various aspects of the quality of the business: quality of the service, employee professionalism, price, product innovativeness, facilities, customer service, and location. The entrepreneurial dimension

was measured by a personality index constructed from the responses to 12 items relating to achievement, desire for independent, locus of control, risk tasking and persistence, and a managerial skills index based on six questions of acquiring financing, managing personnel, product innovation, ongoing business operation, and strategic management. All the questions were scored on a 5-point Likert scale, as well as the customer satisfaction measure.

2.4 Travel Agencies (Tour-Agents) and Tour Operators

Travel Agencies (Tour-Agents) Travel agencies or tour-agents, like a many other businesses, can be either exclusively retail, or a combination of retail and wholesale. As you probably know, a retail business is one that deals directly with the public supplying either a service or product. On the other hand a wholesale business supplies retailers. In the travel industry a wholesaler of travel arrangements is called a tour operator.

As we mentioned earlier a retail travel agency makes travel arrangements and provides services directly to the public. They work with a business (also referred to as commercial), groups, and individual pleasure travelers. Retail agencies vary in size and type of organization. Some are one-person shops, owned and operate by same individual. other agencies employ fifty or more people in several locations or branch offices. Likewise many retail agencies choose to special in vacation, group, or business travel arrangements, while others continue to offer all services.

In the small retail agencies, a travel agents (or counselors) are usually generalists who handle everything. They answer the phone, greet customers, book reservations, do the accounting and pay the bills. Larger agencies however may be operated by departments. There may be a hotel department where accommodations are arranged; an airline department where reservations are booked and tickets issued; a vacation department where bookings are made on cruise ship, trains, tours, and car rentals; a group and tour department specializing in making travel arrangements for local groups; and an accounting department where bills are sent and received and other paperwork is handled. Not all large agencies are run by departments, nor arranged as described above. Simply keep in mind that retail travel agencies are run in a very individual fashion and just like true individuals, no two travel agencies are exactly alike.

Tour operators As stated earlier in this section a wholesale business is one that supplies retailers. In travel, such businesses are called tour operators. A wholesale tour operator puts together various travel services as a package, which it then offers to retailers. The retailer then, in turn can sell Package A from one wholesaler or Package B from another.

Travel wholesalers deal with industry suppliers (or principals) such as the airlines, car companies, steamship lines, hotels and motorcoach companies. They are able to make cooperative travel packages by guaranteeing large numbers of travelers to fill specified seats, cabins, or hotel rooms. Because wholesalers are working with large numbers, they often negotiate with suppliers for reduced prices, thus explaining why many travel packages are often less expensive than if an individual purchased each

component separately. Wholesal tour oprcators offer the packages to the retail travel agents. These companies as a rule do not deal directly with the public.

2.5. Tourism Industry in Thailand and China Outbound-Tourism

2.5.1 Tourism Industry in Thailand

Since the establishment in 1960 of Thailand's first tourism organization known as the Tourist Organization of Thailand (TOT) and its subsequent upgrade to become the Tourism Authority of Thailand (TAT) in 1979, TAT has continuously led efforts to develop Thai tourism (TAT, 2002).

The tourism industry has played a significant role on the economy of Thailand. As it supports over 1.5 million jobs and contributes 5% to the economy (Asian Business 1996). It also motivates the investment and generates the flow in the whole system. (Petchsri Nonsiri, 2002) The Tourism Authority of Thailand, projected that in 2006 almost approximately 15 millions international tourists will come to Thailand and spends about 4,300 baht/person/day which contributes almost 533,000 million baht of income to Thai society. (Tourism Organization of Thailand: online)

Although, Thailand has succeeded in establishing a new International Airport "Suvarnabhumi". This is expected to be a center hub for air transportation in Asia.

Thai tourism has been affected from time to time by many negative factors that cause inclination in the industry. For instance, The outbreak of savior epidermis such

as, SARS and Bird flu. Natural disasters, such as Tsunami, flood, and land slide. The situation of terrorism in Southern part of Thailand and the government revolution.

Zero-Dollar Tours

Zero-dollar" tours derive their name from package tours sold mainly in China, and to a much lesser degree in Korea, which include free air fare and low-cost accommodation. But once the incredulous (and gullible) tourists set foot in the Kingdom, the scam begins.

The groups are herded from one expensive jewelry shop to another, from pricey entertainment joints to expensive restaurants. Not being able to speak Thai, and virtually imprisoned within the group, they are ripped blind. Unscrupulous tour operators (both Thai and Chinese) and their selected outlets in Thailand reap handsome rewards - one estimate puts the loss to the legitimate tour industry at as much as US\$400 million a year. Officials claim that about 90% of Thailand's inbound operators specializing in Chinese tourists are of the "zero-dollar" kind.

In 2004, 624,214 Chinese visited Thailand, down 5% from 2003, but the number plunged 28% in the first four months of this year compared to the same period last year.

Much of this can be attributed to the falloff following the December 26 tsunami last year that ravaged some tourist areas of Thailand's southern Andaman Sea coast,

but also to growing complaints from Chinese authorities over the rip-offs. Beijing, Xian and Chengdu are the main source of Chinese tourists traveling to Thailand.

The Tourism and Sports Ministry has also held meetings with related agencies, including the TAT, major Chinese and Thai travel agents, the Immigration Department and the Tourist Police, to discuss the problem and draft measures to address it.

Indeed, in 2000 TAT declaration of the war against shady practices that came to nothing? For 2004, there were 8.29 million tourist arrivals in Thailand, up 19.5% from the year before. But for 2005, the figure is expected to be below this, and certainly well below the targeted 13.3 million, mainly as a result of the tsunami. Tourism accounts for 6% of Thailand's gross domestic product. The drop in arrivals. could cost the country as much 30 billion baht in revenue. (Asia Time online,2005)

2.5.2 History of outbound mobility in China

Considering the vast territory that makes up China today, traveling from one place to another has, of course, since time immemorial been an important part of life for military, commercial, religious, representative, educational and administrative reasons for the rulers, or out of necessity to flee from war, famine and disasters, to act as soldier or brigand for the ruled. Both rulers and ruled furthermore took part in pilgrimages to temples, shrines and holy mountains.

Outbound travel to areas beyond the realm of the Han culture, however, did not exist in China beyond singular trips of monks like Fa Xuan and Xuan Zang in the first millennium or the seven voyages of the fleet of Zheng He in the 15th century.

The wish of the Chinese people to leave the “Central Kingdom” and to travel to “Elsewhereland” can be connected to the changes of the 19th century, when the notion of China as the centre of the earth was shattered by the Opium Wars. Even then, it were rather the ruled who went looking for a better life in the goldmines of Australia and the railway construction sites of North America. Unlike Meiji Japan, the rulers in China continued to see their culture as superior, admitting only the necessity to learn some technological and ideological tricks from the west. (Art 2006a)

In the People’s Republic of China tourism was seen as a wasteful, bourgeois practice before 1978. ‘The desire to travel abroad was practically committing treason or defecting to the enemy’ (Gerstlacher, Krieg, Sternfeld 1991: 54). Pilgrimages, which still could be practiced more or less openly in the 1950s, ceased during the Cultural Revolution, when countless religious sites were destroyed.

With the beginning of the “Reform and Opening” policy in 1978, inbound tourism started to be promoted as a fast and easy way to earn foreign currency. Domestic tourism reemerged against the wish of the Chinese government ‘The policy for domestic tourism has been one of “no encouragement” . . . Whether or not domestic tourism is encouraged, it continues to increase’ (Zhang 1985: 141). Only from the 1990s domestic tourism became acknowledged as an important part of the service industry and an important element in the ideological switch from rural socialism to urban consumerism in

China. In 2005, more than 1.2 billion domestic tourism trips took place, albeit with an average expenditure of only 436 Yuan RMB

The gates to outbound travels were opened even more reluctantly in several stages, not the least under the impression of the Berlin Wall - and subsequently the Eastern Blocs Communist Governments - falling under the chants for "Reisefreiheit" (Freedom of travel). Three distinguishable phases of its development can be identified.

The first phase of China's modern outbound tourism started in 1983 with so-called 'family visits', first to Hong Kong and Macao and later to several Southeast Asian countries, ostensibly paid by the receiving side. This policy provided the opportunity for the development of clandestine outbound leisure tourism by offering a way to get the passports, foreign currency and visa necessary for a view of the world outside the People's Republic of China. At the same time, the beginning of China's integration into the world economy resulted in a growing number of delegations traveling to the leading economic countries to attend fairs, business talks, training programmers etc. With almost all of these trips having a tourist element, many were in fact simply pleasure trips in disguise paid by public or government money or in some cases arranged by the foreign business partner.

The second phase started in 1997 with the official recognition of the existence of outbound leisure tourism (as opposed to family reunions and business trips) in the 'Provisional Regulation on the Management of Outbound Travel by Chinese Citizens at Their Own Expense' and the signing of the first ADS (Approved Destination Status) agreements with Australia and New Zealand. The ADS system is based on bilateral

tourism agreements whereby a government allows self-paying Chinese tourists to travel for pleasure to its territory within guided package groups and with a special visa. Only ADS countries can openly be promoted as a tourism destination in Chinese media.

Many more ADS agreements followed in the years after 1997 and especially after 2003. The regulations for visits to Hong Kong and Macao were relaxed at the same time to help the tourism industries of these two newly formed Special Administrative Regions (SARs). A stormy development unfolded with the increases in outbound travelers far outstripping the growth rates planned by the Chinese government.

With the government policy still talking about 'moderate, carefully managed growth' and close links to the number of inbound tourists, in reality a tripling of the number of outbound travelers occurred between 1999 and 2004 from 9 to 29 million travelers. A chaotic and mostly unregulated situation developed with many travel groups organized by non-authorized agencies in the form of "Zero-Dollar tours", in which tours are offered at a low price and tourists are then coerced into buying goods and additional services for inflated prices at the destination.

Beside the wish to control the spatial movements of its citizens, the loss of hard currency motivated the official reluctance to fully address the issue of the outbound market. As a measure to rein in its growth, an exit tax of up to 200 Yuan RMB was discussed at the beginning of the new century (Dai 2005). However, some experts defended the outbound tourism and pointed out that most of the money taken by the Chinese tourists out of Mainland China stays in the SARs Hong Kong and Macao, which are part of the bigger Chinese economy (Zhang 2005).

For a number of reasons, 2005 can be considered as the beginning of the third phase of China's modern outbound tourism. Four main arguments are named below.

First, the increase of outbound travels to 31 million stayed below 10%, even though the year 2005 saw neither outbreaks of SARS, similar health hazards or other internal problems, nor did wars or other major external developments stop Chinese travelers from visiting foreign countries. Quite to the opposite, many newly opened ADS countries provided a wider range of destinations to choose from.

Second, a number of concerns and irritations ended the "honeymoon period" on the supply side. The Australian ADS scheme witnessed a complete overhaul in the summer of 2005 to stop Zero-Dollar practices and Chinese visitors disappearing into the local Chinese community. Only outbound and inbound tour operators who adhere to a strict Code of Business Standards and Ethics continue to be supported, while any breach of the Code results in losing access to the Australian ADS visa processing scheme. The Schengen countries within the EU re-introduced in July 2005 the pre-ADS methods of interviewing a percentage of all visa applicants and of insisting on proof by the tour operators of the return of all members of ADS groups.

Third, the waning enthusiasm is also recognizable on the demand side. Reacting to the increased difficulties in obtaining Schengen visa, Chinese tour operators threatened to take their customers to African instead of European destinations. The number of Chinese tourists to Thailand and Malaysia plunged as a result of the bad image created by the Zero-Dollar tours and protests over the treatment of young female tourists by immigration officers in Malaysia.

Last, the Chinese government changed its official stance on the question of outbound tourism. The Chinese National Tourism Administration (CNTA) adopted during 2005 the position that for a really strong tourism country the outbound sector also has to be developed. Instead of trying to limit the total number of outbound travels, the government now takes measures to bring the chaotic situation under control through more detailed regulations. The idea of an exit tax seems to have been discarded at least for the moment. (Arlt 2006b)

The number of outbound travels exceeded in 2005 for the first time 30 million people. Of these however more than 70% ended already in the quasi-domestic destinations Hong Kong SAR or Macao SAR, which are nevertheless counted in Chinese statistics as outbound destinations. Only one out of ten Chinese travelers leaves Asia after crossing the border.

CHAPTER 3

RESEARCH METHODOLOGY

The study on “Perceived Impacts of International Marketing Factors On Chinese tourists satisfaction who traveled to Bangkok, Thailand” is a quantitative research which conducted to examine the satisfaction of Chinese tourists with different demographic characteristics toward travel agent’ services and to determine the impact of international marketing factors implemented by Thai travel agents toward the satisfaction of Chinese tourists who travel to Thailand. In order to find the solutions regarding research’s objectives. The researcher conducts the study according to the following processes.

3.1 Conceptual Framework

The conceptual framework of this study was developed based upon the integrated information obtained from literature review in Chapter II. Figure 3.1 Illustrated in the conceptual framework for this study.

Independent Variables

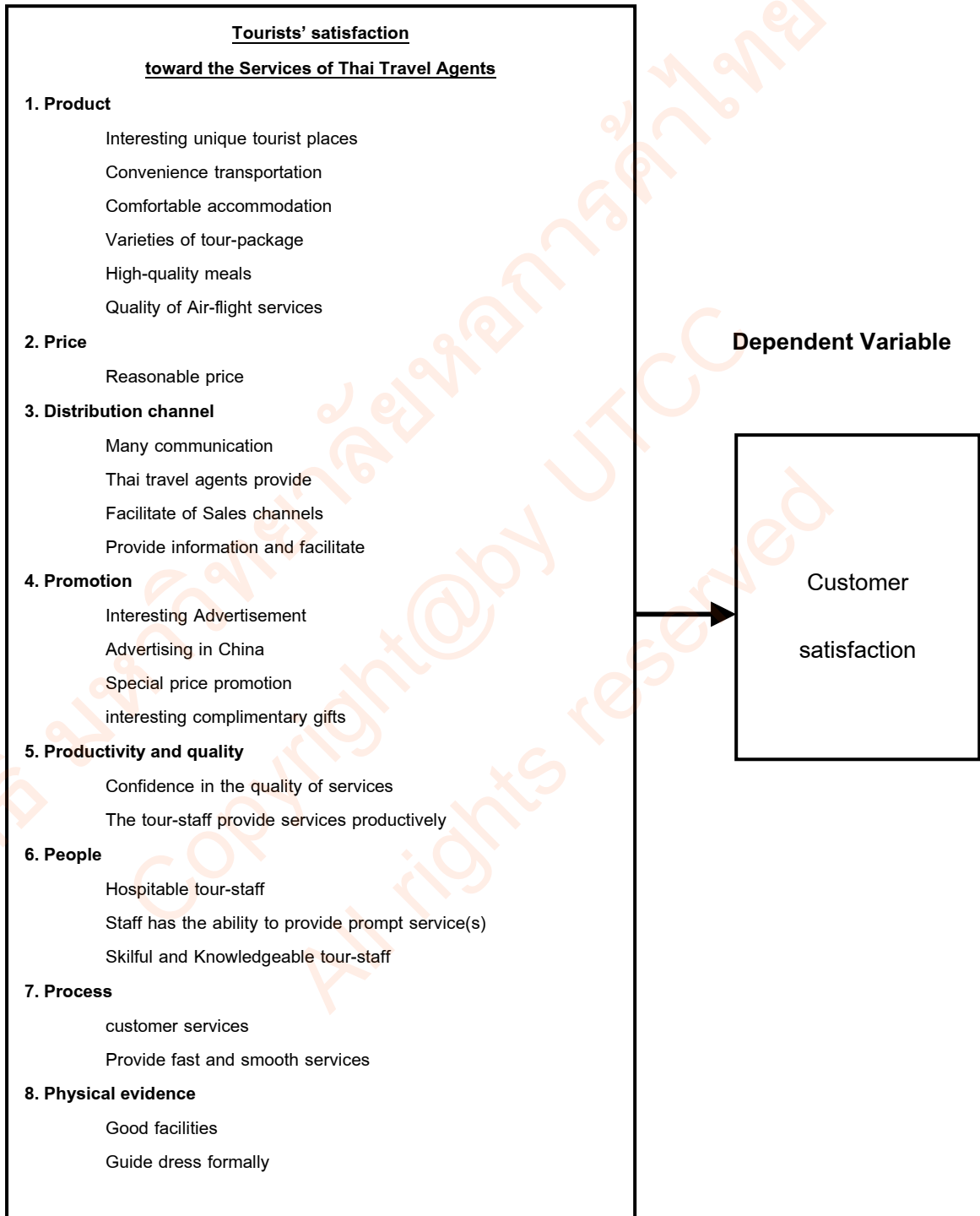


Figure 3.1 Conceptual Framework

3.2 Research Methodology

3.2.1. Research Design

The survey research method was conducted in this study. The process involved acquiring information, from the respondents by posing questions, directly. The questions were asked oral, on paper (questionnaire), or in combination. Moreover, survey research was generally concern large sample size which include as few as 100 participant or as many as 250 million, Dane (1990, p.120). Since this study involved collecting data from large sample-size (400 samples). Therefore, the researcher decided to implement the survey method in this research.

To find research results, which responded to the research's objectives stated in Chapter 1, the researcher had collected information from two sources.

1. The primary sources, which were sources of direct witness or in some other way directly involved in related events. Johnson & Christensen (2004). The primary source which provides primary data collected in this study was the research participants. In this study, the researcher gathered primary data from directly collecting data from Chinese tourists in Thailand.

2. The secondary sources (McMillan, 1996, p.56) were the sources of information which reviewed, summarized, or discussed the other researchers' works. In this study, the researcher gathered secondary data from textbooks, reviews of research in books or journals, internet, etc.

3.3.2. Population of the study

The population of this study refers to the Chinese tourist who travel to Thailand. According to the Immigration Bureau, Police Department (2007), there were 1,033,305 Chinese tourists arrived in Thailand during January to December, 2006. In other words, the number of Chinese tourists averagely arrive in Thailand in one month are $1,033,305 / 12 = 86,109$

3.3.3. Sample size and Sampling method

To determine the sample size for this study, the researcher uses Yamane sample size table (Yamane, 1960) to specify the appropriate sample size.

So, given it is not possible to contact the whole population, the best option, we compute for the sample group using Yamane (1973) formula for random sample as following:

$$n = \frac{N}{1 + Ne^2}$$

Where, n is sample size, N is population, e^2 is probability of error.

The sample size can be calculated according to the recommendation as follow.

$$n = \frac{86,109}{1 + 86,109 * (0.05)^2} = 398.15$$

From review of literature, the researchers found that there are two kinds of sampling methods. One is probability sampling and the other is non-probability sampling. Probability sampling due to Deming (1950 as cited in Yamane, 1967) is a sampling process where each unit is drawn with known probability. The examples of probability sampling are simple random sampling, systematic, stratified and cluster. The non probability sampling, on the contrary is a sampling process whereby probabilities cannot be assigned to the units objectively. The examples for non-probability sampling are such as convenience sampling, purposive sampling.

The researcher uses convenience sampling as a sampling technique for this study, because the field work is conducted in natural condition. And to obtain the data from the respondents, the researchers need to have their consent and cooperation in answering the questionnaire.

3.3.4. Questionnaire design

Since the study on “Perceived Impacts of International Marketing Factors on Satisfaction of Chinese Tourists who traveled to Bangkok, Thailand” is a quantitative research. Therefore the researcher determines to use the self-reported questionnaire as a tool for data collecting. Because, this type of the research instrument is less time consuming. Since, the respondents can answer the questions in the questionnaire by themselves. Moreover, the questionnaire can be distributed to many respondents at one

time. Therefore the questionnaire is suitable as a tool for quantitative research which generally involves large number of samples.

The researcher develops a questionnaire based upon knowledge derived from review of literature. The questionnaire is divided in to 3 parts as follows:

Part I comprises questions about the respondent's personal information

Part II comprises questions about the respondent's attitude toward Thai travel agent's Marketing mix factor.

This part of questionnaire use 5 point rating scale to measure respondent's attitude toward Thai travel agent's Marketing mix factor. (1= Strongly disagree, 5= Mostly agree). By which;

5 = Mostly agree

4= Agree

3= Neutral

2= Disagree

1= Mostly disagree

Part III comprises questions about the respondent's satisfaction travel-agents' services. By which;

5 = Mostly agree

4= Agree

3= Neutral

2= Disagree

1= Mostly disagree

Evaluative criteria For the question items with positive meaning, the interval for breaking the range in measuring each variable is calculated as follow:

$$\frac{5-1}{5} = 0.8$$

It means items with scores fall between the ranges of:

4.20 – 5.00 are considered as mostly agree.

3.40 – 4.19 are considered as agree

2.60 – 3.39 are considered as neutral

1.80 – 2.59 are considered as disagree

1.00 – 1.79 are considered as strongly disagree

The researcher also asks a professional translator to translate the questionnaire in to Chinese language, so that it will be easier for Chinese tourists to correctly understand of what they were asked.

By realizing the importance of the questionnaire as a tool to collect precise data, the researcher determines the validity and reliability of the questionnaire before use it in the actual study.

Validity (Cohen & Manion & Morrison, 2001) is a demonstration that a specific instrument precisely measures what it is purported to measure. There are several different kinds of validity, such as content validity, criterion-related validity, construct validity, etc. In this study, the researcher examines content validity of the questionnaire by asking the adviser to give comment on the congruence of each questionnaire item.

Then the researcher adjusts the question item follows the advisor's comments. Moreover, the researcher also add Chinese language version for each question in the questionnaire to enable the Chinese tourists to understand and be able to answer the question. Then, the questionnaire will be sent to Chinese language expert for editing.

Reliability (McMillan, 1996, p.118-119) is the extent to which measure are free from error which measured by how consistent a person 'score will be from one occasion to the next. The researcher uses Cronbach Alpha to measure the reliability of the questionnaire by doing a pilot test to 30 Chinese tourists. The data derived from the pilot test will be analyzed by computer program (SPSS for windows) to acquire the Cronbach Alpha value.

3.3.5 Data Collection

The data collection methods of this research were separated into two phases.

Phase I: Pilot Study The pre-test was conducted to assess the quality, face validity, and content validity of the measurement items in the questionnaire. Basically, pre-test are conducted with an attempt to make questionnaire simple and understandable to respondents, and at the same time making it a comprehensive tool to collect required information and data. On advice of experts, and the result obtained from the pre-test, some items are modifying, adding and deleting unnecessary items.

A pilot test was conducted with 30 Chinese tourists to make sure the statements in the questionnaire were fully understood.

As mentioned before, the reliability of the questionnaire was measured by Cronbach Alpha value. By using SPSS program to analyze the data collected from pilot test. The result comes out that Cronbach Alpha value is at 0.9577. Which signifies that the questionnaire is reliable to be used in the actual data collection?

Phase II: Survey Research after pretest and modify the questionnaire. Four hundred questionnaires will be used to collect required information from the Chinese tourists who are waiting for their departure flight at Suvarnabhumi International Airport. Since these groups of tourists have experienced the services from Thai tour-traveling agents in several of marketing aspects. The Chinese respondents will be asked by the researcher and assistants (who can speak and understanding Chinese clearly).

CHAPTER 4

FINDINGS AND RESULTS

The purpose of this chapter is to analyze and interpret the result of data analysis, which are collected from the questionnaires in order to prove the research objectives. The results of data analysis are based upon the data collection of 400 samples. The results of data analysis are presented in five sections as follows;

Descriptive respondents

To identify the characteristic of respondents participating in this study, the descriptive analysis is applied to thoroughly analyze the data. The characteristic of respondents include gender, age, education background, marital status, occupation, income, frequency of visits to Thailand, period of stay in Thailand for one trip, and the money they spend during traveling in Thailand. All these are demonstrated from Table 4.1-4.9

4.1 General information

4.1.1 The tourist characteristics Other group tour 10.3% and Normal group 89.8%

Table 4.1 The respondents classified by Gender

Gender		Group Tour		
		Group A*	Group B**	Total
Male	Count	170	15	185
	%	42.50%	3.80%	46.30%
Female	Count	189	26	215
	%	47.30%	6.50%	53.80%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

The figure in table 4.1 signifies that 215 or more than half of the respondents, recruited in this study, are females accounting for 53.8%. The rest 185, accountings for 46.3 % are male.

Table 4.2 The respondents classified by ages

Age		Group Tour		
		Group A*	Group B**	Total
Younger than 25 years old	Count	33	6	39
	%	8.30%	1.50%	9.80%
25-30 years old	Count	130	0	130
	%	32.50%	0.00%	32.50%
31-35 years old	Count	86	7	93
	%	21.50%	1.80%	23.30%
36-40 years old	Count	25	8	33
	%	6.30%	2.00%	8.30%
41-45 years old	Count	47	20	67
	%	11.80%	5.00%	16.80%
over than 45 years old	Count	38	0	38
	%	9.50%	0.00%	9.50%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

The largest group of the respondent, up to 130, or 32.5 % is at 25-30 years old but not including other group which is 0%. The second large group consists of 93 respondents or 23.3 % are between 31-35 years old. Those whose ages are between 36-40 years old are the smallest group consists of 33 respondents, or 8.3%.

Table 4.3 The respondents classified by education level

Education level		Group Tour		
		Group A*	Group B**	Total
Single	Count	147	14	161
	%	36.80%	3.50%	40.30%
Married	Count	212	21	233
	%	53.00%	5.30%	58.30%
Widowed/divorced	Count	0	6	6
	%	0%	1.50%	1.50%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

More than half or up to 216 or 54.0% of respondents graduated from College/University; and the second groups graduated from high school; 122 respondents or 30.5 % graduated from high school. The smallest group; 12 respondents or 3.0 % graduated from primary/secondary school.

Table 4.4 The respondents classified by marital status

Marital Status		Group Tour		
		Group A*	Group B**	Total
Single	Count	147	14	161
	%	36.80%	3.50%	40.30%
Married	Count	212	21	233
	%	53.00%	5.30%	58.30%
Widowed/divorced	Count	0	6	6
	%	0%	1.50%	1.50%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

Most of the respondents, up to 233, or 58.3 % are married. The next group, 161 respondents or 40.2 % are single. And the smallest group of the respondents which comprises of 6 respondents or 1.5 % are divorced/widow.

Table 4.5 The respondents classified by occupation

Occupation		Group Tour		
		Group A*	Group B**	Total
Private company staff	Count	134	0	134
	%	33.50%	0%	33.50%
Entrepreneur	Count	96	0	96
	%	24.00%	0%	24.00%
Government officer	Count	35	21	56
	%	8.80%	5.30%	14.00%
State Enterprise	Count	13	7	20
	%	3.30%	1.80%	5.00%
Student	Count	33	6	39
	%	8.30%	1.50%	9.80%
Housewife	Count	48	7	55
	%	12.00%	1.80%	13.80%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

Out of 400 respondents, private company staffs are the largest group which comprises 134 respondents or 33.5%. The second large group is the entrepreneur, consists of 96 samples or 24.0%. While the smallest group is the state enterprise, comprises 20 respondents or 5.0 %.

Table 4.6 The respondents classified by the income.

Monthly Income (RMB)*		Group Tour		
		Group A*	Group B**	Total
less than 3,000	Count	35	21	56
	%	8.80%	5.30%	14.00%
3,000 - 5,000	Count	13	7	20
	%	3.30%	1.80%	5.00%
5,001 - 7,000	Count	33	6	39
	%	8.30%	1.50%	9.80%
more than 7,000	Count	48	7	55
	%	12.00%	1.80%	13.80%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

(RMB)* = Renminbi (Chinese Currency)

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

Most of the respondents consist of 128 people or 32.0%; earn their monthly income between RMB 5,001- 7,000. While 111 respondents or 27.8 % earn their monthly income between RMB 3,001- 5,000. The next group, 107 respondents or 26.8% are more than RMB 7,000. And only 54 respondents or 13.5 % have their monthly income less than RMB 3,000.

Table 4.7 Frequency of visit to Thailand

Frequency of visit to Thailand		Group Tour		
		Group A*	Group B**	Total
Once	Count	189	14	203
	%	47.30%	3.50%	50.80%
2 - 3 times	Count	146	14	160
	%	36.50%	3.50%	40.00%
4 - 9 times	Count	24	7	31
	%	6.00%	1.80%	7.80%
More than 9 times	Count	0	6	6
	%	0%	1.50%	1.50%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

Majority of the respondents, up to 203 or 50.8 %, only visit Thailand once. The second group consists of 160 respondents or 40.0 %. Visit Thailand 2-3 times. While 31 respondents or 7.8 % visit Thailand 4-9 times. And the smallest group comprises 6 respondents or 1.5 % visit Thailand more than 9 times.

Table 4.8 Average period of stay

Long stay in Thailand		Group Tour		
		Group A*	Group B**	Total
Less than 1 week	Count	289	21	310
	%	72.30%	5.30%	77.50%
1 - 2 weeks	Count	70	7	77
	%	17.50%	1.80%	19.30%
more than 2weeks	Count	0	13	13
	%	0%	3.30%	3.30%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

As for the period of stay, most of respondents, up to 310 or 77.5%, stay less than 1 week per one trip. The second groups, up to 77 respondents or 19.3 %, stay 1-2 weeks. The lowest group, up to 13 respondents or 3.3 % stay more than 2 weeks per one trip.

Table 4.9 Expenditure spending during traveling in Thailand

Spending (THB)		Group Tour		
		Group A*	Group B**	Total
Less than 10,000	Count	23	0	23
	%	5.80%	0%	5.80%
10,000 - 20,000	Count	70	6	76
	%	17.50%	1.50%	19.00%
20,001 - 30,000	Count	117	28	145
	%	29.30%	7.00%	36.30%
30,001 - 40,000	Count	48	0	48
	%	12.00%	0%	12.00%
40,001 - 50,000	Count	67	7	74
	%	16.80%	1.80%	18.50%
More than 50,000	Count	34	0	34
	%	8.50%	0%	8.50%
Total	Count	359	41	400
	%	89.80%	10.30%	100.00%

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

In respect to the expenditure spending during traveling in Thailand, the result of the analysis illustrates that the largest group of the respondents, comprises 145, or 36.3 % of the respondents, spend 20,001- 30,000 baht, while traveling in Thailand. The next group consists of 76 respondents or 19.0 % spend 10,001- 20,000 baht. And the smallest group comprises 23 respondents or 5.8 % spend less than 10,000 baht.

4.2 Hypothesis Testing Results

Part 4 : Tourists' Attitude toward the Services of Thai Travel Agents

Hypothesis 1

H_0 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward interesting unique places.

H_1 : There is difference between normal group and other group of Chinese tourist's satisfaction toward interesting unique places.

Table 4.10 Frequency and percentage of tourist Interesting unique tourist places

group tour		Interesting unique tourist places					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A*	Count	16	0	136	144	63	359	3.66	0.919	4.514	0.034
	%	4.00%	0.00%	34.00%	36.00%	15.75%	89.75%				
Group B**	Count	0	0	8	26	7	41	3.98	0.612		
	%	0.00%	0.00%	2.00%	6.50%	1.75%	10.25%				
Total	Count	16	0	144	170	70	400	3.70	0.897		
	%	4.00%	0.00%	36.00%	42.50%	17.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.10 that the Interesting unique tourist places have significant level equals 0.034 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of interesting unique tourist places.

Hypothesis 2

H_0 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward convenience of car transportation.

H_1 : There is difference between normal group and other group of Chinese tourist's satisfaction toward convenience of car transportation.

Table 4.11 Frequency and percentage of tourist Convenience of car transportation

group tour		Convenience of car transportation					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	16	11	95	146	91	359	3.79	0.919	7.609	0.006
	%	4.00%	0.00%	34.00%	36.00%	15.75%	89.75%				
Group B	Count	0	6	22	6	7	41	3.34	0.612		
	%	0.00%	0.00%	2.00%	6.50%	1.75%	10.25%				
Total	Count	16	17	117	152	98	400	3.75	0.897		
	%	4.00%	0.00%	36.00%	42.50%	17.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.11 that the convenience of car transportation has significant level equals 0.006 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of convenience of car transportation

Hypothesis 3

H₀3 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward comfortable accommodation .

H₁3 : There is difference between normal group and other group of Chinese tourist's satisfaction toward comfortable accommodation .

Table 4.12 Frequency and percentage of tourist's comfortable accommodation

group tour		comfortable accommodation					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	16	0	162	90	91	359	3.67	0.999	1.003	0.317
	%	4.00%	0.00%	40.50%	22.50%	22.80%	89.75%				
Group B	Count	0	0	8	26	7	41	3.83	0.704		
	%	0.00%	0.00%	2.00%	6.50%	1.70%	10.25%				
Total	Count	16	0	170	116	98	400	3.69	0.974		
	%	4.00%	0.00%	42.50%	27.50%	24.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.12 that the comfortable accommodation has significant level equals 0.317 which is more than 0.05. So the difference in Chinese group tours had no difference in satisfaction of comfortable accommodation.

Hypothesis 4

H₀₄ : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the varieties of tour-package to be chosen.

H₁₄ : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the varieties of tour-package to be chosen .

Table 4.13 Frequency and percentage of tourist to the varieties of tour-package to be chosen

group tour		varieties of tour-package to be chosen					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	36	84	189	50	359	3.70	0.830	8.612	0.004
	%	0.00%	9.00%	34.00%	36.00%	15.50%	89.8%				
Group B	Count	0	0	28	13	0	41	3.32	0.471		
	%	0.00%	0.00%	2.00%	3.50%	0.00%	10.3%				
Total	Count	0	36	112	202	50	400	3.67	0.809		
	%	0.00%	9.00%	36.00%	39.50%	15.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.13 that the varieties of tour-package to be chosen have significant level equals 0.004 which is less than 0.05. So the difference in Chinese group tours had no difference in satisfaction of varieties of tour-package to be chosen.

Hypothesis 5

H₀5 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the quality meals come up with food.

H₁5 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the quality meals come up with food .

Table 4.14 Frequency and percentage of tourist to the quality meals come up with food

group tour		quality meals come up with food					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	163	52	98	46	359	3.08	1.112	0.083	0.773
	%	0.00%	40.80%	13.00%	24.5%	11.50%	89.8%				
Group B	Count	0	6	28	7	0	41	3.02	0.570		
	%	0.00%	1.50%	7.00%	1.80%	0.00%	10.30%				
Total	Count	0	169	80	105	70	400	3.70	0.897		
	%	0.00%	42.3%	20.00%	26.3%	11.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.14 that the quality meals come up with food has significant level equals 0.773 which is more than 0.05. So the difference in Chinese group tours had no difference in satisfaction of the quality meals come up with food.

Hypothesis 6

H₀6 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the quality of air-flight services.

H₁6 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the quality of air-flight services.

Table 4.15 Frequency and percentage of tourist to the Quality of Air-flight services

group tour		Quality of Air-flight services					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	22	82	179	76	359	3.86	0.817	1.768	0.184
	%	0.00%	5.50%	20.50%	44.80%	19.00%	89.8%				
Group B	Count	0	6	28	7	0	41	3.68	0.756		
	%	0.00%	1.50%	7.00%	1.80%	0.00%	10.30%				
Total	Count	0	28	110	186	76	400	3.84	0.812		
	%	0.00%	42.3%	20.00%	26.3%	11.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.15 that the quality of air-flight services has significant level equals 0.184 which is more than 0.05. So the difference in Chinese group tours had no difference in satisfaction of the quality of air-flight services.

Hypothesis 7

H_0 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the reasonable price for trip.

H_1 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the quality of air-flight services.

Table 4.16 Frequency and percentage of tourist to the reasonable price for trip

group tour		reasonable price for trip					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	41	86	194	38	359	3.64	0.820	1.669	0.197
	%	0.00%	10.30%	21.50%	48.5%	9.50%	89.8%				
Group B	Count	0	8	6	27	0	41	3.46	0.809		
	%	0.00%	2.00%	1.50%	6.80%	0.00%	10.30%				
Total	Count	0	49	92	221	38	400	3.62	0.820		
	%	0.00%	12.3%	23.00%	55.3%	9.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.16 that the reasonable price for trip has significant level equals 0.197 which is more than 0.05. So the difference in Chinese group tours had no difference in satisfaction of the reasonable price for trip.

Hypothesis 8

H₀₈ : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the communication channels to contact with Thai travel agents.

H₁₈ : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the communication channels to contact with Thai travel agents.

Table 4.17 Frequency and percentage of tourist to the communication channels to contact with Thai travel agents

group tour		communication channels to contact with Thai travel agents					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	47	165	104	43	359	3.40	0.862	17.368	0.000
	%	0.00%	11.80%	41.30%	26.00%	10.80%	89.8%				
Group B	Count	0	0	8	26	7	41	3.98	0.612		
	%	0.00%	0.00%	2.00%	6.50%	1.80%	10.30%				
Total	Count	0	47	173	130	50	400	3.46	0.857		
	%	0.00%	11.80%	43.3%	32.50%	12.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.17 that the communication channels to contact with Thai travel agents has significant level equals 0.000 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of the communication channels to contact with Thai travel agents.

Hypothesis 9

H_0 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agents providing.

H_1 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agents providing.

Table 4.18 Frequency and percentage of tourist to Thai travel agents providing

group tour		Thai travel agents providing					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	29	184	91	55	359	3.48	0.848	6.473	0.011
	%	0.00%	7.30%	46.00%	22.80%	13.80%	89.8%				
Group B	Count	0	0	14	20	7	41	3.83	0.704		
	%	0.00%	0.00%	3.50%	5.00%	1.80%	10.30%				
Total	Count	0	29	198	111	62	400	3.52	0.841		
	%	0.00%	7.30%	49.50%	27.80%	15.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.18 that Thai travel agents providing has significant level equals 0.011 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of Thai travel agents providing.

Hypothesis 10

H₀10 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agencies in China to provide information and facilitate customer purchase.

H₁10 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agencies in China to provide information and facilitate customer purchase.

Table 4.19 Frequency and percentage of tourist to Thai travel agencies in China to provide information and facilitate customer purchase

group tour		provide information and facilitate customer purchase					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	15	182	112	50	359	3.55	0.782	0.081	0.776
	%	0.00%	3.80%	45.5%	28.00%	12.50%	89.8%				
Group B	Count	0	6	8	27	0	41	3.51	0.746		
	%	0.00%	1.50%	2.00%	6.80%	0.00%	10.30%				
Group Total	Count	0	21	190	139	50	400	3.55	0.777		
	%	0.00%	5.3%	47.50%	34.80%	12.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.19 that Thai travel agencies in China to provide information and facilitate customer purchase have significant level equals 0.776 which is more than

0.05. So the difference in Chinese group tours had no difference in satisfaction of Thai travel agencies in China to provide information and facilitate customer purchase.

Hypothesis 11

H_0 11 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the interesting advertisement.

H_1 11 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the interesting advertisement.

Table 4.20 Frequency and percentage of tourist to the interesting advertisement

group tour		interesting advertisement					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	22	82	213	42	359	3.77	0.733	10.966	0.001
	%	0.00%	5.50%	20.5%	53.30%	10.50%	89.8%				
Group B	Count	0	6	14	21	0	41	3.37	0.733		
	%	0.00%	1.50%	3.50%	5.30%	0.00%	10.30%				
Total	Count	0	28	96	234	42	400	3.73	0.733		
	%	0.00%	7.00%	24.00%	58.5%	10.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.20 that interesting advertisement has significant level equals 0.001 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of interesting advertisement.

Hypothesis 12

H_0 12 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agents have launched enough advertising in China.

H_1 12 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Thai travel agents have launched enough advertising in China

Table 4.21 Frequency and percentage of tourist to Thai travel agents have launched enough advertising in China

group tour		launched enough advertising in China					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	55	82	192	30	359	3.55	0.850	0.008	0.930
	%	0.00%	13.80%	20.50%	48.00%	7.50%	89.8%				
Group B	Count	0	6	6	29	0	41	3.56	0.743		
	%	0.00%	1.50%	1.50%	7.30%	0.00%	10.30%				
Total	Count	0	61	88	221	30	400	3.55	0.839		
	%	0.00%	15.3%	22.00%	55.30%	7.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.21 that Thai travel agents have launched enough advertising in China has significant level equals 0.930 which is more than 0.05. So the

difference in Chinese group tours had difference in satisfaction of Thai travel agents have launched enough advertising in China.

Hypothesis 13

H_0 **13** : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Offering special price promotion

H_1 **13** : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Offering special price promotion

Table 4.22 Frequency and percentage of tourist to offering special price promotion

group tour		Offering special price promotion					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	46	164	104	44	359	3.40	0.866	1.244	0.265
	%	0.00%	11.80%	41.00%	26.00%	11.00%	89.8%				
Group B	Count	0	6	6	29	0	41	3.56	0.743		
	%	0.00%	1.50%	1.50%	7.30%	0.00%	10.30%				
Total	Count	0	53	170	133	44	400	3.42	0.855		
	%	0.00%	13.3%	42.50%	33.30%	11.00%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.21 that Thai travel agents offering special price promotion has significant level equals 0.265 which is more than 0.05. So the difference in Chinese

group tours had no difference in satisfaction of Thai travel agents have launched enough advertising in China.

Hypothesis 14

H_0 14 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Offering interesting complimentary gifts or services

H_1 14 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Offering interesting complimentary gifts or services

Table 4.23 Frequency and percentage of tourist to the offering interesting complimentary gifts or services

group tour		interesting complimentary gifts or services					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	35	201	85	38	359	3.35	0.798	7.871	0.005
	%	0.00%	8.80%	50.30%	21.30%	9.50%	89.8%				
Group B	Count	0	0	12	29	0	41	3.71	0.461		
	%	0.00%	0.00%	3.00%	7.30%	0.00%	10.30%				
Total	Count	0	35	213	114	38	400	3.39	0.777		
	%	0.00%	8.80%	53.30%	28.50%	9.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.24 that interesting complimentary gifts or services has significant level equals 0.005 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of interesting complimentary gifts or services.

Hypothesis 15

H_0 15 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to a confidence in the quality of services

H_1 15 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to a confidence in the quality of services

Table 4.24 Frequency and percentage of tourist to a confidence in the quality of services; provided by Thai travel agents

group tour		confidence in the quality of services					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	19	130	149	61	359	3.70	0.810	6.673	0.010
	%	0.00%	4.80%	32.50%	37.30%	15.30%	89.8%				
Group B	Count	0	0	26	15	0	41	3.37	0.488		
	%	0.00%	0.00%	6.50%	3.80%	0.00%	10.30%				
Total	Count	0	19	156	164	61	400	3.67	0.790		
	%	0.00%	4.80%	39.00%	41.00%	15.30%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.24 that a confidence in the quality of services has significant level equals 0.010 which is less than 0.05. So the difference in Chinese group tours had difference in satisfaction of interesting complimentary gifts or services.

Hypothesis 16

H₀16 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to The tour-staff provide services productively

H₁16 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to The tour-staff provide services productively

Table 4.25 Frequency and percentage of tourist to the tour-staff provide services productively

group tour		The tour-staff provide services productively					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	28	57	171	103	359	3.97	0.871	2.733	0.099
	%	0.00%	7.00%	14.30%	42.80%	25.80%	89.8%				
Group B	Count	0	0	26	0	15	41	3.73	0.975		
	%	0.00%	0.00%	6.50%	0.00%	3.80%	10.30%				
Total	Count	0	28	83	171	118	400	3.95	0.884		
	%	0.00%	7.00%	20.80%	42.80%	29.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.25 that a confidence in the quality of services has significant level equals 0.099 which is more than 0.05. So the no difference in Chinese group tours had no difference in satisfaction of interesting complimentary gifts or services.

Hypothesis 17

H_0 17 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Hospitable tour-staff

H_1 17 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Hospitable tour-staff

Table 4.26 Frequency and percentage of tourist to hospitable tour-staff

group tour		Hospitable tour-staff					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count %	0 0.00%	33 8.30%	34 8.50%	146 36.50%	146 36.50%	359 89.8%	4.13	0.925	7.540	0.006
Group B	Count %	0 0.00%	14 3.50%	6 1.50%	0 0.00%	21 5.30%	41 10.30%	3.68	1.404		
Total	Count %	0 0.00%	47 11.80%	40 10.00%	146 36.50%	167 41.80%	400 100.00%	4.08	0.992		

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.26 that hospitable tour-staff has significant level equals 0.006 which is less than 0.05. So the difference in Chinese group tours had difference in hospitable tour-staff.

Hypothesis 18

H₀18 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the Staff that has the ability to provide service(s)

H₁18 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the Staff that has the ability to provide service(s)

Table 4.27 Frequency and percentage of tourist to the Staff that has the ability to provide service(s)

group tour		ability to provide service(s) staff					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	13	68	180	98	359	4.01	0.780	20.640	0.000
	%	0.00%	3.30%	17.00%	45.0%	24.50%	89.8%				
Group B	Count	0	20	0	7	14	41	3.37	1.392		
	%	0.00%	5.00%	0.00%	1.80%	3.50%	10.30%				
Total	Count	0	33	68	187	112	400	3.95	0.883		
	%	0.00%	8.30%	17.00%	46.80%	28.00%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.27 that Hospitable tour-staff has significant level equals 0.006 which is less than 0.05. So the difference in Chinese group tours had difference in Hospitable tour-staff.

Hypothesis 19

H_0 **19** : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the Staff that has the ability to provide service(s)

H_1 **19** : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the Staff that has the ability to provide service(s)

Table 4.28 Frequency and percentage of tourist to the Skilful and Knowledgeable tour-staff

group tour		Skilful and Knowledgeable tour-staff					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count %	0 0.00%	8 2.00%	84 21.00%	128 32.00%	139 11.50%	359 89.8%	4.11	0.837	32.352	0.000
Group B	Count %	0 0.00%	6 1.50%	22 5.50%	7 1.80%	6 1.50%	41 10.30%	3.32	0.907		
Total	Count %	0 0.00%	14 3.50%	106 26.50%	135 33.80%	145 36.30%	400 100.00%	4.03	0.877		

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.28 that Skilful and Knowledgeable tour-staff has significant level equals 0.000 which is less than 0.05. So the difference in Chinese group tours had difference in Skilful and Knowledgeable tour-staff.

Hypothesis 20

H₀20 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the Thai travel agents' service's help

H₁20 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the Thai travel agents' service's help

Table 4.29 Frequency and percentage of tourist to the Thai travel agents' service's help

group tour		Thai travel agents' service's help					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	13	150	145	51	359	3.65	0.765	1.685	0.195
	%	0.00%	3.30%	37.50%	36.30%	12.80%	89.8%				
Group B	Count	0	0	28	6	7	41	3.49	0.779		
	%	0.00%	0.00%	7.00%	1.50%	1.80%	10.30%				
Total	Count	0	13	178	151	58	400	3.64	0.767		
	%	0.00%	3.30%	44.50%	37.80%	14.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.30 that the Thai travel agents' service's help has significant level equals 0.195 which is more than 0.05. So the difference in Chinese group tours had no difference in the Thai travel agents' service's help.

Hypothesis 21

H_0 21 : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to provide fast and smooth services

H_1 21 : There is difference between normal group and other group of Chinese tourist's satisfaction toward to provide fast and smooth services

Table 4.30 Frequency and percentage of tourist to provide fast and smooth services

group tour		provide fast and smooth services					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	13	92	181	73	359	3.87	0.768	9.302	0.002
	%	0.00%	3.30%	23.00%	45.30%	18.30%	89.8%				
Group B	Count	0	0	28	6	7	41	3.49	0.779		
	%	0.00%	0.00%	7.00%	1.50%	1.80%	10.30%				
Total	Count	0	13	120	187	80	400	3.84	0.777		
	%	0.00%	3.30%	30.00%	46.80%	20.00%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.30 that provide fast and smooth services has significant level equals 0.002 which is less than 0.05. So the difference in Chinese group tours had difference in to provide fast and smooth services.

Hypothesis 22

H_{022} : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to the facilities

H_{122} : There is difference between normal group and other group of Chinese tourist's satisfaction toward to the facilities

Table 4.31 Frequency and percentage of tourist to the facilities

group tour		facilities					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	0	65	127	167	359	4.28	0.753	40.864	0.000
	%	0.00%	0.00%	16.30%	31.80%	41.80%	89.8%				
Group B	Count	0	0	28	6	7	41				
	%	0.00%	0.00%	7.00%	1.50%	1.80%	10.30%	3.49	0.779		
Total	Count	0	0	93	133	174	400	4.20	0.793		
	%	0.00%	0.00%	23.30%	33.30%	43.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.31 that the facility has significant level equals 0.000 which is less than 0.05. So the difference in Chinese group tours had difference in to the facilities

Hypothesis 23

H_0 ₂₃ : There is no difference between normal group and other group of Chinese tourist's satisfaction toward to Guide's uniform

H_1 ₂₃ : There is difference between normal group and other group of Chinese tourist's satisfaction toward to Guide's uniform

Table 4.32 Frequency and percentage of tourist to the Guide's uniform

group tour		Guide's uniform					Group Total	Mean	Std. Deviation	F	sig
		strongly disagree	disagree	neutral	agree	mostly agree					
Group A	Count	0	13	76	103	167	359	4.18	0.889	22.892	0.000
	%	0.00%	3.30%	19.00%	25.80%	41.80%	89.8%				
Group B	Count	0	0	28	6	7	41	3.49	0.779		
	%	0.00%	0.00%	7.00%	1.50%	1.80%	10.30%				
Total	Count	0	13	104	109	174	400	4.11	0.903		
	%	0.00%	3.30%	26.00%	27.3%	43.50%	100.00%				

Group A* --Chinese tourist that pay at normal price of tour charge

Group B** --Chinese tourist that pay less than normal price of tour charge (zero dollar tour)

According to table 4.32 that the facility has significant level equals 0.000 which is less than 0.05. So the difference in Chinese group tours had difference in to the Guide's uniform

4.3 Hypothesis Testing by Regression

Among all 23 components of service marketing factor, there are only 16 components which can be used to predict or explain the variation of the dependent variables. Such components are Interesting unique tourist places, Convenience of car transportation is high, Comfortable accommodation, Reasonable price for your trip, Many varieties of tour-package to be chosen, Sufficient Thai travel agencies in China to provide information and facilitate customer purchase, Interesting Advertisement, Offering special price promotion, The tour-staff provide services productively, Hospitable tour-staff, Staff has the ability to provide prompt service(s), Skilful and Knowledgeable tour-staff, Thai travel agents' service could help, Provide fast and smooth services, Good facilities, Guide wears nice uniform. The prediction equation has been formulated from the mentioned 16 components according to its association with the dependent variable.

From the above factors, could explain R-Square of Customer Satisfaction of Chinese Tourists 83.8%

Interesting unique tourist places, Convenience of car transportation, Reasonable price for your trip, Sufficient Thai travel agencies in China to provide information and

facilitate customer purchase, The tour-staff provide services productively, Staff has the ability to provide prompt service(s), Provide fast and smooth services, Good facilities, Guide wears nice uniform are has positive relationship , if these component increase ,the Customer Satisfaction of Chinese Tourists will increase too. But if these components decrease, the Customer Satisfaction of Chinese Tourists will decrease too.

While Comfortable accommodation, Interesting Advertisement, Offering special price promotion, Have a confidence in the quality of services; provided by Thai travel agents , Hospitable tour-staff, Skilful and Knowledgeable tour-staff, Thai travel agents' service tend to be the negative. These components will decrease Customer Satisfaction of Chinese Tourists.

Prediction Equation:

$$Y = 0.182 X_1 + 0.282 X_2 + 0.148 X_3 + 0.229 X_4 + 0.197 X_5 + 0.648 X_6 + 0.308 X_7 + 0.335 X_8 + 0.275 X_9 - 0.265 X_{10} - 0.158 X_{11} - 0.218 X_{12} - 0.157 X_{13} - 0.225 X_{14} - 0.430 X_{15} - 0.385 X_{16}$$

By which;

X_1 = Interesting unique tourist places,

X_2 = Convenience of car transportation,

X_3 = Reasonable price for your trip,

X_4 = Sufficient Thai travel agencies in China to provide information and facilitate customer purchase,

X_5 = The tour-staff provide services productively,

X_6 = Staff has the ability to provide prompt service,

X_7 = Provide fast and smooth services,

X_8 = Good facilities,

X_9 = Guide wears nice uniform,

X_{10} = Comfortable accommodation,

X_{11} = Interesting Advertisement,

X_{12} = Offering special price promotion,

X_{13} = Have a confidence in the quality of services,

X_{14} = Hospitable tour-staff,

X_{15} = Skilful and Knowledgeable tour-staff,

X_{16} = Thai travel agents' service could help

If all factors have a positive relative increasing of 1 unit, will make Customer Satisfaction of Chinese tourist's increase of 0.766 units. If every factor which has a positive relation increases 1 unit and every factor which have a negative relation decrease then it will cause the Customer Satisfaction of Chinese Tourists increase of 2.604 units etc.

In conclusion, the summarized results value of data from SPSS printed-out were presented in Appendix C.

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter includes 5 parts. Part 1 mentions about the conclusion of the research, part 2 discuss about its results *relating* (*check this later) to other researches, part 3 is recommendations, part 4 analyzes the research limitations and final part is about direction for further studies.

5.1 Conclusion and General Results

1. Data of sampling group's demographic

From the total of study the majority group is female (53.8%), age between 25-30 years old (32.5%), graduate from college or university(54%), married (58.3%), company staffs are the largest group (33.5%), earn their monthly income between RMB 5,001- 7,000 (32%), visit Thailand once (50.8%), period of staying is less than 1 week per trip(77.5%) and spend 20,001- 30,000 baht per trip (36.3%) while staying in Thailand.

From the study it can separate the group of tourist into 2 groups. There are normal group and other group.

The normal group, the majority sampling group is female (47.3%), age between 25 - 30 years old (32.5%), graduate from college or university(47%), married (53%),

company staffs are the largest group (33.5%), earn their monthly income between RMB 5,001- 7,000 RMB (30.5%), visit Thailand once (47.3%), period of stay less than 1 week per trip(72.3%) and spend 20,001- 30,000 baht per trip (29.3%) while staying in Thailand.

The other group, the majority sampling group is female (6.5%), age between 41 - 45 years old (5%), graduate from college or university(7%), married (5.3%), government officials are the largest group (5.3%), earn their monthly income more than 7,000 RMB (3.8%), visit Thailand once or twice (3.5%), period of stay less than 1 week per trip(5.3%) and spend 20,001- 30,000 baht per trip (7%) while staying in Thailand.

2. Normal and zero-dollar group of Chinese tourist satisfaction toward the services of Thai travel agents

Interesting unique tourist places, convenience of car transportation, many varieties of tour-package, many communication channels, sales channels to facilitate customer's purchase, interesting advertisement, offering interesting complimentary gifts, confidence in the quality of services, hospitable tour-staff, staff has the ability to provide prompt service(s), skilful and knowledgeable tour-staff, provide fast and smooth services, good facilities, guide dress formally. These two different tourist groups has difference attitude.

Comfortable accommodation, high-quality meals, quality of air-flight services, reasonable price, sufficient Thai travel agencies in China to provide information and facilitate customer purchase, enough advertising, special price promotion offers, the

tour-staff provide services productively, Thai travel agents' service can provide help service. These two different tourist groups have no difference attitude.

Results and Predicted Regression Equation

From the hypothesis testing of the relationship proposed in the model in Chapter 3, it can be concluded about relationship of each variable, customer satisfaction of Chinese tourists with interesting unique tourist places, convenience of transportation is high, comfortable accommodation, reasonable price for your trip, many varieties of tour-package to be chosen, sufficient Thai travel agencies in China to provide information and facilitate customer purchase, interesting advertisement, special price promotion offers, the tour-staff provide services productively, hospitable tour-staff, staff has the ability to provide prompt service(s), skilful and knowledgeable tour-staff, Thai travel agents' service could help, provide fast and smooth services, good facilities, guide dress formally.

$$Y = 0.182 X_1 + 0.282 X_2 + 0.148 X_3 + 0.229 X_4 + 0.197 X_5 + 0.648 X_6 + 0.308 X_7 + 0.335 X_8 + 0.275 X_9 - 0.265 X_{10} - 0.158 X_{11} - 0.218 X_{12} - 0.157 X_{13} - 0.225 X_{14} - 0.430 X_{15} - 0.385 X_{16}$$

Levels of relationship among Y and X_n were divided in to 3 levels, as follows.

1. High level of relationship (co-efficiency more than 0.5). The independent variables (X_n) which is in this group is "Staff has the ability to provide prompt service" (X_6)

2. Medium level of relationship (co-efficiency 0.3 – 0.5). The independent variables (X_n) which is in this group are provide fast and smooth services(X_7), good facilities(X_8), skilful and knowledgeable tour-staff(X_{15}), Thai travel agents' service could help(X_{16})

3. Low level of relationship (co-efficiency less than 0.3). The independent variables (X_n) which is in this group are Interesting unique tourist places(X_1), convenience of transportation(X_2), reasonable price for your trip(X_3), sufficient Thai travel agencies in China to provide information and facilitate customer purchase(X_4), the tour-staff provide services productively(X_5), guide dress formally(X_9), comfortable accommodation(X_{10}), interesting advertisement(X_{11}), special price promotion offers(X_{12}), have confidence in the quality of services(X_{13}), hospitable tour-staff(X_{14}),

As theses factors can explained the variation of customer satisfaction of Chinese tourists up to 83.8%.

5.2 Discussion

The result of the analysis shows that, there are 16 components which can be used to predict or explain the tourist satisfaction. Such components are interesting unique tourist places, convenience of car transportation is high, comfortable accommodation, reasonable price for your trip, many varieties of tour-package to be chosen, sufficient Thai travel agencies in China to provide information and facilitate customer purchase, interesting advertisement, special price promotion offers, the tour-

staff provide services productively, hospitable tour-staff, staff has the ability to provide prompt service(s), skilful and knowledgeable tour-staff, Thai travel agents' service could help, provide fast and smooth services, good facilities, guide dress formally.

5.2.1. High Relationship

Tourism is a highly competitive industry, and tourism enterprise sector can no longer compete on the basis of cost alone. Quality is, therefore, a key element for the competitiveness of the tourism industry. It is also important for the sustainable tourism development of the industry and for creating and improving jobs. Therefore, promoting quality in tourism and tourist products is a priority in different tourism activities

Guide service is yet another most important attribute in influencing visitors' satisfactions. Though, both American and European visitors reflects a moderate satisfaction on this service, thus strength for Bhutan to position it in its marketing strategies, it might still need for further improvement. Predicted scores suggest that guide service is highly expected by visitors. Guide service, according to McDonnell (2001), can be assumed that, the reason why tourists spend time and money on guided tour is to become familiar with the topography of their destination, and to achieve a sense of belonging. In a study conducted for Visitor Experience Study in Australia, 2003, by the Chinese ADS Travel, it showed that most of the visitors want their guide to be of high quality, to have a good knowledge, well trained and enthusiastic, and to take

pleasure in helping members of the tour group. Undoubtedly, guide service fall into the category of attractive, and might deserve attention from the authority to improve it further. In the next section, several recommendations are offered in this regard.

5.2.2. Medium Relationship

The lack of skilled manpower for certain jobs, mainly because of the working conditions that may not encourage creative and innovation; the development of transport and its effect on flows, service quality, sustainable development and environmental protection; and the adoption and incorporation of new information and communication technologies as a factor of competitiveness.

5.2.3. Low Relationship

The tourism product is extremely diverse. Natural and cultural resources, tourist facilities, the communications infrastructure, accommodation and restaurants are the basic resources of a tourist destination. The combination of local tourism resources and the services offered determines the type of tourism to which a destination belongs, such as coastal or mountain tourism, sport or religious tourism and, of course, business tourism.

For tourism organization, to deal with these challenges successfully and to be able to measure satisfy in tourism, it is necessary to take the following factors into

consideration when deciding tourism quality strategy: the fundamental role of information, knowledge and its dissemination, the need for competent human resources motivated by medium and long-term prospects, the integration of environmental policy and the promotion of sustainable tourism, recognition of the need for Chinese harmonization of the concept of quality of tourism services and infrastructures, and its assessment and monitoring, the need to speed up the integration of information society tools and services in all tourism activities and businesses and overall, the quality and satisfaction levels are average. Education for managers and service personnel is the main proposal for the improvement in service quality and consumer satisfaction.

For Distribution Channel, According to Reid and Reid, marketing communication is critical in building, repeat travel purchase behavior and retaining repeat visitors: external, internal and word-of-mouth messages. They emphasize the importance of repeat customers to tourism services and explore why and how each type of marketing communication has an impact.

Hsieh and O'Leary examine communication channels as a segmentation base to understand what kind of information sources travelers' use, and whether potential travelers in different groups vary in terms of socio demographics, travel characteristics, media habits, and psychographic behavior. Using cluster analysis, four groups of communication channels are identified for UK long haul pleasure travelers: word-of-mouth, brochures/pamphlets, travel agents, and combination packages. Their results show that this segmentation is viable and that implications exist for promotional strategies, distribution channels, and market positioning.

The resulting information can be used to target advertising campaigns. Gartner argues that understanding the different techniques utilized to form destination images is necessary to developing an image consistent with what a destination has to offer. He presents a typology of the different image formation agents, describes the process of touristy image formation and provides recommendations for selecting the appropriate image formation mix. Other aspects relating to the advertising and promotion are measurement of the advertising effectiveness, the media selection, and the use of travel brochures. Schoenbachler examine the use of the split-run assessment technique in state tourism advertising research and use this technique to evaluate state advertising effectiveness. Media use decisions focus on the choice of television, national magazines, radio, newspapers, outdoor advertising, and a regional travel magazine. Media mix decisions explore what combinations of these six media firms are utilized. Wicks and Schuett examine how regional travelers request and use this material, specifically focusing on the relationships between brochure use and propensity to travel and travel expenditures. Their results suggest that, in general, brochure requests are marginally related to high conversions.

For Transportation, A good deal has been published in relation to the importance of transportation and the tourism industry, especially in support of long-haul destinations and concentrates on airlines and the Channel Tunnel, two important components of the transportation .The transport development plays a major role in helping the worldwide tourism industry.

Traffic in Bangkok, however, is unbearable for most commuters. One may have to sit in a car for hour for a short commute. The government is doing everything it can to solve the problem. Many overpasses and expressways have been built. There is one railway half way around city. Traffic congestion has been reducing.

5.2.4. No Relationship

Tourism is a service sector with a particularly complex product which depends on an extremely fragmented supply. Each link in the tourism value chain (travel agencies, tour operators, carriers, hoteliers, restaurateurs, etc.) offers one element in the overall product. Together, these components determine tourists' experiences and their appreciation of the quality of the service. The tourist destination is the main place of consumption of tourist services and, therefore, the location and place of activity of tourist businesses. Tourists identify the product with both the businesses providing a service and the destination visited.

. For a big number of people tourism activity does not meet a vital need, tourist behavior is particularly volatile and subject to psychological and social influences, personal sensitivities and short-term reactions. If the image of just one link in the chain is affected, it is the whole tourism value chain that suffers the consequences. The foot-and-mouth epidemic and the various oil slicks that have affected European coastlines in the recent past have already shown the negative effect of a current event on the image of a tourist destination or region, to the immediate detriment of the tourism industry.

In addition, vertical interdependence between tourism businesses is more pronounced than in most other sectors of the economy. Such interdependence, which also exists at world level, results in what are sometimes complex structures and trends in commercial relations. Apart from businesses and their representative organizations, destinations, with their different activities, combining public and private interests, are important stakeholders.

Because of its diversity and fragmented nature, the tourism sector has no clear identity. This may, in part, explain why tourism has featured little at a political level, compared with its economic and social importance.

The diversity of the business environment and the public and private stakeholders involved in tourism, its effect on many other economic activities, its very wide social and emotional dimension and the geographically dispersed and very variable consumption of the product mean that tourism is of a very pronounced horizontal nature. A large number, if not the majority, of political fields may directly affect it considerably, such as those for enterprise, transport and regional development.

Hooper explains travel packaging as a marketing tool in the form of price bundling. Particular emphasis is placed on the impact of packaging on consumer decision making.

The developed framework is used to analyze conflicting claims about the future for the fully-inclusive tour. In most hospitality operations, intangibility is a barrier to the formation of positive customer perceptions. Several innovative advertising techniques have been suggested by scholars and practitioners to overcome the impact of

intangibility on potential guests' learning processes, including tangibilizing. The advertising messages enhance the level of information vividness, and adopting the reliability theme and so on. In the tour industry, Uysal *et al.* suggest that the creative use of marketing research is essential for the tourist business to grow and survive.

5.3 Limitation of the Study

This research has certain limitations, such as the limited sample and the limited time spent on gathering the information.

Even though the study shows the general picture of the international marketing factor of Thai travel agency. However, it also has some limitations.

First, the study has focused only those respondents that visit Thailand during the month of October, November and December 2007 since the schedule of our curriculum is designed such that it coincide data collection only during those seasons so it limits the generalization of findings, and may not necessarily reflect the entire perceptions of the Chinese tourists visiting Thailand.

Second Questionnaire cannot get information about each dimension in depth because of language barrier was one of the problems and there was a time limit.

5.4 Recommendations

5.4.1 Recommendations for Businesses

From the result of the data analysis, it can explain that the relation of factor on tourists attitude toward the services of Thai travel agents that the company should give important to business development. Always keep good quality factor in the same level or higher such as good facilities, skilful and good knowledge tour-staff, hospitable tour-staff, and guide dress formally.

From the factor of customer satisfaction of Chinese tourists toward services of travel agents found that all of the factor has the good quality and should keep the quality in the level of good or better such as willingness to assist tourists, sincere interest in problem-solving and friendly personnel.

In the future, there will be mounting pressures to develop tourism products with a sustainable focus, helping to fit in with the local environment and ensure its preservation.

To ensure that the tourism service is recognized and accepted by the public, organizations need to spend more of their business time focusing on marketing, and in particular promotion. Travel agents should plan the tour package carefully. They should go through every detail of traveling program to assure that the tourist will be satisfied with the service, and should aims to give quality service for the customer more than maximizing the company profit, because travel agents are representative of Thai people

should be honest to the tourist.

Travel agents should offer what the tourist wants, and monitor changes in consumer motivations and satisfaction with the product in order to keep up to date.

5.4.2 Recommendations for Further Studies

1. Further researches should include tourists of different nationalities, background, especially from western countries. Then, conduct a research on their attitude toward service marketing mix of Thai travel agents
2. The attitudes of tourists from oriented, western countries should be compared so that travel agents will know their tourist better and can better satisfy their needs.
3. For further researches should be viewed as to bring some problem area to attention for more in-depth study it may be more useful in identifying tourist satisfaction.

BIBLIOGRAPHY

Arlt, Wolfgang George. 2006. *China's Outbound Tourism*. Routledge :Oxford.

Arnould, Price, Zinkhan (2002), *"Consumer Behavior and Marketing Strategy" 5th ed.*, McGraw-Hill, New York, NY.

Baker, D. and Crompton, J. (2000), "Quality, satisfaction and behavioural intentions", *Annals of Tourism Research*, Vol. 27 No. 3, pp. 785-804.

Beerli, A. and Martin, J.D. (2004), "Factors Influencing Destination Image", *Annals of Tourism Research*, Vol. 20, p30

Beria, B. 1996. *China beyond 1997*. *Asia Travel Trade*. (June):.26-29.

Bates ,James.2000. " With Vivendi Deal, France May Open Its Borders to Hollywood." *Los Angeles Times*. 7 (June):.C1- C7.

Bitner, J. and Booms, B.1981. Marketing strategies and organizational structures for service firms, in Donnelly, J. and George, W. *Marketing*, American Marketing Association, Chicago.

Bowen, D. (2001). "Research on tourist Satisfaction and Dissatisfaction: Overcoming the Limitations of a Positivist and Quantitative Approach." *Journal of Vacation Marketing*,7 (1) : 31-40.

Boxall, Fenella.1996.*Foresight and fortuity*. *Asia Travel Trade* (September):.22-25.

Boyd, H.W., Walker, O.C. and Larreche, J.-C. (1995), *Marketing Strategy: A Strategic Approach to Global Orientation*, Irwin, Chicago, IL.

- Bramwell, B. (1998), "User satisfaction and product development in urban tourism", *Tourism Management*, Vol. 19 No. 1, pp. 35-47.
- Burke Johnson & Larry Christensen. 2004. *Educational Research, Quantitative Qualitative, and Mixed Approaches*. Boston: Pearson Education, Inc.
- Cai, L.A. and Woods, R.H. (1993) "China's tourism-service failure", *Cornell Hotel and Restaurant Administration Quarterly*, Vol.34; pp.30-39.
- Chan, Eileen.1995. The Kiwi Experience. *Asia Travel Trade*. (June):. 22-24.
- Cho, B. (1998), "Assessing tourist satisfaction", *Tourism Recreation Research*, Vol. 23 No. 1,pp. 47-54.
- Christopher Lovelock ,Jochen Wirtz and Hean Tat Keh.2002. *Service Marketing in Asia Managing People, Technology and Strategy*. Pearson Education, Inc.
- Clemons, S.D. and Woodruff, R.B.(1992) "Broadening the view of consumer Dissatisfaction: A proposed means-end Disconfirmation Model of CS/D", *American Marketing Association*, (Winter), pg. 413-421.
- Cohen,Louis; Manion,Lawrence and Morrison,Keith.2000. *Research Method in Education*.5 edition. Cornwall.:TJ International Ltd.
- Cohen, L., Manion, L. & Morrison, K. 2001, *Research Methods in Education*, 5th edn, Routledge, NY
- C.M. HALL and S.J. Page. *The Geography of the Tourism and Recreation environment, place and space*.
- Dai, Xuefeng. 2005. *Preliminary Study on China's Outbound Tourism Policy*. Beijing:Social Science Academic Press.

Dennis J. Aigner.2001.The 2001. Orange County Executive Survey, annually published .
Irvine :Graduate School of Management, University of California.

Dennis E. Delorme, Claudia Mennicken, and Hans-Joerg Aleff. 2000 "A cross-Cultural Comparison of Consumers' Perceptions and Evaluations of Brand Placements in Motion Pictures," American Marketing Association Conference Proceedings. (Winter):27-34.

Dinna,Louise and C., Dayao.2000. Asian Business Wisdom.New York : Wiley.

Drummond, G and Ensor.J, (2005) "*Introduction to Marketing concept*", Elsevier, Butterwrthord-Heinemann, Oxford.

Faulkner, H.W. (1993a), ``The strategic marketing myth in Australian tourism", Proceedings of the National Conference on Tourism Research: Building a Research Base in Tourism, University of Sydney, March, pp. 27-36, Bureau of Tourism Research, Canberra, 1993.

Fick, G.R. and Ritchie, J.R.B (1991), "Measuring Service quality in the travel and tourism industry" .*Journal of Travel Research*, Vol. 30, pg.2-9.

Francis C. Dane.1990. Research Methods. California:Wadsworth Inc.

Gartner, W.C., "Image formation process", Vol.2 No. 2/3, 1993, pp. 191-216.

Gerstlacher, Anna; Krieg, Renate and Sternfeld, Eva. 19910 Tourism in the People's Republic of China, A Case Study. Bangkok:Ecumencial Coalition on Third World Tourism.

Goad, P.G. and Crispin, S. W. (1999). Wish you were here. Far Eastern Economic Review.

- Gotlieb, J.B., Grewal, D. and Brown, S.W. (1994), "Consumer satisfaction and perceived quality: Complementary or divergent constructs?", *Journal of Applied Psychology*, 76(6),875-885
- Go, F.M. and Haywood, K.M. (1990), "Marketing of the service process: state-of-the-art in tourism, recreation and hospitality industries", in Cooper, C.P. (Ed.), *Progress in Tourism, Recreation and Hospitality Management*, Vol. 2, Belhaven Press, London, pp. 129-50.
- Gyte, D. and Phelps, A. (1989), "Patterns of destination repeat business: British tourists in Mallorca, Spain", *Journal of Travel Research*, Vol. 28 No. 1, pp. 24-8.
- Hooper, P., "Evaluation strategies for packaging travel", Vol. 4 No. 2, 1995, pp. 65-82.
- Hudman, L.E. and Jackson R. H. (1999). *Geography of Travel and Tourism*, Third Edition. Delmar publishers: New York
- Irene M. Kunii and Dean Foust.2000. "They Just Don't Have a Clue How to Handle This" (September) :43.
- James H..1996. *Educational Research ,Fundamental for the consumer*. 2th edition. New York.:Harper Collin Publishers Inc.
- Joanna Slater. 2000."Monitoring Methods and Workplace Standards Tend to Vary." *Wall Street Journal Europe*. (July) :34.
- J. Paul Peter and Jerry C. Olson, (2005), "*Consumer Behavior and Marketing Strategy*" 7th ed., McGraw-Hill, Irwin.
- Kathryn Kranhold.2000. "Growing Young & Rubican Buys Robinson, Lerer & Montgomery," *Wall Street Journa*, (March):B10.

Ken Belson.2000. "Net Shopping: Why Japan Won't take the plunge."Business Week, (July):64.

Kotler, Philip and Keller Kevin Lane (2006), "*Marketing Management*", 12th ed., USA: Pearson Prentice-Hall, Inc.

Kozak, M. (2001), "Repeaters' behaviour at two distinct destinations", *Annals of Tourism Research*, Vol. 28 No. 3, pp. 784-807.

Lance Eliot Brouthers, Steve Werner, and Erika Matulich. 2000. " The influence of Triad Nations' Environments on Price-Quality Product Strategies and MNC Performance." *Journal of International Business Studied*.:39-62.

Latu, T.M. and Everett, A.M. (2000), "Review of satisfaction research and measurement approaches", *Science and Research Internal Report 183*, Department of Conservation, Wellington.

Lenard C. Huff and Dana L. Alden. 2000. "A Model of Managerial Response to Sales Promotions:A Four-Country Analysis." *Journal of Global Marketing*,2000,13(3):7-28.McMillan

Lovelock, C.H. (1996), *Services Marketing*, 3rd ed., Prentice-Hall, Englewoof Cliffs, NJ.

Lovelock, Christopher, Wirtz, J. and Keh, H. Tat (2001), "Services Marketing in Asia: Managing People", *Technology and Strategy*, London, Prentice-Hall (International).

Lovelock, C. (2004), *Services Marketing: People, Technology, Strategy*, Prentice-Hall Inc., Upper Saddle River, NJ.

- Luk, S.T.K., Tam, J.L.M. and Wong, S.S.S., "Characteristics of magazine advertisements on hotel service: a content analysis", Vol. 4 No.3, 1995, pp. 29-44.
- Luzar E.J.' Diagne A., Gan, E.C.C and Henning B.R. (1998, August). Profiling the nature-based tourist: a multinomial logit approach. *Journal of Travel Research*, v37 n1 p48 (8).
- Mak, J. & White, K. (1992). Comparative tourism development in Asia and the Pacific. *Journal of Travel Research*,31(1),14-23.
- March, R. (1994), "Tourism marketing myopia", *Tourism Management*, Vol. 15 No. 6, pp. 411-15.
- McMillan DW et al. (1996) Stress distributions inside intervertebral discs: the validity of experimental 'stress profilometry'. *J Eng Med* (H)
- Michael Flagg. 2000."Advertisers Boost Spending in China, Led by Local Firms," *Asian Wall Street Journal*. (July):24.
- Momsen, J.H. (1999, April). The Economice of Tourism. (Review). *Economic Geography*. V75 i2 p211(2)
- Mowlana, H. and Smith, G. (1993), "Tourism in a global context: the case of frequent traveler programs", *Journal of Travel Research*, Vol. 33 No. 3, pp. 20-27.
- Neal, Quester and Hawkins, (2004), "*Consumer Behavior Implication for Marketing Strategy*" 4th ed., McGraw-Hill, Australia.
- Oliver, R.L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions", *Journal of Marketing Research*, Vol. 17, November, pp. 460-9.
- Oliver, R. L. (1993), "Cognitive, Affective and Attribute Bases of the Satisfaction Response", *Journal of Consumer Research*, 20(December): p418-430.

- Oliver, R.L. (1997), *Satisfaction, a Behavioral Perspective on the Consumer*, McGraw-Hill, Inc., New York, NY.
- Papadopoulos, S.I. (1987), "Strategic marketing techniques in international tourism", *International Marketing Review*, Vol. 3, Summer, pp. 71-84.
- Parasuraman, A., Berry, L.L. and Zeithaml, V.A. (1983), "Service firms need marketing skills", *Business Horizons*, Vol. 26 No. 6, pp. 28-31
- Parasuraman, A., V. A. Zeithaml, and L. L. Berry (1985). "A conceptual Model of Service Quality and its Implications for Future Research." *Journal of Marketing*.
- Pearce D. G. (1992). *Tourist Organizations*. New York;hn Wiley & Sons, Inc.
- Petchsri Nonsiri. 2002. " A case study on the socio-cultural impact of the village-based overnight stay operation on the inhabitants of Plai Phong Phang subdistrict in Samut Songkhram province." Thesis ,Master of Arts Degree in International Hotel and Tourism Management, Graduate School of Naresuan University.
- Spreng, R. A., S. B. MacKenzie, *et al.* (1996), "A Re-examination of the Determinants of Customer Satisfaction", *Journal of Marketing* 60(July): p15- 32.
- Peter S.;Davis,Ashay B.;Desai and John D. Francis.2000. "Mode of International Entry: An Isomorphism Perspective." *Journal of International Business Studies*..:239-258.
- Petrick, J.F. and Backman,S.J. (2002), "An Examination of the Determinants of Golf Travelers' Satisfaction" *Journal of Travel Research*,Vol. 40; pp252-258.
- Philip R. Cateora & John L. Graham. 2002. *International Marketing*.11ed. NewYork: MCGraw-Hill.

- Rochelle Burbury. 2000. " US Fuels Growth in Global Advertisng." Australian Financial Review.(July) :330
- Schoenbachler, D., di Benedetto, C.A., Gordon, G.L. and Kaminski, P.F., "Destination advertising :assessing effectiveness with the split-run technique", Vol. 4 No. 2, 1995, pp. 1-22.
- Smith, G (1999, August). Toward a United States policy on traveler safety and security: 1980-2000. Journal of Travel Reseach. Boulder
- Snepenger, D. and Snepenger, M., "Market structure analysis of media selection practices by travel services", Vol. 2 No. 2/3, 1993, pp. 21-36
- Spreng, R., MacKenzie, S. and Olshavsky, R. (1996), "Re-examination of the determinants of consumer satisfaction", Journal of Marketing, Vol. 60 No. 3, pp. 15-35.
- Stefano Hartfield. 2000. "Coke Ads Need Extra Fizz," Times (January): 42
- The Thai Farmer Bank' Research Center. 2006. " Chinese Tourist' Market 2006 Generate 30% More of Revenue ,Worth of 26,000 Million Baht" Econ Analysis. 12, 1804, :11.
- Tribe, J. and Snaith, T. (1998), "From SERVQUAL to HOLSAT: holiday satisfaction in Varadero, Cuba", Tourism Management, Vol. 19 No. 1, pp. 25-34.
- Uysal, M., Marsinko, A. and Barrett, R.T., "An examination of trip type switching and market share: a Markov chain model application", Vol. 4 No. 1, 1995, pp. 45-56.
- Valarie A. Zeithaml , Mary Jo Bitner. Sevice Marketing: Integrating Customer Focus Across The Firm. 3ed . New York.: McGraw-Hill Inc.

- Whisman, S.A. and Hollenhorst,S.J. (1998) "A Path Model of Whitewater Boating Satisfaction on the Cheat River of West Virginia", *Environmental management*, Vol. 22; p109-117.
- Wicks,B.E. and Schuett, M.A., "Using travel brochures to target frequent travelers and 'big-spenders'", Vol. 2 No. 2/3, 1993, pp. 77-90.
- World Tourism Organization 1996. International arrivals to top 1 billion by 2010. [Online 14 paragraphs.]Available:
- World Tourism Organization (1998), *Tourism: 2020 Vision*, Madrid: World Tourism Organization.
- World Travel and Tourism Council (1995), *Travel and Tourism: A New Economic Perspective*, Elsevier Science, Oxford.
- Yamane, Taro 1967. *Elementary Sampling Theory*. Cliffs. N.J:Prentice-Hall, Inc.
- Yamane, Taro 1973, *Statistics - An Introductory Analysis*, 3rd edn, Harper & Row, New York.
- Yi, Y. (1990), "A critical review of consumer satisfaction", in Zeithaml, V.A. (Ed.), *Review of Marketing*, American Marketing Association, Chicago, IL, pp. 68-123.
- Yorum Wind, Susan P. Douglas, and Howard V. Perlmutter.1973. "Guideline for Developing International Marketing Strategy." *Journal of Marketing*, (April) :14-23.
- Zeithaml, V.A. and Bitner, M.J. (2003), *Services Marketing: Integrating Customer Focus across the Firm*, 3rd ed., McGraw-Hill/Irwin, New York, NY.
- Zhang, Guangrui (1985) *China Ready for New Prospect for Tourism Development*. In *Tourism Management*, 6: 2: 141–143.

Zhang Guangrui. 2005. China's Outbound Tourism (2003-2005): Present Situation and Future Perspectives. *Tourism Management*, 25:81-91

<http://www.TAT.go.th>

<http://www.world-tourism.org/topnews.htm> (1996, June 18)

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

APPENDIX

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

APPENDIX A
QUESTIONNAIRE
(ENGLISH LANGUAGE)

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

Questionnaire

“Perceived Impacts of Service Marketing Factors on Customer Satisfaction
of Chinese Tourists in Thailand”

Notification

This questionnaire is a part of a thesis conducted for the requirement of a Master's degree in International Business Administration of The University of the Thai Chamber of commerce.

The information acquired from this questionnaire will be confidentially kept and used for academic purpose only.

Part I The Respondent' s Personal Information

1. Gender

() Male () Female

2. Age

() Younger than 25 years old () 25-30 years old
() 31-35 years old () 36-40 years old
() 41-45 years old () Older than 45 years old

3. Education background

() Primary/Secondary school () High school
() College/University () above master degree

4. Marital status

() Single () Married
() Divorced/Widow

5. Occupation

() Private company staff () Entrepreneur
() Government officer () State enterprise
() Student () Housewife
() Other please, specify

6. Income (per month) (RMB: Yuan)

- Less than RMB 3,000 RMB 3,001-5,000
 RMB 5,001-7,000 More than RMB 7,000

7. Frequency of your visit to Thailand

- Once 2-3 times
 4-9 times More than 9 times

8. Typically, how long do you stay in Thailand for one trip?

- Less than 1 week 1-2 weeks
 More than 2 weeks

9. How much money do you averagely spend during your trip in Thailand?

- Less than RMB 2,000 RMB 2,001- 4,000
 RMB 4,001- 6,000 RMB 6,001- 8,000
 RMB 8,001 - 10,000 More than RMB 10,000

Part II Tourists' Attitude toward the Services of Thai Travel Agents

Please check (√) to the extent that you agree with the following items: (1= strongly disagree, 5=Mostly agree)

	Agreement level				
	1	2	3	4	5
<u>Services component (Product)</u>					
Interesting unique tourist places					
Convenience of car transportation					
Comfortable accommodation					
Many varieties of tour-package					
High-quality meals					
Quality of Air-flight services					
<u>Price</u>					
Reasonable price					
<u>Distribution channel</u>					
Many communication channels					
Provide Sufficient sales channels to facilitate Customer's purchase					
Sufficient Thai travel agencies in China to provide information and facilitate customer purchase					
<u>Promotion</u>					
Interesting Advertisement					
enough advertising					
Offering special price promotion					
Offering interesting complimentary gifts					
<u>Productivity and quality</u>					
Have a confidence in the quality of services					
The tour-staff provide services productively					
<u>People</u>					
Hospitable tour-staff					
Staff has the ability to provide prompt service(s)					
Skilful and Knowledgeable tour-staff					
<u>Process</u>					
Thai travel agents' service could help					
Provide fast and smooth services					
<u>Physical evidence</u>					
Good facilities					
Guide wears nice uniform					

Part III Customer Satisfaction of Chinese Tourists toward Services of Travel-Agents

	Agreement level				
	1	2	3	4	5
<u>Tangibility</u>					
Availability information document					
Adequate transport systems					
<u>Reliability</u>					
Giving prompt services to the tourists					
Providing services at the promised time					
<u>Responsiveness</u>					
Responding to the tourists questions					
Willingness to assist tourists					
Sincere interest in problem-solving					
<u>Assurance</u>					
Adequate safety facilities					
Reinforcement of tourists' confidence					
<u>Empathy</u>					
Giving personal attention to tourists					
Friendly personnel					
<u>Price</u>					
Providing service quality worth the money paid					

2. In the sum, how do you rate your average satisfaction toward the travel agent' services?

- () 1. very dissatisfied
 () 2. Dissatisfied
 () 3. Not sure
 () 4. Satisfied
 () 5. Very satisfied

3. Next trip, when you come to Thailand, you will still ask for services from this tour agent.

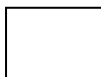
- () 1. certainly not () 2. Maybe () 3. Certainly yes

Recommendation _____

— THANK YOU FOR YOUR CO-OPERATION —

APPENDIX B
QUESTIONNAIRE
(CHINESE LANGUAGE)

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved



调查表
国际市场因素对泰国的中国游客的影响

注意: 这份调查表只用于泰国总商会大学国际贸易管理专业 M B A 硕士的论文的研究

第一部分: 个人问题的回答

1. 性别

() 男性

() 女性

2. 年龄

() 小于 25 岁

() 25-30 岁之间

() 31-35 岁之

() 36-40 岁之间

() 41-45 岁之间

() 45 岁以上

3. 教育

() 高中以下

() 高中

() 大学

() 硕士以上

4. 婚姻状况

() 单身

() 已婚

() 离婚或丧偶

5. 职业

() 私企职员

() 企业家

() 政府官员

() 国有企业

() 学生

() 家庭主妇

() 其他职业

6. 收入

() 少于 3,000 圆人民币

() 3,001-5,000 圆人民币

() 5,001 至 7,000 圆人民币

() 多于 7,000 圆人民币

7. 来泰国旅游的次数

() 第一次

() 2 - 3 次

() 4 - 9 次

() 9 次以上

8. 每一次来泰国停留的时间

() 少于 7 天

() 7 - 14 天

() 多于 14 天

9. 每一次来泰国旅游的花销

() 少于 2,000 圆人民币

() 2,000 至 4,000 圆人民币

() 4,001 至 6,000 圆人民币

() 6,001 至 8,000 圆人民币

() 8,001 至 10,000 人民币

() 多于 10,000 圆人民币

第二部分：中国游客对泰国旅行社的满意度

1. 请在下面的空格里填写您的分数，非常满意= 5, 非常不满意= 1.

	满意度					code
	1	2	3	4	5	
服务						
旅游地方感兴趣						
交通便利						
住宿便利						
丰富多采的旅游线路						
饭菜质量						
乘坐的航班服务						
价格						
合理的价格						
位置						
你可以通过各种渠道与泰国旅行社联吗?						
提供多方面的选择方式						
提供方面的信息资料						
促销						
吸引人的广告						
足够的广告信息						
提供特殊的促销价格						
提供有纪念意义的礼物和服务						
生产力质量						
享受到泰国旅行社的服务质量						
导游提供的服务好						
人						
友好的导游						
导游能够提供给您及时的服务						
导游的知识渊博						
过程						
旅游提供便利						
提供快捷和顺畅的服务						
印象						
导游工作熟练						
导游穿着得体						

第三部分：中国游客对泰国旅行社的服务的希望

	满意度					code
	1	2	3	4	5	
实事求是						
有效的信息						
充足的交通工具						
可靠性						
提供便捷的服务						
在答应的时间内提供服务						
责任						
回答游客的问题						
愿意帮助游客						
真诚的解决问题						
保证						
足够的安全设施						
增强游客的信心						
情绪						
关注每一位游客						
友好的导游						
价格						
让每一位游客感到物有所值						

2. 总而言之，你对旅行社的平均满意度是多少？

() 1. 非常不满意 () 2. 不满意 () 3. 不确定 () 4. 满意 () 5. 非常满意

3. 当下一次来泰国时，你将还是要求这家旅行社为你服务？

() 1. 不肯定 () 2. 也许 () 3. 肯定

4. 建议:

感谢您的合作。

APPENDIX C

Results of Regression

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

	Mean	Std.	Unstandardized Coefficients		t	Sig.	95% Confidence Interval for B		R Square	F	Sig.
			B	Std. Error			Lower Bound	Upper Bound			
Constant			0.292	0.182	1.601	0.110	-0.067	0.651	0.838	84.267	0.00
Interesting unique tourist places	3.70	0.897	0.182	0.052	3.466	0.001	0.079	0.285			
Convenience of car transportation	3.75	1.003	0.282	0.055	5.164	0.000	0.175	0.389			
Comfortable accommodation	3.69	0.974	-0.265	0.064	-4.169	0.000	-0.39	-0.14			
Many varieties of tour-package to be chosen	3.67	0.809	0.092	0.038	2.419	0.016	0.017	0.166			
High-quality meals come up with delicious food	3.07	1.069	-0.002	0.033	-0.057	0.954	-0.067	0.064			
Quality of Air-flight services are relatively	3.84	0.812	-0.104	0.047	-2.233	0.026	-0.195	-0.012			
Reasonable price for your trip	3.62	0.82	0.148	0.048	3.063	0.002	0.053	0.243			
Many communication channels are allowed to contact	3.46	0.857	-0.091	0.066	-1.38	0.168	-0.22	0.039			
Thai travel agents provide	3.52	0.841	0.028	0.065	0.427	0.670	-0.1	0.155			
provide information and facilitate customer purchase	3.55	0.777	0.229	0.043	5.322	0.000	0.144	0.313			
Interesting Advertisement	3.73	0.742	-0.158	0.051	-3.11	0.002	-0.258	-0.058			
Thai travel agents have launched enough advertising in China	3.55	0.839	0.061	0.042	1.471	0.142	-0.021	0.143			
Offering special price promotion	3.42	0.855	-0.218	0.048	-4.529	0.000	-0.313	-0.123			
Offering interesting complimentary gifts or services	3.39	0.777	0.132	0.054	2.428	0.016	0.025	0.239			
Have a confidence in the quality of services	3.67	0.790	-0.157	0.058	-2.678	0.008	-0.271	-0.042			

	Mean	Std.	Unstandardized Coefficients		t	Sig.	95% Confidence Interval for B	
			B	Std. Error			Lower Bound	Upper Bound
The tour-staff provide services productively	3.95	0.884	0.197	0.051	3.863	0.000	0.097	0.298
Hospitable tour-staff	4.08	0.992	-0.225	0.049	-4.556	0.000	-0.322	-0.128
Staff has the ability to provide prompt service(s)	3.95	0.883	0.648	0.05	12.98	0.000	0.55	0.746
Skilful and Knowledgeable tour-staff	4.03	0.877	-0.43	0.051	-8.369	0.000	-0.531	-0.329
Thai travel agents' service could help	3.64	0.767	-0.385	0.059	-6.586	0.000	-0.5	-0.27
Provide fast and smooth services	3.84	0.777	0.308	0.066	4.673	0.000	0.178	0.437
Good facilities	4.20	0.793	0.33	0.06	6.03	0.000	0.23	0.44
Guide wears nice uniform	4.11	0.903	0.275	0.055	4.99	0.000	0.167	0.384

ลิขสิทธิ์ มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี
 Copyright © by UTOC
 All rights reserved

APPENDIX D

List of Designated Travel Agencies of Thailand

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

List of Designated Travel Agencies of Thailand (384 Agencies)

No	Tourist Agency (English/ Chinese)	License No.
1	333 TOUR 泰国风情	11-3054
2	4 LENS TOUR 集团服务有限公司	21-0091
3	896 CO.,LTD.	11-3459
4	A.P.T.TRAVEL AGENCY CO.,LTD. 全球国际旅行社	11-1106
5	ABACUS TRAVEL SERVICE	11-0085
6	AIR CHANNEL CO.,LTD 安吉陆运通股份有限公司	11-3574
7	AMENITY TOUR CO.,LTD	11-1556
8	ANANDA TRAVEL (THAILAN) CO., LTD. 晨达旅行社	11-0350
9	ANDAMAN TRIP AND SERVICES	41-0172
10	ANGLE HOLIDAY TRAVEL CO.,LTD	11-3396
11	ANN TOUR	21-0109
12	APRIL INTERNATIONAL CO.,LTD 爱普国际旅游公司	11-3081
13	ARTHIT TOUR (2531) CO.,LTD.	11-1234
14	ASIA BOOMING TRAVEL & TRADING CO., LTD 丰达旅运	11-1397
15	ATORE TOURS CO.,LTD	11-2729
16	B R TOUR & IMPORT EXPORT LTD., PART. 泰国上顺旅贸	11-2125
17	B.B. TOUR& NORTH EAST TRAVEL	11-2057
18	B.I.T. PUBLISHING CO.LTD. 曼谷	11-2408
19	B.BT.T.INTERNATIONALTRAVEL AND TRADING CO.LTD.	11-1723
20	BACKINSON TRAVEL AND TRADING CO.,LTD.	11-2546

No	Tourist Agency (English/ Chinese)	License No.
21	BANGKOK HOLIDAY CO., LTD. 曼谷假日旅游有限公司	11-2376
22	BANGKOK SOUTH EAST EXPRESS LTD., PART. 曼谷东南旅游公司	11-1194
23	BANGKOK STANDARD TOUR CO.,LTD.	11-3615
24	BELIZE INTERNATIONAL (THAILAND) CO., LTD. 目里兹国际旅贸有限公司	11-2985
25	BHANJASANG TRAVEL CO.,LTD.	11-0164
26	BIG SAFE TOUR AND TRADING CO., LTD. 泰国劲大旅游贸易有限公司	11-3199
27	BKK NEW GENERATION TRAVEL CO.,LTD.	11-3059
28	BRIDGE TRAVEL AGENCY CO.,LTD.	11-1014
29	BRIGHT TRAVEL AGENCY CO.,LTD.	21-0005
30	BRIGHTNESS TRAVEL SERVICE CO.,LTD	11-1740
31	BRIGHTON TRAVEL CO.,LTD.	11-3236
32	C AND T TRAVEL SERVICE CO.,LTD.	11-0377
33	C.& P. TRAVEL CO.,LTD.	11-0459
34	C.C.T. EXPRESS CO.,LTD. 泰国旅运有限公司	11-0141
35	C.H.K. CHIANG HUAT SERVICE CO.,LTD. 昌发旅运	11-0026
36	C.M. DIAMOND TOUR & TRADING (2001) CO.,LTD.	21-0150
37	C.T. TOUR	11-2203
38	C.T.N.T. TRAVEL AND IMPORT EXPORT CO.,LTD. 新大洲	11-2834
39	C.T.S. TRAVEL (THAILAND) CO.,LTD.	11-0980
40	C.T.S. TRAVEL AGENCY	11-2789

No	Tourist Agency (English/ Chinese)	License No.
41	C.C.T. TOUR CO.,LTD. 泰国安泰旅游公司	11-2896
42	CENTRAL ROYAL TOUR CO.,LTD.	11-1759
43	CENTURY MIEN (THAILAND) CO.,LTD. 泰国世纪风采旅游有限公司	11-3293
44	CEO TRAVEL AND AGENCY CO.,LTD.	11-3418
45	CHANG JIANG TRAVELAND IMPORT EXPORT CO.,LTD. 长江旅运有限公司	11-3469
46	CHANGYO TRAVEL & TRADING CO.,LTD. 常有旅游贸易有限公司	11-0939
47	CHARTERED TOUR AND SERVICE LTD.	11-3555
48	CHEU SOEN TOUR IMPORT&EXPORT CO.,LTD.	11-2237
49	CHIANG SAEN TOUR AND TRAVEL 清盛旅游	21-0231
50	CHAINGMAI KK TRAVEL LTD., PART. 健光旅行社	21-0210
51	CHIANGRAI FAR-EAST NORTH TOUR LTD.,PART	21-0183
52	CHOEN TA TOUR CO.,	11-3086
53	CLASSIC EXPRESS CO.,LTD	31-0150
54	CLASSIC TOUR (THAILAND) CO.,LTD.	11-0302
55	CNR TRAVEL LTD.,PART. 安顺旅行社	31-0188
56	COLOURFULL TOUR CO.,LTD.	31-0136
57	COMFORT TRAVEL AGENCY LTD., PART.	11-0025
58	CONFIDENCE TRAVEL SERVICE CO.,LTD.	11-0050
59	CONSTANT TRAVEL INTERNATIONAL CO.,LTD.	11-2840
60	CRISTAL CO.,LTD.泰晶旅游公司	11-1003

No	Tourist Agency (English/ Chinese)	License No.
61	CTC HAINAN AVIATION & TOURISM CO.,LTD.	11-1057
62	D.D. TOUR	41-0100
63	D.L. TOURS CO.,LTD.	11-2661
64	DAI NIPPON TOURS	11-0527
65	DA YOU HOLDING CO.,LTD.	11-0997
66	DE NEW TRAVEL GROUP CO.,LTD.	11-0320
67	DE SHI TOUR CO.,LTD.	11-3290
68	DHAKUL CHAN TRAVEL SERVICE (THAILAND) CO., LTD. 陈民旅运有限公司	11-3589
69	DONG HAI THAI INTERNATIONAL CO., LTD. 东南泰国公司	11-1597
70	DONG NAN TOURS (THAILAND) CO.,LTD.	11-2086
71	DONG THAI TRAVEL GROUP CO.,LTD.	11-3187
72	DONNA INTERNATIONAL TRAVEL AND TRADING CO.,LTD.	11-0390
73	EASTEN PEARL INTERNATIONAL TRAVEL AND TRADING CO.,TLD.	11-2215
74	E-DA TRAVEL CO.,LTD.	11-2269
75	EIAM TOUR AND TRANSPORT CO.,LTD	11-1768
76	EIGHT & NINE TRAVEL CO., LTD. 永发旅行社	11-1460
77	ERA WAN AIR CO.,LTD.	11-3781
78	ERA WAN P.U.C. CO.,LTD.	21-0234
79	EVER-TRANS TRAVEL CO.,LTD. 长运旅行社	11-0821
80	EXPERT TRAVEL CO.,LTD.	11-0822

No	Tourist Agency (English/ Chinese)	License No.
81	FA THOR SANG TRAVEL CO., LTD. 丽风旅运有限公司	11-3163
82	FAH THAI TOUR CO.,LTD.	11-3399
83	FAR-EAST AIR TRANS SERVICE & TOUR LTD., PART.	11-0975
84	FINENESS TRADE &TRAVEL CO.,LTD.	11-2864
85	FLY HIGH TRAVVEL SERVICE CO.,LTD.	11-3458
86	FOCUS INTER (GROUP) TRAVEL CO., LTD. 经典假期有限公司	11-3510
87	FORTUNE EXPRESS LTD., PART.	11-0703
88	FIRST CLASS TOUR	11-2281
89	FU HUA TRAVEL CO.,LTD.	11-3440
90	FU SING CO.,LTD. 福兴有限公司	11-2280
91	G.H.T. TRAVEL TRADING CO.,LTD.	11-1650
92	GOLDEN K. TOUR CO.,LTD.	11-2503
93	GOLDEN BEACH TOUR CO.,LTD.	31-0245
94	GOLDEN BILLION EXPRESS CO.,LTD. 金万通旅运有限公司	11-3148
95	GOLDEN PHUKET CO.,LTD. 金普旅运有限公司	11-0467
96	GOLDEN PYRAMID INTERNATIONAL SERVICE CO., LTD. 哥伦布旅游	11-1823
97	GOLDEN SHINE TRAVEL SERVICE CO.,LTD.	11-0142
98	GOLDEN SKY TRAVEL CO.,LTD.	11-0335
99	GOLDEN STAR (INTERNATIONAL) GORUP CO.,LTD.	11-2137
100	GOLDEN TAIPEI TOUR	31-0294

No	Tourist Agency (English/ Chinese)	License No.
101	GOLDEN TONG FANG CO.,LTD.	11-1145
102	GOOD LUCK EXPRESS CO.,LTD.	11-0020
103	GOOD LUCK TOURS CO.,LTD.	11-0075
104	GOOD VIEW TOURS CO.,LTD.	11-3472
105	GRAND EXPRESS TRAVEL CO., LTD. 安运旅行社	11-0283
106	GRAND TOUR & TRADE CO.,LTD.	11-3488
107	GREAT ASIA TOURIST CO., LTD. 大亚旅行社公司	11-0233
108	GREAT CHINA TRAVEL & TRADING CO., LTD. 泰旅游集团贸易	11-1837
109	GREENLAND INTERNATIONAL ENTERPRISE (THAILAND) CO.,LTD.	11-1996
110	GREEN TRIP HOLIDAY TRAVEL CO.,LTD.	11-3567
111	H.Y.T. TRAVEL SERVICE CO.,LTD.	11-2082
112	HAADYAI 707 TOURS COMPANY LIMITED	41-0127
113	HAI SHENG CO.,LTD. 海升有限公司	11-2402
114	HAO HUA TOUR GROUP (THAILAND) CO.,LTD.	11-1588
115	HAO THAI TRAVEL GROUP CO.,LTD.	11-2752
116	HAOTA TRAVEL GROUP LTD., PART.	11-3210
117	HAPPY TOUR & INTERNATIONAL TRADE GROUP CO.,LTD.	11-0832
118	HAPPY WORLD TRAVEL AGENCY	51-0141
119	HATYAI C&P TOUR CO.,LTD.	41-0173
120	HATYAI DIAMOND TOURS CO.,LTD.	41-0048

No	Tourist Agency (English/ Chinese)	License No.
121	HENG CHIANG TOUR AND TRAVEL SERVICE CO., LTD. 泰国恒昌旅行社有限公司	11-0012
122	HENG CHIANG TOURS LTD., PART. 泰国恒昌旅运两合公司	11-0016
123	HIGHLAND HOLIDAY TRAVEL	51-0129
124	HI-LUXY TRADING & TRAVEL SERVICE CO.,LTD.	11-1560
125	HOLIDAY CONNECTION CO.,LTD.	11-2967
126	HOLIDAY TOURS &TRAVEL (THAILAND) CO.,LTD.	11-0133
127	HANG TAK TAVEL LTD., PART.	11-2159
128	HONG THAI CITIZENS (THAILAND) LTD	11-0341
129	HOPE WELL (HOG LAI HENG) INTERNATIONAL TRAVEL SERVICE CO.,LTD.	11-1669
130	HUA THAI TRAVEL GROUP LTD., PART.	11-3211
131	HUA YUAN TRAVEL CO.,LTD.	11-2721
132	HUA YUN TRAVEL CO.,LTD.	11-3139
133	HUANG THAI EXPRESS CO.,LTD.	31-0149
134	HWA RUENN EXPRESS CO.,LTD.	11-2698
135	I.T TOUR CO.,LTD. 泰国正普旅游有限公司	11-2848
136	IM TOUR CO.,LTD.	11-3568
137	INCENTIVE DESIGN CO.,LTD.	11-1316
138	INDO CHINA GATWAY (THAILAND)	11-2697
139	INTER TRAVEL DELIGHTS LTD., PART. 泰国豪华旅行社	11-1367
140	J.M.T. INTERNATIONAL TRAVEL CO.,LTD.	112843

No	Tourist Agency (English/ Chinese)	License No.
141	J.T.E. TRAVEL CO.,LTD.	11-3216
142	J. TRAVEL & TRADING CO.,LTD.	11-1081
143	JASMIN INTERNATIONAL TRAVEL AND TRADING CO.,LTD.	11-2978
144	JAWARA TOURS CO.,LTD.	11-0331
145	JE TOUR (THAILAND) LIMITED. 亚旅泰国旅行社	11-0342
146	JERNG LONG TRAVEL CO.,LTD.	11-2213
147	JETVIEW TRAVEL INTERNATIONAL CO.,LTD.	11-1286
148	JHIN THAI TRAVEL GROUP CO.,LTD.	11-3213
149	JIAHUA IMPORT EXPORT CO.,LTD.	11-2324
150	JIE THAI TRAVEL GROUP CO.,LTD.	11-3212
151	JIN PAO TRAVEL CO.,LTD. 泰国金宝旅游有限公司	11-1490
152	JING AEI TOURISM (THAILAND) CO.,LTD. 泰国正意国际旅游有限公司	11-2355
153	JINGFU LTD.,PART. 景福公司	111-2872
154	JO TRAVEL	51-0120
155	JUN MA TRAVEL CO.,LTD.	11-3017
156	K & A TRAVEL LTD., PART.	31-0189
157	K.C. TRAVEL SERVICE CO., LTD. 建材旅行社	11-1544
158	K.T.K. TOUR ENTERPRISE CO.,LTD. 台泰集团	11-1881
159	KAI XIN CO.,LTD.	11-3189
160	KAN HUI TRAVEL (THAILAND).	11-2483

No	Tourist Agency (English/ Chinese)	License No.
161	KANGWAL HOLIDAY CO.,LTD.	11-3500
162	KANUI EXPRESS CO.,LTD.	31-0251
163	KANTAK TOUR & TRADING CO.,LTD. 健康旅行社	11-2315
164	KIM HAI CO.,LTD. 泰国金海旅游有限公司	11-3143
165	KING LONG GROUP (THAILAND)	11-3060
166	KORENAI INTERTRADE & TRAVEL (THAILAND) CO., LTD. 泰国金龙旅游有限公司	11-2187
167	KRUNG THAI TRAVEL SERVICE CO., LTD. 军泰旅运有限公司	11-0367
168	L T S TRAVEL SERVICE CO.,LTD.	11-2085
169	L.C. POWER TRAVEL 里程（泰国）旅行社	11-3296
170	L.J. TOUR & TRAVEL	41-0122
171	LEADING THAI CITY TOUR CO.,LTD.	11-3391
172	LEE BEN TRAVEL SERVICE CO.,LTD.	11-1339
173	LIAN PANG UNITED INTERTRADING CO.,LTD	11-3620
174	LONG TAI TRAVEL CO.,LTD. 龙泰旅运集团有限公司	11-2416
175	LUCK TOUR TRADING (BANGKOK) CO.,LTD.	11-1471
176	LUNGPAO GROUP CO.,LTD.	11-1785
177	M T TRADE & TRAVEL CO.,LTD.	11-3582
178	M .D. TOURS & TRAVEL CO.,LTD.	11-0157
179	MAE SALONG TOUR 美欺乐旅行社	21-0108
180	MAI-GEE TOUR EXPRESSCO.,LTD.	31-0070

No	Tourist Agency (English/ Chinese)	License No.
181	MANDARIN EXPRESS CO., LTD. 中泰旅运有限公司	11-0112
182	MARCO WORLD TOURS CO.,LTD.	11-2134
183	MARIO TRAVEL INTERNATIONAL CO.,LTD.	11-1777
184	MARVEL HOLIDAYS LYD.,PART	11-0960
185	MASTER TOUR CO.,LTD.	11-0058
186	MERRYLAND TRAVEL SERVICE CO., LTD. 欢乐旅行社	11-0183
187	MGM TRAVEL AGENCY CO.,LTD.	11-1778
188	MICKO TRAVEL CO.,LTD. 泰国南方假期旅游有限公司	11-1797
189	MITTRAPHAP TORU CO.,LTD.	51-0163
190	MOST BEST INTERNATIONAL TOUR CO., LTD. 金上顺国际观光旅游股份有限公司	11-1162
191	MOTHER INTERNATIONAL SERVICE.,LTD.	11-3496
192	MY JOURNEY CO.,LTD.	11-3365
193	N.S. TRAVEL & TOURS CO.,LTD.	11-0005
194	NAGA TOURS TRAVEL & SERVICE	51-0159
195	NALUMON TOUR	51-0111
196	NAM CHAI WIN TONG CO.,LTD.	11-2195
197	NAN CHIANG TRADING (THAILAND) CO., LTD. 南强旅贸（泰国）有限公司	11-3284
198	NANTHAI INTERNATIONAK D. TRAVEL AND TRADING LT	11-1192
199	NEVADA GRAND TRAVEL 泰南国际旅游	51-0173
200	NEW WAY TRAVEL CO.,LTD. 新历程旅游有限公司	11-1443

No	Tourist Agency (English/ Chinese)	License No.
201	NEW ASIA BOOMING TRAVEL& TRADING CO.,LTD.	11-3177
202	NEW FRIEND TRAVEL CO.,LTD.	21-0191
203	NEW GENERATION TRAVEL& TRADE CO.,LTD.	11-2092
204	NEW GOLDEN CAPITAL TRAVEL SERVICE CO., LTD. 新时代旅运有限公司	11-2188
205	NEW JIA LONG TOUR GROUP (THAILAND) CO., LTD. 泰国佳龙控股集团	11-2756
206	NEW WORLD TRAVEL CO.,LTD.	11-1660
207	NEWSPACE INTERNATIONAL TRADING CO.,LTD.	11-3656
208	NICE TRAVEL (THAILAND).	11-3157
209	NICE WORLD TRAVEL (THAILAND) CO.,LTD.	41-0119
210	NORTH THAI TOURS	21-0087
211	NSK NEW SERMKU TRAVEL CO.,LTD.	11-1433
212	NWD TRAVEL SERVICE CO.,LTD. 新时代（泰国）旅游有限公司	11-1467
213	OE TRAVEL (THAILAND) CO.,LTD.	11-3577
214	OPEN NEW WORLD INTERNATIONAL TRAVEL SERVICE CO.,LTD.	11-1776
215	OPEN WORLD INTERNATIONAL TRAVEL SERVICE CO.,LTD.	11-1244
216	ORANGE VACATION CO.,LTD.	11-3047
217	ORIENTA VISTA CO., LTD. 欧连大佛旅游有限公司	11-2640
218	ORIENTAL EXPRESS CO.,LTD.	11-0187
219	ORIENTAL VACATION CO.,LTD.	11-0113
220	ORIOLE TRAVELS & TOURS CO.,LTD.	11-0018

No	Tourist Agency (English/ Chinese)	License No.
221	P.A. TRAVEL COMPLEX LTD., PART.	11-1252
222	P.A.T. & TOUR	31-0307
223	P.B. TRAVEL AGENCY	21-0113
224	P.K. CITY TOUR CO.,LTD.	51-0002
225	PACIFIC HOLIDAY (THAILAND) CO., LTD. 太平洋假期 (泰国) 公司	11-1868
226	PAILI CO.,LTD. 百利旅游	10-3149
227	PAN OCEANA TRAVEL SERVICE CO.,LTD.	11-2071
228	PANEY TOUR CO.,LTD.	11-3417
229	PANJINDA SERVICE LTD.(P.D. TOUR)	21-0088
230	PANMILE TRAVEL CO., LTD. 千里旅游有限公司	11-3482
231	PANORAMA TRAVEL CENTER CO.,LTD.	11-2006
232	PAPHAWADEE TRAVEL	51-0172
233	PARINDA TOUR COMPANY LIMITED	41-0129
234	PATTERN TOUR CO., LTD. 顺通旅游	21-0132
235	PERMPOON TOURS (THAILAND) CO.,LTD.	11-2713
236	PEARL'S TOURS AND TRAVEL SERVICE CO., LTD. 珍珠旅行社	11-0188
237	PERFECT TOUR CO.,LTD.	11-0114
238	PHONG THAI TRAVEL GROUP CO.,LTD.	11-2837
239	PHOTO WORLD TOUR & TRANSPORT LTD., PART.	11-1064
240	PHUKET JET TOUR CO.,LTD.	31-0002

No	Tourist Agency (English/ Chinese)	License No.
241	PHUKET MONTREE TOUR CO., LTD. 泰南旅行社有限公司	31-0210
242	PHUKET TAI AH TOURIST CO., LTD. 普吉泰亚旅行社公司	11-0248
243	PHUKET WAY HOLIDAY CO., LTD. 普成旅行社股份有限公司	31-0090
244	PHUKET WEEKEND TOURS LTD.,PART	31-0075
245	PINK ORCHID TOUR CO.,LTD.	11-3542
246	POLE STAR TOUR & TRADING CO., LTD. 北斗星旅运贸易有限公司	11-1638
247	POMPETCH INTER TRAVEL	11-2656
248	POONPHOL CENTER TOUR CO.,LTD.	31-0053
249	PPD TOUR & TRAVEL	11-1511
250	PREMIEM WORLD SERVICE CO.,LTD.	11-2352
251	PRIME VACATION CO.,LTD.	11-3009
252	PUBLIC HOLIDAYS CO.,LTD. 大众假日	11-2643
253	Q E TOUR CO.,LTD. 泰国安心假期	11-2849
254	QUALITY EXPRESS CO.,LTD.	11-2024
255	R.T. TOUR SERVICE (193) LTD., PART. 榕城旅行社	11-0519
256	RAMA TRAVEL SERVICE AGENCY CO.,LTD.	11-1513
257	RICCO HOIDAY CO.,LTD.利哥好利得	11-0920
258	RICHEST TOUR CO.,LTD.	11-3609
259	RIVER KWAI GARDEN CO.,LTD.	11-0882
260	ROONGSARP GRAND TOUR CO.,LTD.	11-1030

No	Tourist Agency (English/ Chinese)	License No.
261	ROONGSARP HOLIDAY TRAVEL CO.,LTD.	11-0495
262	RUNGJAMLONG TOUR	41-0136
263	RX TRAVEL & TRADING CO.,LTD.	11-3556
264	S & T RAPCHADA (BANGKOK) CO.,LTD.	11-3194
265	S.B.A.TRAVEL CO.,LTD.	11-1939
266	S.K. EXPRESS CO.,LTD.	51-0102
267	S.P. TOUR & TRAVEL SERVICE CO., LTD. 华利旅行社	11-1854
268	S.Q. TRAVEL & TRADING CO.,LTD. 泰国世桥旅运有限公司	11-3217
269	S.S. TRAVEL SERVICE LTD., PART.	11-2497
270	SAB-TAWAN CO.,LTD.	11-0753
271	SABUY JAI TRAVEL AND SERVICE 泰国顺心旅行社	11-3135
272	SAMUI SUNSHINE HOLIDAY TOUR CO.,LTD.	31-0092
273	SCENIC WORLD CO.,LTD.	11-2796
274	SEA BONANZA TRAVEL & TRADING 泰国海裕旅行社贸易有限公司	11-1579
275	SEE MMEDIA INTERNATIONAL CO.,LTD.	11-3359
276	SEASON HOLIDAY BOOKING CENTER CO., LTD. 泰国吉美旅运有限公司	11-3709
277	SHANGHAI JING YAI INTERNATIONAL CO.,LTD.	11-1731
278	SHEN ZHOU TOUR & TRADE LTD., PART. 神州旅游贸易公司	11-2412
279	SHIZ THAI TRAVEL GROUP LTD., PART.	11-3209
280	SIAM ENJOY TOUR AND TRADE LTD., PART.	11-2320

No	Tourist Agency (English/ Chinese)	License No.
281	SIAM FRIENDSHIP TOURS CO.,LTD. 友谊旅行社	11-0033
282	SIAM I.T. TOUR CO.,LTD.	21-0008
283	SKADIA TRAVEL CO.,LTD.	11-0297
284	SMILAND TOUR CO.,LTD. 时美团	11-1790
285	SONGSANG TRAVEL CO.,LTD.	11-2139
286	SOON CHIENG TOUR CO.,LTD.	11-0145
287	SOON UN TOUR IMPORT EXPORT CO.,LTD 泰国顺安实发展有限公司	11-0891
288	SOPHI SKY TRAVEL LTD., PART.	11-2228
289	SOUTH ASIA TRAVEL CO.,LTD. 南亚旅行社有限公司	11-2694
290	SOUTHERN RELIANCE TRAVEL & TOUR CO.,LTD.	31-0061
291	SOUTH WEST TRAVEL LTD., PART.	41-0113
292	SPRING INTERNATIONAL	11-2717
293	SRI MAS HOLIDAY TRAVEL CENTRE	41-0092
294	STANDARD TOUR CO.,LTD. 大兴旅游	21-0014
295	STARLIGHT TRAVEL CO., LTD. 泰阳之旅股份	11-1683
296	SUCCESS JOURNEY CO.,LTD.	11-1386
297	SUN POINT TOUR GROUP CO.,LTD.	31-0258
298	SUN POWER TRAVEL AND TOURS CO., LTD. 红太阳旅行社	31-0206
299	SUN SERIES CO., LTD. 新系列旅游有限公司	11-1682
300	SUNDAY & FUN CO.,LTD.	11-2632

No	Tourist Agency (English/ Chinese)	License No.
301	SUNE TA TOUR CO., LTD. 泰王国顺大旅游集团	11-3635
302	SUNLIT ASIA GROUP CO.,LTD.	11-3178
303	SUNNY SUNFLOWER (THAILAND) CO.,LTD. 新华泰国旅行社	11-0343
304	SUNSHINE TOUR PHUKET CO.,LTD.	31-0013
305	SUNTAROSA TRAVEL (2000) CO.,LTD. 泰阳之旅有限公司	11-2248
306	SUPAP TOUR LTD., PART.	11-2766
307	SUPHANNAHONG TRAVEL LTD., PART.	11-3653
308	SWEETLAND TRAVEL & TOURS CO.,LTD.	31-0345
309	T & T TRAVEL SERVICE AND TRADING CO., LTD. 泰安泰旅运贸易有限公司	11-2708
310	T S BOARDING HOUSE CO.,LTD.	11-3073
311	T.C.L. INTER TOUR CO.,LTD.	111-1969
312	T.C.H. TOUR	21-0162
313	T.F.C. TRAVEL CO.,LTD. 泰国风情旅行社	11-2259
314	T.T. GROUP TOURS CO.,LTD.	11-0019
315	T.U.X. FILM CO.,LTD.	11-3712
316	TA HUA TRAVEL SERVICE LTD., PART.	11-0135
317	TA TONG YA TRAVEL & TRADING CO., LTD. 世达旅游国际贸易有限公司	11-2043
318	TENG FEI TRAVEL CO.,LTD.	11-3521
319	TENGTUCK TOUR INTERNATIONAL CO.,LTD.	11-1517
320	THAI FIRST TRAVEL CO.,LTD.	11-1813

No	Tourist Agency (English/ Chinese)	License No.
321	THAI-INDO CHINA TOUR CO.,LTD.	11-0087
322	THAI-LANGKAWI FERRY LINE CO.,LTD.	41-0177
323	THAI-ROMANTIC TOUR IMPORT-EXPORT CO., LTD. 三喜旅游贸易有限公司	11-3204
324	THAI TRAVEL & TRADING CO.,LTD.	11-1256
325	THAI CHENG TRAVEL & TRADE CO., LTD. 泰城旅游贸易有限公司	11-1722
326	THAI CHONG HUA TRAVEL LTD.,PART.	11-3798
327	THAI GT TOUR LTD	11-0690
328	THAI HUI TOUR (1996) LTD.,PART. 泰慧旅客	11-1238
329	THAI MORNINGSUN TOUR 泰国泰阳-旅游集团有限公司	11-3305
330	THAI OCEAN TRAVEL CO.,LTD.	11-1019
331	THAI PAN (EXPRESS) TOUR LTD., PART. 泰平旅行社两合公司	11-0360
332	THAI SHAN TRAVEL GROUP CO.,LTD.	11-2739
333	THAI SINN EXPRESS CO.,LTD. 泰信旅运	11-0031
334	THAI SIRI SERVICE & TRADING CO.,LTD	11-0008
335	THAI SIRI TOURS CO., LTD. 上海中旅集团有限公司	11-2988
336	THAI SKY TRAVEL & INTERTRADE CO.,LTD.	11-3604
337	THAI SOUTHERN TRAVEL GROUP CO., LTD. 泰南旅运有限公司	11-2367
338	THAI TIAN LONG LTD.,PART.	11-3214
339	THAI UNIVERSE TRAVEL CO.,LTD.	11-0413
340	THAI XIN YA ZHOU TOUR (THAILAND) CO.,LTD.	11-2224

No	Tourist Agency (English/ Chinese)	License No.
341	THAI DESTINATION GROUP CO.,LTD.	11-2287
342	THAIFLY TRAVEL CO.,LTD.	11-2489
343	THAIWAN XIANG TRAVEL TRADE CO.,LTD.	11-2255
344	THAVEE TOUR & TRADING LTD.,PART	1-3553
345	THAWORN TRAVEL 顺发旅运	11-0554
346	THORSAENG TRAVEL & SERVICE	51-0157
347	THUNDERBIRD TRAVEL CO.,LTD.	11-3373
348	TMK TRAVEL CO.,LTD.	11-0902
349	TONG LONG TRAVEL CO., LTD. 泰国东龙国际旅运有限公司	11-3575
350	TOPMAST INTERNATIONAL CO., LTD. 高贵国际有限公司	11-2371
351	TOPS HOLIDAY CO.,LTD.	21-0184
352	TOPSON INTERNATIONAL TRADING CO.,LTD.	11-1405
353	TOUR EAST (T.E.T.) LTD 泰国东旅游有限公司	11-1277
354	TRANLEE TRAVEL CO.,LTD.	31-0231
355	TRAVEX TRAVEL CO.,LTD.	11-0281
356	U.E. INTERNATIONALCO.,LTD. 如意旅运	11-1900
357	UBON TAKERNG FAH	51-0117
358	UNITY 2000 TOUR CO.,LTD.	11-0464
359	UNSEEN HOLIDAYS 泰国南方旅游公司	11-3633
360	V L TRAVEL CO.,LTD. 联合旅游股份有限公司	11-1643

No	Tourist Agency (English/ Chinese)	License No.
361	V-SERVE TRAVEL CO.,LTD.	11-3439
362	V.A.N. TRAVEL	11-1931
363	V.A.S.TOUR CO., LTD. 大东亚国际股份有限公司	11-3164
364	V.A.S.TRAVEL CO., LTD. 泰国大东亚旅行社	11-1491
365	VACATION ASIA (THAILAND) LIMITED 亚洲观光泰国	11-2559
366	VAYAFES ASSOCIATION CO.,LTD	11-2256
367	WAN SUE THONG CO., LTD. 万事通旅运有限公司	11-1902
368	WARMTH TRAVEL CO.,LTD.	11-2588
369	WEEKEND TOUR AND CARCO SERVICE LTD.,PART	11-1832
370	WIN THAI GROUP INTERNATIONAL CO.,LTD.	11-2515
371	WINGON TRAVEL THAILAND CO., LTD.	11-3234
372	WINSON TRAVEL SERVICE (THAILAND) CO.,LTD.	11-0624
373	WONDERFUL PACKAGE 美丽华旅行社（泰国）有限公司	11-2917
374	WORLD SPLENDOUR HOLIDAYS LTD. 昆明旅行社（国际）有限公司	11-0014
375	XIANG THAI TRAVEL (THAILAND) CO.,LTD.	11-3597
376	XIN QIAO TRAVEL & TRADING CO.,LTD.	11-3648
377	XIN XIANG TRAVEL & TRADING CO.,LTD.	11-2265
378	Y2K TRAVEL SERVICE CO.,LTD. 新世纪 2000 旅游有限公司	11-2178
379	Y.P.K. TRAVEL & TRADE CO.,LTD.	11-1395
380	YANG KUANG TRAVEL & TRADING CO.,LTD.	11-2660

No	Tourist Agency (English/ Chinese)	License No.
381	YUAN THAI TRAVEL AND TRADING CO.,LTD.	11-2597
382	YUNNAN TRAVEL (THAILAND) CO., LTD. 云台国际旅游贸易有限公司	11-0149
383	YUTONG HOLIDAY TRAVEL CO.,LTD. 与通假日旅游有限公司	11-3461
384	ZHONGDUN INTERNATIONAL TRADING & TRAVEL CO.,LTD.	11-2887

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย
Copyright@by UTCC
All rights reserved

BIOGRAPHY

Ms. Nichaphat Lumpoopiniijpong was born on the 3rd June 1983 in Bangkok, Thailand. She received a Bachelor Degree in the faculty of Humanities majored in Chinese Language from the University of the Thai Chamber of commerce in 2005.

She got a Master Degree in the faculty of Business Administration majored in International Business in 2007. She has been working for Ministry of Tourism and Sport since January, 2008.

ลิขสิทธิ์ มหาวิทยาลัยเทคโนโลยี
Copyright@by UTEC
All rights reserved