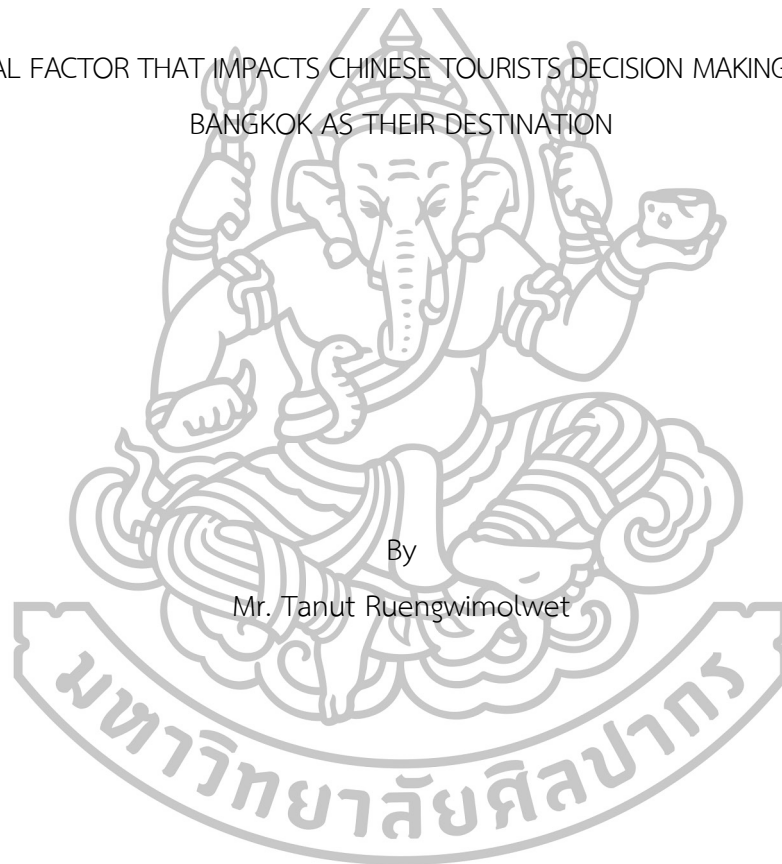




THE CRITICAL FACTOR THAT IMPACTS CHINESE TOURISTS DECISION MAKING TO CHOOSE
BANGKOK AS THEIR DESTINATION



By
Mr. Tanut Ruengwimolwet

An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration Program in International Business

International Program

Graduate School, Silpakorn University

Academic Year 2015

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INDEPENDENT STUDY ADVISOR: ARDIPORN KHEMARANGSAN, Ph.D. 159 pp.

The purpose of this research were 1) This research focuses on the factors that impact Chinese tourists' decision-making in selecting Bangkok as their destination. This research focuses on seven factors that impact their decision-making: destination image, safety, activity attractions, motivation, cultural differences, infrastructure, and tourist package promotions. This research employs quantitative and qualitative methodology to collect and analyze the data.

The research instruments were using quantitative methodology, 150 questionnaires were distributed and analyzed by using three methods 1) descriptive analysis 2) reliability tests 3) linear regression analysis. For qualitative methodology, the researcher interviewed three persons.

The results of this research were as follow:

1. The results showed that four factors are significant; destination image, activity attractions, safety and cultural differences.
2. The other significant factor is satisfaction level. In the qualitative analysis, the results showed that activity attraction, safety and cultural differences were significant factors in attracting Chinese tourists.

Recommendations for the research and the limitations of the study are also discussed.

Program of International Business

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Independent Study Advisor's signature

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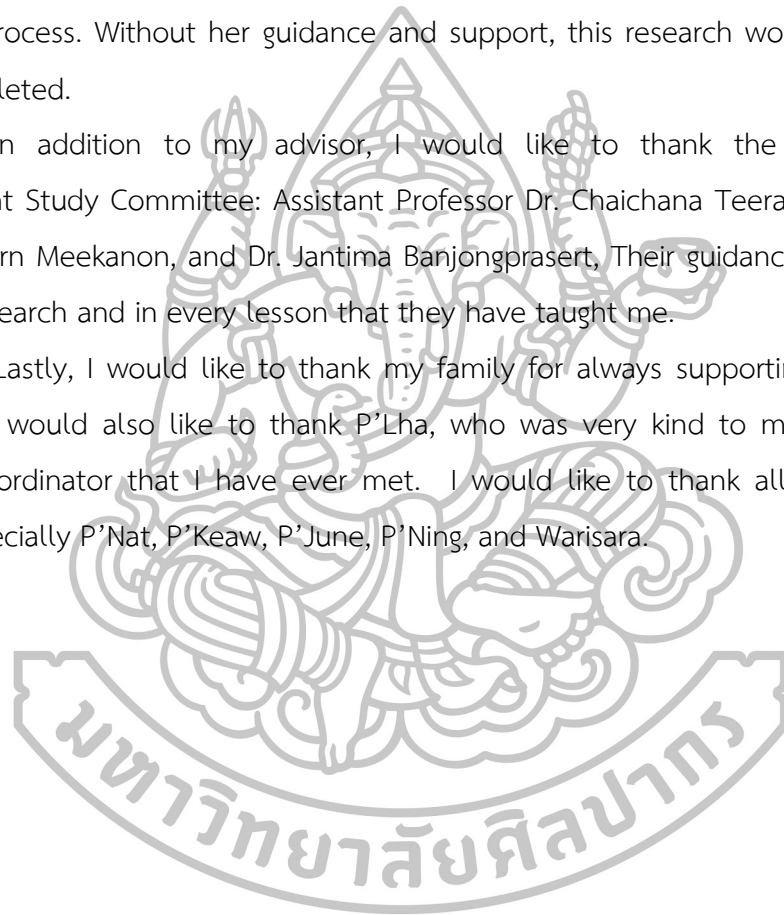
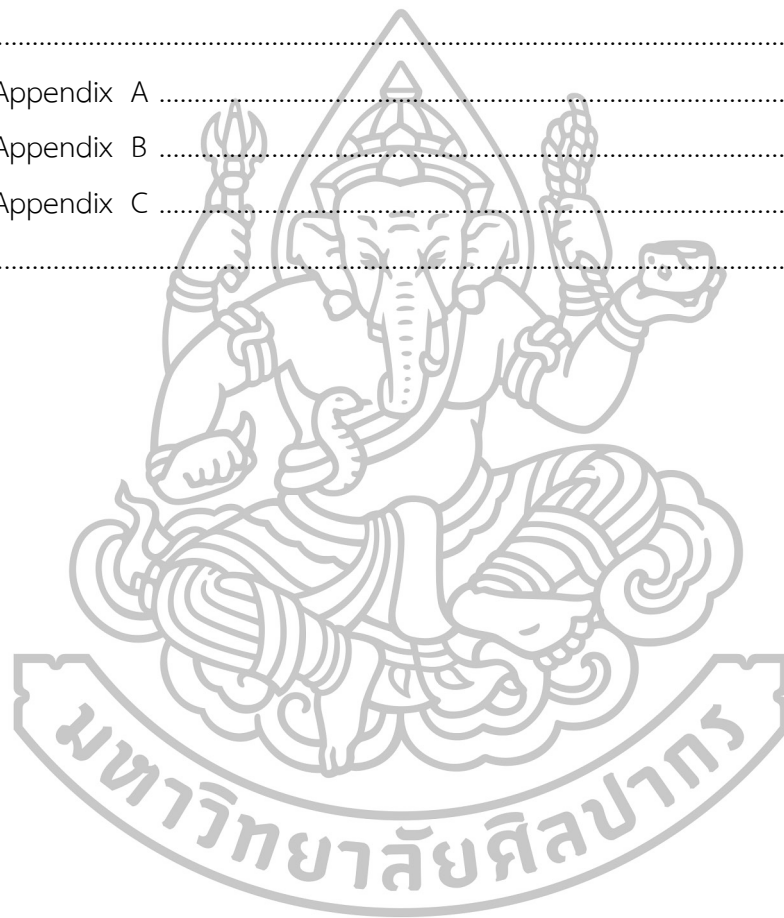


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CHAPTER 1

1. INTRODUCTION

1.1 Thai tourism industry

According to the Association of Thai Travel Agents, the number of tourists visiting Thailand between April 1st and 30th, 2016 was approximately 540,419 tourists. The number of tourists increased from the previous year by 13.75 %.

The ATTA website shows that the biggest group of tourists who come to Thailand is Chinese tourists at 1,381,308 tourists, who has increased in number by 44.73 %.

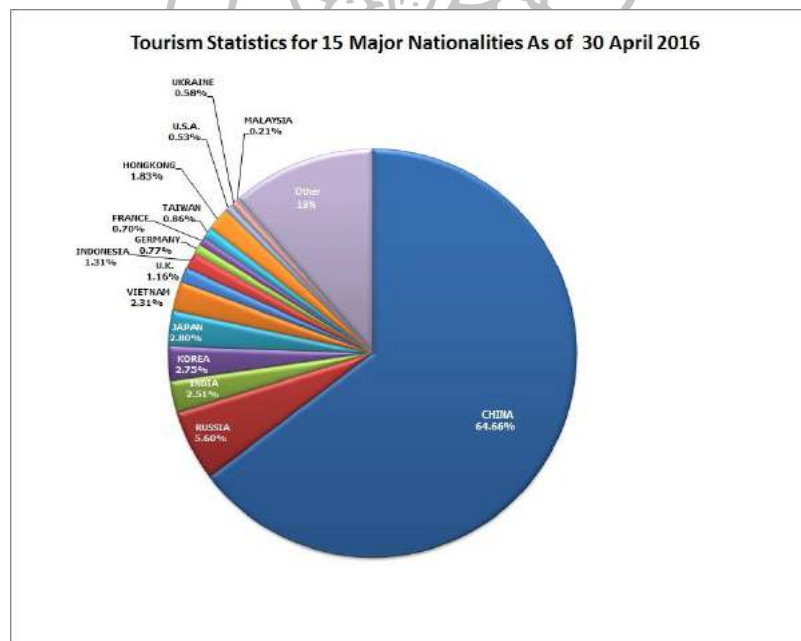


Figure 1 : Tourist statistics

Source : www.atta.or.th

The statistics for 15 major nationalities as of 30 April 2016, show that the majority of tourist come to Thailand from China at 64.66 %. Moreover, a large number of tourists from the Ukraine, Korea, and India also visited Thailand.



Figure 2 : The main land China grow rate

Source : www.atta.or.th

The graph indicates that the number of Chinese tourists between 2012 and 2016 significantly increased from 300,000 to 1,400,000 (ATTA, 2016)

1.2 Chinese travelers

This research studies the critical factors that impact Chinese tourists' selection of Bangkok as their destination. Bangkok is an exotic destination and a charming place for Chinese tourists to experience a different culture and to have new experiences such as outdoor activities, eating local food, and playing sport. However, there are other factors that impact their decision such as destination image, activity attractions, safety, cultural differences, motivation, promotion, infrastructure, and overall satisfaction. Chinese tourists also consider coming to Bangkok because Bangkok is a short traveling distance and a good value for money option with visa on arrival facilities. Chinese people and Thai people have much in common in terms of ethnic relationships.

In recent months, the Tourism Authority of Thailand (TAT) has revealed the high number of Chinese tourists traveling to Thailand. Since 2013, by region, East Asia, led by China, provides the greatest number of tourists. Unfortunately from the end of 2013 until the middle of 2014 was a time of political upheaval in Thailand or crisis because of different political opinions, and the upward trend of previous years was broken. From 2015 to 2016, the number of Chinese tourists coming to Thailand has increased to the highest level.

In 2013, Chinese tourist arrivals were 4.7 million, up by 68.8 percent over 2012. In January 2014, Chinese arrivals totaled 309,731, a decline of 8.6 percent. In 2014, TAT expected 5.6 million Chinese tourists, generating revenue of 230 billion baht, up from 190 billion baht in 2014. Between 22 February and 3 March 2014 more than 6,000 Chinese tourists attended a convention and incentive travel event in Bangkok.

Moreover, TAT generated 45.5 billion baht or 1.4 billion dollars in revenue from Chinese tourists in Thailand. Tourism foreign exchange revenue in the Thai economy was the highest revenue generating market for Thailand (The Government Public Relations Department 2014, TAT2014).

For Bangkok, the highest season is the Songkran period, TAT revealed that the number of Chinese tourists has increased year-on-year, especially when airlines opened new routes to fly direct from China to specific places. This provides greater convenience to travel to Bangkok and other provinces for Chinese tourists (TAT, 2014).

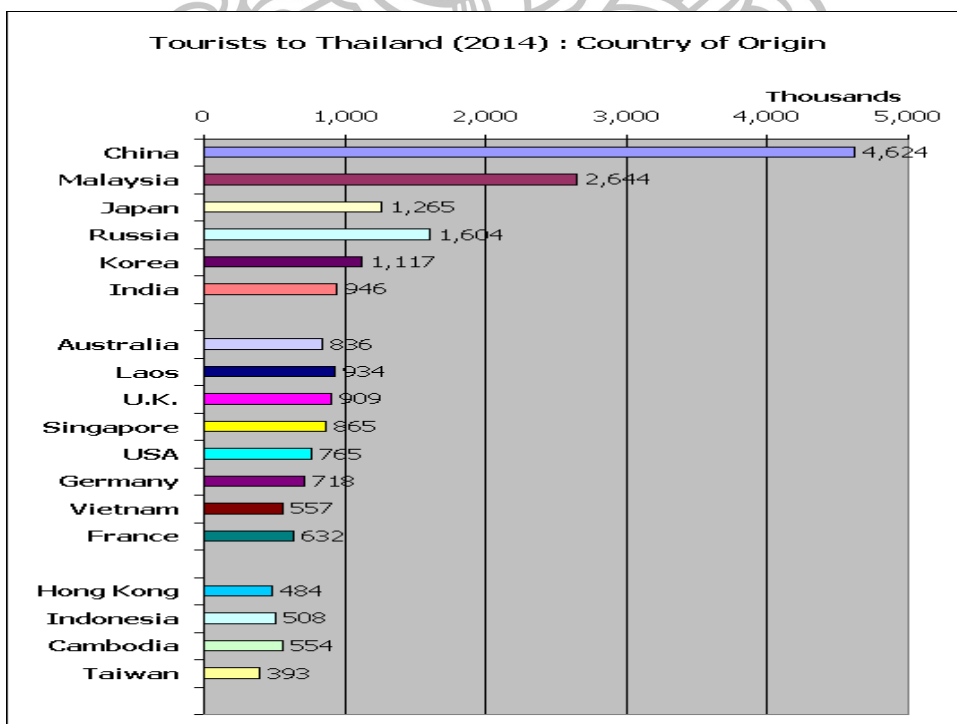


Figure 3 : Numbers of Tourists to Thailand (2014)

The reason why this research focuses on Chinese tourist destinations is because China has now become the world's top outbound travel market with more than 70 million annual travellers and continued growth projection for the years ahead. It has become a highly competitive market compared to other regions.

TAT has decided to focus on the Chinese high spending and long stay market with an overall satisfaction strategy. The study showed that the high-value tourist market group in China is aged over 18 years with a good educational background. TAT currently sees a huge diversity of Chinese tourists. Chinese tourists who travel to Bangkok have the ability to speak English and there are more woman and young people than before. Many Chinese are repeat travellers to Bangkok and seek activity attractions such playing golf, massage, and eating local food. There are two types of traveller. The first is those who travel independently without a travel agent. They like to spend free time privately and have new experiences by sightseeing by themselves. The second group consists of the older generation. They seek a high standard of infrastructure such as accommodation, guide leaders, and transportation services (International Public Relations Division at the Tourism Authority of Thailand, 2015). If tour agents had a greater understanding of Chinese tourists' needs and expectations, more travelers would be attracted.

1.3 Current tour programs offered to Chinese tourists by travel agents in Thailand

In Thailand, there are currently approximately 350 inbound travel agent companies for Chinese tourists (Association of Thai Travel Agents, 2016) such as Lucky Travel Service Co., Ltd., New World Travel Tours, New Way Tours, East-West Tour Co., Ltd, Turismo Thai Co., Ltd, Thaisinn Express Co., Ltd, N.S Travel & Tour Co., Ltd, Quality Express Co., Ltd

1.3.1 There are many types of tour package offered to Chinese tourists in Thailand such as

Bangkok 4 days / 3 nights

Month	Package Price	Single Supplement	Extra Night
Jan – Dec	\$695	\$285	\$190

Phuket 3 days / 2 nights

Month	Package Price	Single Supplement	Extra Night
Jan – Dec	\$450	\$195	\$190

1.3.2 Places to visit

In the tour program in Bangkok, there are a lot of historical places for tourists such as the Grand Palace, the Emerald Buddha Temple, Vimanmek Palace, Siam Niramit, King Power Company, cabaret shows, Siam Paragon, river cruises, Asiatique the River front, the snake farm, Dream World, and Madame Tussauds.

1.3.3 Restaurants for tourists

There is a variety of Thai food for tourists such as seafood served in the street in the China town area; typical Thai food from Eee-Pochana seafood restaurant, and Taling-ping. Moreover, there are some buffet restaurant that opens for tourists such as Baiyoke sky, Café G at the Holiday Inn hotel, the Brasserie at the Holiday Inn Bangkok Silom, Atrium restaurant at The Landmark Bangkok, and Atelier at Pullman Bangkok Grand Sukhumvit hotel. The price depends on the contract between the travel agent and the specific restaurant. The entire food package is included in the tour package. Travel agents provide two meals per day at the restaurants in the tour package.

1.4 Chapter outline

Chapter 1 Introduction

In the first part, this chapter will describe the research objectives and the importance of this research as to how this research will have a positive impact on Chinese tourists, the current trends of the tourist market, and the number of Chinese tourists in Thailand.

In the second part, the researcher will describe Chinese travelers in statistical terms, comparing the figures for last year and this year (2016) and how the number of Chinese tourists has increased.

The third part presents the tour packages for Chinese tourists of many travel agent companies in Thailand. This chapter presents the famous and historical places for tourists, their favorite Thai food and restaurants, including the price and the length of stay.

Chapter 2 Literature review

This chapter presents the critical factors affecting Chinese tourism identified from previous research published in journals. The researcher found that there are seven critical factors that impact Chinese decision making in selecting Bangkok as their destination. This chapter describes the importance of destination image, safety, activities, motivation, promotion, cultural differences, and infrastructure, which have a positive impact on Chinese tourists.

Chapter 3 Methodology

Chapter 3 describes the methodology that the researcher employs to analyze the seven factors by using the SPSS program and by interviewing three persons to determine whether the results from the SPSS analysis program are accurate or not. Three types of quantitative methodology are employed in the analysis as follows:

1. Descriptive analysis: demography and the basic personal information of participants.

2. Reliability analysis of the seven factors.
3. Regression linear analysis of the seven factors to determine the significance in predicting the overall satisfaction of Chinese tourists.

Qualitative methodology

Qualitative analysis is not subject to numerical analysis. This method requires a more complex method as to how the data are processed in order to achieve greater reliability. It involves strings of words that researcher needs to analyze and transforms the data that researcher has collected in order to integrate related data drawn from different sources. Moreover, this method identifies the key themes or patterns and develops the hypotheses or research questions based on the current patterns to verify the conclusion. There are four data processing steps are as follows:

1. Categorization: this step establishes the meaning of terms that emerge from the data which are based on the actual terms used by participants.
2. Unitizing data: this step attaches relevant “bits” and “pieces” to appropriate categories by using the number of words, sentences, and complete paragraphs to match the category. The researcher has to review the responses and code them to identify repeated themes.
3. Identifying relationships/patterns: this step generates categories and reorganizes the data by employing matrices to summarize the data
4. Developing and testing the hypotheses: the researcher tested the hypotheses that inductively emerged from the data by seeking alternative explanations.

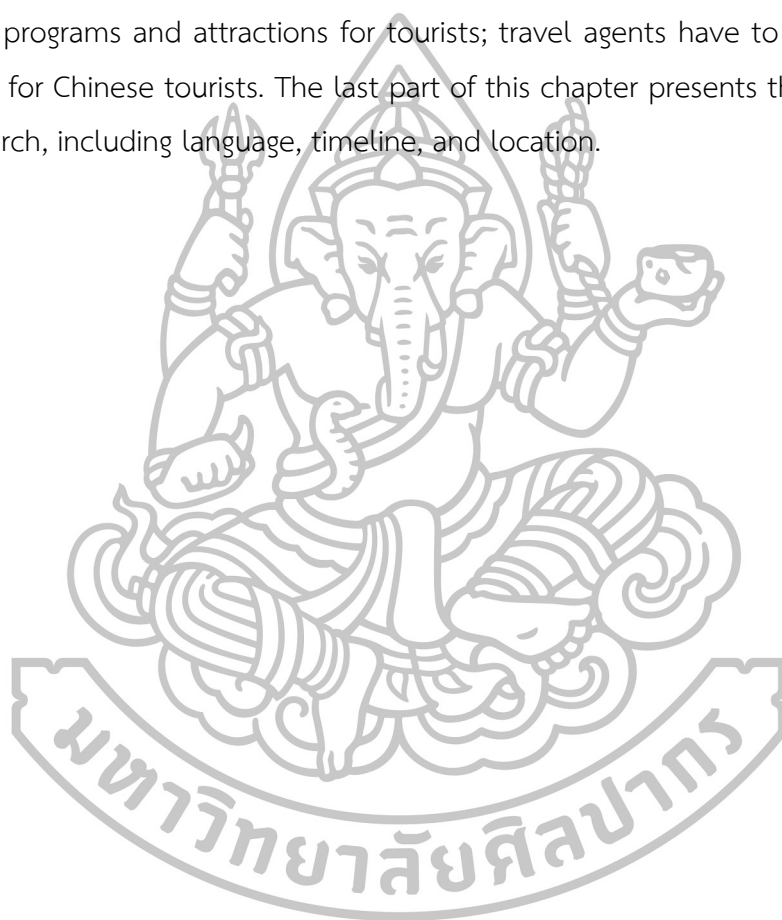
Chapter 4 Data Analysis

This chapter summarizes the results from the SPSS program and the conclusion from the interview.

Chapter 5 Conclusion and Recommendations

This chapter presents the recommendations for tourist organizations and travel agents as to how to improve travel agent companies. This chapter summarizes

the reasons why Chinese tourists choose Bangkok as their destination. It also reports the critical factors that impact their decision-making. Moreover, the implications and suggestions to develop tour programs, and enhance service competency for Chinese tourists are discussed. The researcher identifies the major problem that impacts travel agents and Thailand's tourist community as zero-dollar Chinese travel agents. Thus, this chapter identifies the problems and finds solutions. Travel agents have to create new programs and attractions for tourists; travel agents have to provide new experiences for Chinese tourists. The last part of this chapter presents the limitations of the research, including language, timeline, and location.



CHAPTER 2

1. LITERATURE REVIEW

There are seven factors that impact Chinese tourist decision-making in selecting their destination. These factors are the cultural differences factor, the activity attractions factor, the destination image factor, the infrastructure factor, the safety factor, the promotion factor and the motivation factor. These factors will be discussed in this chapter.

1.1 Cultural differences factor

One of fascinating perspectives of tourists that impact their choice of destination is cultural differences. Tourists are interested in experiencing a new culture in a specific local tradition. Most tourists like to have new experiences and explore different cultures. Tourists would consider a destination that has uniqueness and history in terms of the place, food, and local shows. Moutinho (1987), stated that tourism “establishes motivations, and cultural difference formation in conscious and unconscious ways”. Tourists will be more satisfied when the attributes of the destination are capable of fulfilling their sought benefits, and subsequently their personal values. Therefore, the expectation of the guest on experiencing new culture may affect the tourist choice process. It is a critical factor that should make customers or tourists feel satisfied from the first visit because they will create positive word-of-mouth in their own society. The provision of services and tourist resources with high added value for visitors is necessary to ensure an experience of quality.

1.2 Activity attractions factor

Armario (2007) mentioned that the variety and type of activities available throughout the stay at the destination are the consequence of the two important factors. The types of activity constitute one of the main assets in making the destination attractive and therefore, more competitive. Moreover, for activities

geared towards tourist leisure, there are many activities that could be included in a destination such as outdoor activities, local food, local attractions and local products.

1.2.1 Eating local food

It can be observed that the number of restaurants at tourist attractions has increased together with the number of tourists. The restaurant industry is important to the nation's economy and offers more opportunities for travelers to spend a lot of money while they are visiting a destination. Research has identified food and restaurants to be a significant factor that impacts tourists at a tourist destination (Gyimothy et al., 2000). Van Houten (1999), argued there is attend in the USA indicating that famous restaurants have become an increased part of tourism marketing. The data proved tourists spent more than US\$70 billion a year on food. This research studied restaurants as part of the tourism product of the Danish island of Bornholm, 2002. Many tourists rated the importance of local food as important in attracting them to visit thd country. Restaurant could be as important during the low season. An attractive restaurant can be offered during the low and off season to attract travelers (Gyimothy et al., 2000, Van Houten, 1999, Faulkner et al., 1999, Apple, 1999).

The research also argued that even Las Vegas provides support for the proposition that good restaurants can increase the dollars spent by tourists at a destination. The amount of money they spent in restaurants was found to be \$85 on food and beverages in 1993. Las Vegas draws over 30 million visitors. There was a grand opening in 1993 for a festival, featuring Emeril Lagasse's New Orleans Fish Home and Mark Miller's Coyote Café. When a new resort opens, top chefs also open new restaurants. This idea demonstrates how restaurants or activities could impact the tourist decision and could increase the number of tourists in Las Vegas. This may include experiencing restaurants, local food specialties and wineries in a tour program. (Las Vegas Convention and Visitors Authority, 2002).

Hong Kong and Taiwanese travellers at a leisure vacation destination were found to consider the quality of food and the variety of choices. Yau and Chan (1990) collected 600 questionnaires with an instrument covering 31 major vacation

attributes emphasized by tourists in general. The quality of food and the proximity of restaurants including price and climate affected their perceptions.

The symbols and characteristics of food in the Northern provinces of Thailand were studied by Surachai (2002). These factors could act as an incentive for culinary tourism in the future. The local ingredients and cooking style of Northern food represents a unique type of food. The ingredients for cooking are features of northern culture, for instance, fermented soybean sheets and crab paste. The culinary attributes could be advertised at the tourist destination in terms of activities for tourists which include trying food that is unique to Thailand (Surachai, 2002). The researcher argued that tourists expect top quality service and food variety at dining venues. They were also found to consider the freshness of ingredients. The research reported that “food is so much a part of one’s lifestyle...it lends itself naturally to encompassing more about travel and how it can be interwoven” (Lefere, 2000, p2 , Brumback, 1999).

1.2.2 Visiting attraction sites and festivals

Tezak et al (2008) found out that visiting attraction sites such as historical sites, beaches, and natural scenery has a positive impact on tourist decisions even in an economic crisis. These pull factors are important in attracting travelers to visit. Hence, if a place has many attractions to offer to travelers, there will be a greater chance that travelers will select the place even during a bad economic situation.

1.2.3 Other activities: shopping and outdoor activities

Tourists who come with families seek outdoor activities such as water sports and visiting temples. Tourists are interested in visiting places of interest, experiencing new culture, and enjoying adventure and beaches (Etchner and Ritchie;1993, Cho, 1998; Finn et al, 2000). Other activities that travelers are looking for could be shopping facilities (Hueng et al:2001), recreational and sport activities (Hueng et al:2001), nightlife and entertainment (Chung;2004) and outdoor activities (Tezak;2008). Chung (2004) found that night life and entertainment have a significant positive impact on the traveler’s image of a destination, and hence in choosing a destination. Therefore, outdoor activities could attract travelers to a destination.

Shopping has become a popular tourist activity. Travel motivation is influenced by shopping activities (Tammy et al, 2007). Yuan et al (2007) investigated Mexican cross-border shopping motivation. They found that shopping gives both utilitarian and pleasurable experiences to tourists. Therefore, shopping has a positive impact on tourist decisions when choosing a destination.

1.3 Destination image

Woodside and Lysonski (1989) stated that affective associations are usually more positive for a destination a tourist would consider visiting, and more negative for a destination a consumer has decided not to visit. People who have poor image of a destination might not consider it in their destination selection process (Chung, 2004). Moreover, a destination with a strong positive image will have a higher probability of being included and chosen in the process of decision making (Alhemoud and Armstrong, 1996). Therefore, destination image plays a direct antecedent role in perceived quality, satisfaction, and tourists' intention to revisit the destination (Alegre, 2007).

The image that consumers or tourists use to make decisions is significantly influenced by various information sources. The development of the internet as a universal and interactive communication tool can affect the destination image. The impact of destination image on the choice of holiday destination has been considered by various authors. It is argued that people who have a neutral or weak image of a destination might not consider it as a destination choice. Thus, having a variety of competing destinations is also important for tourists. Some travelers perceived that an individual's image depends on his or her experience with the destination. Consequently, the image held by individuals in the marketplace is crucial to a destination's marketing success (Alegre, 2007).

Brand image is one of the critical factors that impacts consumer behavior as TV shows and celebrities can influence society (Dobni and Zinkhan, 1990, Gunn, 1972, Crompton and Ankomah, 1993). The perspective of the customer about a destination image could affect the experience of the customer. The impact of destination image on tourism has been explored since the 1970s with influential work examining the role of image in tourism development. The research has found

that destination image significantly influences tourist decisions when choosing a destination. Interestingly, research on destination image goes beyond society and the community, and impacts the market segment for tourists. Destination 'personality' has become more important for tourists such as personal traits generally associated with humans that consumers perceive a brand to possess (Batra et al., 1993; Aaker, 1997, Baloglu and Bringsberg, 1997, Con 1990, Hunt 1975).

When a brand satisfies consumer need, consumers develop a strong passion for it. Moreover Biel (1993) argued that destination image not only performs a role for customers, but also they perform as a cluster of attributes and associations which connects consumer brands to each other and creates consumer loyalty, Etchner and Ritchie (1993). Fournier (1998) argued "the image of a destination should be seen as having components that are attribute-based and holistic" They analyzed personal variables such as the type of tourism need even when they have been to many places

Phelps (1986), Gunn (1988) and Mansfeld (1992) argued there were two main factors involved in image. The primary image is after a tourist has visited the destination and can recall their own experience, and the secondary image is the image before the tourist visits the destination. Secondary image can be a vague and unrealistic image represented by advertising, education and word-of-mouth dissemination. Later, Gunn (1988) and Mansfeld (1992) suggested authors propose an interpretation of the image both before and after visiting the tourist destination.

1.4 Infrastructure

Infrastructure includes services from the hotel, accommodation services, transportation services, food & beverage services, shopping services and recreation and attraction services. When tourists are inspired to travel, they consider a specific place, especially for a business group or MICE. Tourist selects the location from service rankings based on five top priorities. Chung (2004) argued that transportation services and facilities at the hotel, services from guide leaders and services from the government are critical factors that affect customer decision-making. More importantly, infrastructure clearly impacts the motivation to travel. Service cues (e.g. the ambiance of the resort, the quality of the food served in the hotel) is shown to

have a significant impact on the destination image and the image held by tourists (Backman and Veldkamp, 1995). The overall level and quality of service of a tourism destination will positively affect tourist decision-making (Chung, 2004)

If the destination has good transportation systems with ease of accessibility, the number of tourists will increase, according to the research of Tomas Summer in 2007, who considered the number of tourists and the motivations for choosing the destination. The research proved that the critical factor that could impact the customer decision is transportation. Tourist expects a good local transportation system, such as the subway, the BTS sky train and bus transportation. If the infrastructure of a destination is good (good hotels, good food, nearby attraction sites, and good transportation), tourists are more likely to choose the destination.

1.5 Safety and security

The safety and security factor has been investigated by many researchers (Yoon and Uysal; 2005, Alegre and Cladera; 2007, Chung; 2004, Ingram; 2009). Their results asserted the significance of this factor, which has a positive impact on tourist's decision in choosing a destination. Heung et al (2001) also stated that safety is one of the critical factors for Hong Kong and Taiwanese travelers to choose a destination. Furthermore, Ingram et al (2009) studied the impact of political instability on tourism in Thailand. They found that political stability affected tourist perceptions of their destination. Political instability has a negative impact on tourist perceptions about a destination. Therefore, the safety factor has an impact on tourist decision-making.

1.6 Promotion factor

The price assessments of food and drink, leisure activities and shopping, and all trip budgets are considered by tourists when they choose a destination. The research mentioned that consumers, who decide to buy a product or service because of its price, are more likely to be open to competing offers. When tourists feel that prices are reasonable, they are more likely to purchase more readily (Alegre and Cladera, 2007). Their finding supported the idea that price and promotion have a positive impact on the satisfaction level of the tourist, which in turn affects their

choice of destination. If there are cheaper products available to the consumer, the probability to choose the cheaper product will be higher (Alegre and Cladera, 2007).

1.7 Motivation

Travel motivation influences holiday satisfaction and the selection of a specific place as their destination. Travel motivation could also directly affect the intention to return. Moreover, motivation related to internal or emotional aspects, or push motivation, is the critical factor to give passion to a tourist in deciding to travel abroad (Alegre, 2007). Motivation is a tangible characteristic factor. The motivation dynamic concept could describe different tourist profiles following their variable, profiles which could change depending of the situation (Witt & Wright, 1992; Yoon & Uysal, 2005; Jang & Feng, 2007 ;). In contrast, Iso-Ahola (1982) proposed that individuals perceive leisure activities as a potential way to enhance satisfaction. They believe this strategy motivates tourists to travel overseas.

- Motivation can influence the decision making of Chinese tourists. Therefore, when travelers understand clearly what their passions are, it would be easier to respond to their needs. Moreover, tourists will be more motivated when the channel attributes of the destination are capable of fulfilling the benefits they seek, as well as matching their **Let it snow**.

Personal's value. Based on the perception that humans seek something of value and benefit, the range of attractions related to the consumer motivations offered by a travel agent or tourism organization is important, such as a holiday during their vacation time (Swarbooke and Horner, 2014) or to have fun (Fodness, 1994).

The research argued that motivation leads to behavior oriented towards a specific objective. Consumer behavior literature states that need and motivation are interrelated (Witt & Wright, 1992). Several research papers have looked at this variable in an effort to determine the motivations for tourists taking holidays (Fodness, 1994; Kleiven, 1998). Tourist motivations or reasons are measured by adapting the scale proposed by Fodness (1994). Tourist may be in search of fun and pleasure or they want to rest and relax by the beach on their holiday.

1.8 Research questions

- 1) Do the seven factors impact Chinese tourist decision-making in selecting Bangkok as their destination?
- 2) Do travel agents understand what Chinese tourists are interested in or looking for when they select a destination?
- 3) How can travel agents improve tour programs in Thailand to attract Chinese tourists?



CHAPTER 3

1. RESEARCH METHODS

This research employed both quantitative and qualitative methods to study Chinese behavior, and to identify the critical factors that impact Chinese tourists' decision-making when selecting Bangkok as a destination.

1.1 Multi methods or triangulation means two or more methods are combined and such an approach is used in this study. This method has been used to gain different perspectives on a particular topic. This method is also used to verify and improve the quality of information. A multi-method can be used to increase the validity and reliability of the data.

1.1.1 Quantitative method

A quantitative method is used because this research would like to reveal tourist perceptions about Bangkok. A quantitative approach could explain the reasons why they select Thailand as a destination. Moreover, to study Chinese behavior, it is necessary to obtain data from Chinese tourists randomly. The researcher used a quantitative approach for this research because this study aims to verify the relationships between factors that impact tourist decision-making. Quantitative research is a way to confirm these relationships by employing the SPSS analysis program.

1.1.2 Qualitative methods

A qualitative method is also employed in this study. By interviewing staff at tour agencies, the researcher hopes to obtain a better understanding of Chinese behavior from the providers' perspective. Qualitative methods are more exploratory and descriptive than quantitative methods. A qualitative method requires a more complex method as to how the data are processed to gain better reliability. The qualitative results will then be compared with the quantitative results to get a better understanding of both tour agency and Chinese tourist perspectives.

1.2 Data collection

1.2.1 The quantitative part

The researcher distributed 150 questionnaires to Chinese tourists. The questionnaires were distributed in many places such as the taxi services in front of Paragon Shopping Mall, Amarin Plaza, Central World, Asiatique, and at the four-faced Buddha in the Ratchprasong area. The reason that the researcher chose these areas is because there are many Chinese tourists in these areas on weekdays and weekends. Chinese tourists go there for shopping, praying, and sight-seeing in Bangkok's historical and popular places. Moreover, it will help to explain how Chinese tourists experience Bangkok's attractions, historical places, local Thai food, and well-known temples and buildings such as the Grand Palace. The population of this research is Chinese tourists. The sample size of this research is 150. The characteristics of the samples are 1) they must have Chinese nationality such as people from Taiwan, China, or Hong Kong and 2) Chinese people who have visited Bangkok through a travel agent or individually, 3) Hong Kong tourists who visit through a travel agent or individually.

Questionnaire surveys were written in the English language. Where tourists did not understand correctly, the researcher provided two MBA students to assist all participants to ensure tourists could understand the questions in English correctly. If not, the MBA students translated them into Mandarin Chinese or Cantonese.

1.2.2 The qualitative part

This research also interviewed three persons from tour agencies to gain a better understanding of the tour packages and the reasons why Chinese people choose Thailand as their destination.

Respondent A: The first person the researcher interviewed was Khun Pornthep, the owner of the New World Travel Agency, which has served Chinese and Hong Kong tourists for more than 30 years. The researcher interviewed him in his private office for one and a half hours.

Respondent B: The second person was Khun Charoen the Director of Sales & Marketing at a travel agent in Thailand. The researcher interviewed him at his home for two hours.

Respondent C: The third person is an operations director of a travel agent in Thailand for Hong Kong tourists. The researcher interviewed her at a café near her house for 2 and a half hours.

1.3 Research questions (Quantitative)

The research questions were adapted from journals. All the factors were summarized from journals and it has already been proved that all factors impact tourist perceptions in decision-making. The table below shows the sources of the questionnaire questions. There are two parts in the questionnaire:

1.3.1 Demographics: gender, age, educational background, occupation, How often have you been to Thailand?; What is your travel party? and Have you been to other cities in Thailand except Bangkok?

1.3.2 Opinion: for this part, a 5-point Likert scale is used to measure the opinions of the respondents. The questions for each factor were adopted from several journals. In the questionnaire there are eight factors with 44 items.

Table 1 : The ranking scale of the questionnaire

Level of Agreement	Score Rating
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

Table 2 : Destination image

Item	Adopted from / Author
Bangkok is a charming place to enjoy a variety of Thai food and international food.	Chung (2004)
Bangkok is a cheap place to visit.	Chung (2004)
Bangkok has good quality infrastructure.	Chung (2004)
Traveling in Bangkok is quite safe	Hongmei (2014),

Table 3 : Safety factor

Item	Adopted from / Author
The security systems in Bangkok hotel are high quality.	Hongmei(2014)
It is safe and easy to travel around Bangkok.	Hongmei(2014),

Table 4 : Activity attractions in Bangkok

Item	Adopted from / Author
Bangkok has many food festivals, which shows different characteristics of Thai food.	Hueng (2001)
Bangkok has excellent nightlife and entertainment such as rooftop bars in hotels.	Beerli (2002),
Bangkok has street food for 24 hours.	Armario (2007)
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK.	Phau (2010)

Table 5 : Cultural differences

Item	Adopted from / Author
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river.	Baloglu(1999)
Bangkok has a variety of architectural styles and I can see various culture such as buildings located at the water market, Rachadamnern and China town areas	Armario(2007)
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	Heung(2001),
Bangkok has a nice climate and temperature.	Tezak(2008)
Bangkok is well known for being friendly and the land of smiles.	Franch(2008)

Table 6 : Infrastructure (services, accommodation, transportation services)

Item	Adopted from / Author
Bangkok has many great hotels with services at reasonable prices.	Bosque(2008)
Bangkok has good hotels with a good standard of hygiene and cleanliness.	Armario(2007)
Bangkok is the most convenient place to visit nearby towns and cities.	Tezak(2008)
Bangkok has great health services such as traditional massage & spas.	Baloglu(1999)

Item	Adopted from / Author
The concierge information service for tourists is provided with clear signage for international tourists.	Sun(2013)
Bangkok has good guide leaders to provide Thai information and history to tourists	Armario(2007)
Bangkok has a variety of hotels for guests such as luxury five star hotels, hotel resorts for leisure and express hotels.	Beerli(2002)

Table 7 : Motivation

Item	Adopted from / Author
Bangkok is a place for tourist to go shopping	Heung(2001)
Bangkok is the most convenient place with low prices to travel and explore new culture in Asia.	Phau(2010)
Bangkok is a good, relaxing summer destination for tourists.	Phau(2010),

Table 8 : Promotion of packages

Item	Adopted from / Author
There are many tour packages available.	Gallarza(2002)
The price of the package to Bangkok is reasonable.	Alegre(2007)
The tour program is interesting.	Baloglu(1999)
There are many promotions with tour packages coming to Bangkok.	Beerli(2002)

Item	Adopted from / Author
There are many advertisements about Bangkok to attract me to visit.	Hongmei(2014)

Table 9 : Tourist satisfaction for Bangkok

Item	Adopted from / Author
I am satisfied with Bangkok's shopping areas.	Tezak(2008)
Overall, I am satisfied with this trip to Bangkok.	Liu(2012),
Overall, I am satisfied with the infrastructure in Bangkok.	Bosque(2008)
Overall, I am satisfied with all activities in Bangkok.	Ibrahim(2005),
Overall, I am satisfied with safety in Bangkok.	Hongmei(2014)
Overall, I am satisfied with the cultural differences in Bangkok.	Chung(2004)
Overall, I am satisfied with attractions in Bangkok.	Tezak(2008)

Research questions (Qualitative)

Semi-structure interview

The researcher used semi-structured interviews to interview three participants. Semi-structured interview are more exploratory. The information will explain reasons and how to solve problems. This type of qualitative interview involves issues such as topic, types of information, ethical issues, and contingency plans for problems that might occur during the interview. A one-to-one interview means that the researcher interviewed three persons individually, face-to-face.

Situations favoring qualitative research interviews include the following:

1. The nature of the approach
2. The significance of establishing personal contact
3. The nature of the data collection questions
4. The length of time required and the completeness of the process.

There are three main questions for the interviewees. The researcher included of the all critical factors that could impact Chinese tourist decision-making and formed the following questions.

5. What do you think are the reasons for Chinese tourist to select Bangkok as their destination?

6. How many types of tour package do you offer to Chinese tourists coming to Bangkok? Which one is the most popular?

7. How do you promote your tour packages (1: advertisement, 2: offers, 3: tour agency, 4: brochure, 5: online?) What is the main message/content of the promotion?

1.4 Data Analysis

This research employs 3 main methodologies to analyze data for the quantitative method. Descriptive analysis is used to clean the data, by checking the minimums and maximums of variable data. Descriptive statistic is used to analyze in a number of different ways. They refer to means, ranges, and the number of valid cases for each variable. The standard deviation is the sum of squares; variance and standard deviation are measures of the fit.

Therefore, the mean is not an accurate representation of performance because of the variability in the data. The variance and standard deviation indicate the shape of the distribution of scores. The standard error tells us something about how well the mean represents the sample data. Using more samples will be more successful. But less data will be more difficult to understand and make clear. Normally the standard error is used because the difference is never explained clearly (Field, 2009)

Reliability analysis is another method used to check the reliability of the items. Cronbach's alpha is used as a measure of the internal consistency of the items in the questionnaire. The research set the score above 0.6, which means acceptable and if the score is higher than 0.8m, it means good.

Regression Linear analysis helps to analyze all factors that the researcher has collected and it is believed that these factors impact tourist decisions. X is the explanatory variable and Y is the dependent variable. Regression analysis is a way of predicting an outcome variable from one predictor variable or several predictor variables (Field, 2009). Regression analysis will be used to determine which factors are more significant than the others.

Qualitative analysis

This research will use face-to-face interviews. The qualitative interview is not subjected to quantitative or numerical analysis. It is associated with phenomena. This kind of data collection requires a more complex method as to how the data is supposed to be processed.

Qualitative analysis is conducted in 4 steps during data processing as follows:

Step 1: Categorization

This step utilizes terms that emerge from the data and is based on the actual terms used by the participants.

Step 2: Unitizing data

This second step attaches relevant part to an appropriate category through any repeated theme surfacing.

Step 3: Recognizing the relationship / pattern

This step generates categories and reorganizes the data according to participants, and uses a matrix to summarize the data.

Step 4: Developing and testing the hypotheses

This step tests the hypotheses that inductively emerge from the data by seeking alternative explanations.

CHAPTER 4

1. RESULT

This chapter will present results from both the quantitative and the qualitative techniques. In the first part, the quantitative results will be presented by using the following analysis techniques; descriptive statistics, reliability statistics, and regression analysis. It will be followed by the qualitative results from three interviews.

1.1 Quantitative part

1.1.1 Descriptive statistics

Descriptive statistics are helpful in cleaning the data in the SPSS program, for instance, summary statistics for the scale variable and measures of the data. In this kind of research, which is large data, descriptive analysis helps to manage by simplifying and comparing one piece of data with another.

Various types of statistics have been employed, such as mean, and minimum and maximum values to check the data inputs. The mean is the arithmetic average of the scores and is the most frequently used to measure central tendency. It is calculated by adding all of the scores and dividing that total by the number of scores. Standard deviation is used when the data that we have collected are in intervals or ratios. It represents the most stable measure of variability and includes every score in its calculation.

This research will employ the following criteria to analyze the Likert scale results.

Table 10 : The rating score

1.0 – 1.49	Strongly disagree
1.5 – 2.49	Disagree
2.50 – 3.49	Neutral
3.50 – 4.49	Agree
4.50 – 5.00	Strongly agree

Source: Siljaru, 2008(SPSS statistics and analysis, pp.466)

1.1.1.1 Characteristics of samples

According to the table, there are altogether 150 useable questionnaires collected from Chinese tourists.

Table 11 : Gender of participants

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	63	42.0	42.0	42.0
Female	87	58.0	58.0	100.0
Total	150	100.0	100.0	

Table_11 shows how many are male and female participants. 42% of the respondents are male and 58% of the respondents are female.

Table 12 : Age of Participants

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Under 20	30	20.0	20.0	20.0
21-30	71	47.3	47.3	67.3
31-40	33	22.0	22.0	89.3
41-50	11	7.3	7.3	96.7
up to 50	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Table 12 presents the age of respondents. Younger than 20 years old represents 20 % of the respondents. Aged 21-30 represents 47.3 % of the respondents. Aged 31-40 are 22 % of the respondents. Aged 41-50 are 7.3 % of the respondents and over 50 are 3.3 % of the respondents.

Table 13 : Education background

Education background	Frequency	Percent	Valid Percent	Cumulative Percent
Certificate	25	16.7	16.7	16.7
diploma	24	16.0	16.0	32.7
Bachelor	48	32.0	32.0	64.7
Master	27	18.0	18.0	82.7
Ph.D.	2	1.3	1.3	84.0
Others	24	16.0	16.0	100.0
Total	150	100.0	100.0	

Table 13 presents the education level of participants. 16.7 % of the respondents have a certificate degree. 16 % of the respondents have a diploma. 32 % of the respondents have a Bachelor degree. 18 % of the respondents have a Master degree. 1.3 % of the respondents have a PhD and 16 % of the respondents have other certificates.

Table 14 : Occupation

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	58	38.7	38.7	38.7
Employed	57	38.0	38.0	76.7
Self-employed	16	10.7	10.7	87.3
Civil servant	4	2.7	2.7	90.0
Others	15	10.0	10.0	100.0
Total	150	100.0	100.0	

Table 14 shows the occupation status of the respondents. 38.7 % of the respondents are students. 38 % of the respondents are employed. 10.7 % of the respondents are self-employed. 2.7 % of the respondents are civil servants and 10 % of the respondents are others.

Table 15 : How many times have you to Thailand?

No. of Visits	Frequency	Percent	Valid Percent	Cumulative Percent
1	54	6.0	36.0	36.0
2	23	15.3	15.3	51.3
3	21	14.0	14.0	65.3
More than 3 times	51	34.0	34.0	99.3
5	1	.7	.7	100.0
Total	150	100.0	100.0	

Table 15 shows the number of times that participants have been to Thailand. 36 % of the respondents are first timers. 15.3 % of the respondents are second time visitors. Third time visitors represent 14 % of the respondents. More than 3-time visitors are 34 % of the respondents, and fifth time visitors are 0.7 % of the respondents.

Table 16 : What is your travel party?

Type	Frequency	Percent	Valid Percent	Cumulative Percent
Single	16	10.7	10.7	10.7
Tour group	8	5.3	5.3	16.0
Friends	63	42.0	42.0	58.0
Valid Family	54	36.0	36.0	94.0
Other	7	4.7	4.7	98.7
6	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Table 16 shows how participants travel to Bangkok whether single, group tour, friends, family, or other. Participants who come to Bangkok alone are 10.7 % of the respondents. Those traveling with a group tour represent 5.3 % of the respondents. Those traveling with friends are 42 % of the respondents. Those traveling with family are 36 % of the respondents. Other types are 4.7 % of the respondents

Table 17 : Have you been to other cities in Thailand?

Other cities?	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	104	69.3	69.3	69.3
No	42	28.0	28.0	97.3
Valid	5	2.7	2.7	100.0
Total	150	100.0	100.0	

Table 17 shows whether participants have been to cities in Thailand other than Bangkok. The result shows that 69.3 % of the respondents have been to other cities, and 28 % of the respondents have never been out of Bangkok.

Table 18 : Results for opinion statement

1.1.1.2 Results for opinion statement

	N	Minimum	Maximum	Mean	Std. Deviation
Bangkok is a charming place to enjoy a variety of Thai food and international food	150	1	5	3.99	.976
Bangkok is a cheap place to visit	150	1	5	3.72	1.050
Bangkok has good quality infrastructure	150	1	5	3.67	1.007
Traveling in Bangkok is quite safe	150	1	5	3.52	1.028
The security system in Bangkok hotels is high quality	150	1	5	3.79	.824
It is safe and easy to travel in Bangkok	150	1	5	3.57	1.006
Bangkok has many food festivals which show different characteristics of Thai food	150	1	5	3.79	.848
Bangkok has excellent nightlife and entertainment such as rooftop bars in hotels	150	1	5	4.09	.882

	N	Minimum	Maximum	Mean	Std. Deviation
Bangkok is well-known for being friendly and the land of smiles.	150	1	5	3.93	1.008
Bangkok has many great hotels at a reasonable price.	150	1	5	4.01	.794
Bangkok has good hotels with a good standard hygiene and cleanliness.	150	1	5	4.01	.811
Bangkok is the most convenient place to visit nearby towns and cities.	150	1	5	3.87	.862
Bangkok has great health care services such as traditional massage and spas	150	1	5	4.09	.806
The concierge information service for tourists is provided and there is clear signage for international tourists.	150	1	5	3.71	.902
Bangkok has good guide leaders to provide all Thai information and history to tourists.	150	1	5	3.60	.819
Bangkok has various types of hotel such as luxury five star hotels, hotel resorts for leisure and express hotels.	150	1	5	4.18	.760

	N	Minimum	Maximum	Mean	Std. Deviation
Bangkok is a place for tourists to go shopping.	150	1	5	4.15	.895
Bangkok is the most convenient place with low prices to travel and explore new culture in Asia.	150	1	5	3.97	.958
Bangkok is a good place to stay and relax and is a summer destination for tourists.	150	1	5	3.94	.985
There are many tour packages to choose from.	150	1	5	3.92	.815
The price of your package to Bangkok is reasonable.	150	1	5	3.80	.751
The tour program is interesting.	150	1	5	3.81	.781
There are many promotions of tour packages when coming to Bangkok.	150	1	5	3.73	.827
There are many advertisements about Bangkok to attract me to visit.	150	1	5	3.73	.953
I am satisfied with Bangkok's shopping areas.	150	1	5	4.13	.907

	N	Minimum	Maximum	Mean	Std. Deviation
Overall, I am satisfied with this trip to BKK	150	1	5	4.27	.720
Bangkok has street food for 24 hours	150	1	5	3.99	.863
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	150	1	5	4.35	.794
Bangkok has a range of cultural and historical sites to visit such as Grand Palace, Wat-Arun, and Temples near the river	150	1	5	4.21	.780
Bangkok has a variety of architectural styles and I can see various cultures such as buildings located at the water market, Rachadamnern and the China town area	150	1	5	4.01	.811
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	150	1	5	3.67	.872
Bangkok has a nice climate and temperature	150	1	5	3.11	1.124
Overall I am satisfied with the infrastructure in Bangkok.	150	1	5	3.91	.819

	N	Minimum	Maximum	Mean	Std. Deviation
Overall, I satisfied with all activities in Bangkok.	150	1	5	3.94	.796
Overall, I am satisfied with the attractions in Bangkok.	150	1	5	3.99	.786
Overall, I am satisfy with safety in Bangkok.	150	1	5	3.84	.905
Overall, I am satisfy with the cultural differences in Bangkok.	150	1	5	4.03	.839
Valid N (listwise)	146				

For the results for all factors:

1. Destination image factor: The descriptive table shows that respondents agree with each statement regarding the destination image factor. It means that Bangkok is a charming place, and a cheap and safe place to visit with good infrastructure (with mean range of 3.52-3.99).

2. Safety factor: The result shows that respondents agree with both statements regarding the safety factor. It means that Bangkok is a safe place to travel in with good hotel security systems (with means of 3.57 and 3.79, respectively)

3. Activity factor: The result shows that respondents agree with each statement regarding the activity factor. It means that Bangkok has good nightlife and shopping areas, and food festivals (with means of 3.79 and 4.35 respectively)

4. Cultural differences factor: The result shows that respondents agree with each statement regarding the cultural differences factor. It means that Bangkok has many cultural historical sites with a variety of architectural styles and the people are friendly (with a mean range of 3.11 – 4.21)

5. Infrastructure factor: The result shows that respondents agree with each statement regarding the infrastructure factor. It means that Bangkok has many good hotels with high standards of service and other facilities (with means ranging between 3.60 and 4.18)

6. Motivation factor: The result shows that respondents agree with each statement regarding the motivation factor. It means that Bangkok is a good place for shopping because of its low prices and because it is a good place to have a summer holiday (with means of 3.94 and 4.15 respectively)

7. Promotion factor: The result shows that respondents agree with each statement regarding the promotion factor. It means that Bangkok has a reasonable price to travel. From a tourist perspective, it is not too expensive to go to Bangkok. As for the advertisements about Bangkok, the information is good and attractive to tourists (with means of 3.73 and 3.92, respectively)

1.1.2 Reliability test

The research uses Cronbach's alpha to test the internal consistency of the questionnaire items. When the researcher used a questionnaire or a survey that forms a scale, the researcher had to determine if the scale is reliable. In this research, a scale of 0.6 to 0.8 means good (Kline, 1999; Cortina, 1993, Field, 2009). If the scale is below 0.6, some item should be deleted to increase the reliability score.

Table 19 : Destination image factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N. of Items
0.736	0.738	4

According from the table, the Cronbach's alpha is 0.736 for the destination image factor. No items have been deleted. This shows that these items have good reliability.

Table 20 : Safety factor

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.587	0.595	2

The Cronbach's alpha is 0.587, which is quite low. However, there are only two items for this factor. Furthermore, many previous researches mentioned safety as a critical factor that impacts the tourist destination. For example, the perceived treatment the tourists received, which is safety in all services, is important especially for Chinese tourists (Alegre and Cladera, 2007).

Table 21 : Activity attractions factor

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.755	4

The Cronbach's alpha is 0.754 for the activity attractions factor. It shows that activity attractions has a good reliability score.

Table 22 : Cultural differences factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.752	5

The Cronbach's alpha is 0.729 for the cultural differences factor. It shows that cultural differences factor has good reliability.

Table 23 : Infrastructure factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.875	7

The Cronbach's alpha is 0.875 for the infrastructure factor and was accepted. It shows that it has good reliability.

Table 24 : Motivation factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.752	3

The Cronbach's alpha is 0.753 for the motivation factor. It shows that motivation has good reliability.

Table 25 : Promotion factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.843	5

The Cronbach's alpha for the promotion factor is 0.838. It shows that this promotion factor has good reliability.

Table 26 : Tourist satisfaction factor

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.917	7

The Cronbach's alpha for the overall satisfaction is 0.915. It shows that it has great reliability.

1.1.3 Regression Linear Analysis

Linear regression is employed to predict the scores of one variable from the scores of a second variable. Linear regression is the most basic and commonly-used predictive analysis. It is used to describe data and relationships between one dependent variable and one or more independent variables.

R-squared is one of the critical results that show how close the data are to the fitted regression line. R-squared the percentage of the response variable variation and will be used to explain the result. (R-squared = explained variation/ total variation. 100 percent indicates that the model shows variability of the response data around its mean (Khemarangsarn, 2006). For statistical significance, expect the absolute value, which is the P value, to be less than the significance level

or less than 0.1, meaning that if the score is less than 0.05, by definition, it is a good one (Khemarangsarn, 2006).

Table 27 : Model summary

Model	R	Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.616a	.380	.363	.575	.380	22.214	4	145	.000
2	.641b	.411	.386	.565	.031	3.724	2	143	.027
3	.745c	.555	.523	.498	.144	11.244	4	139	.000
4	.776d	.602	.557	.480	.047	3.153	5	134	.010
5	.791e	.626	.562	.477	.025	1.198	7	127	.309
6	.792f	.627	.552	.482	.001	.124	3	124	.946
7	.800g	.640	.550	.483	.013	.865	5	119	.507
8	.863h	.745	.667	.416	.105	9.385	5	114	.000

The Model summary table represents five significant factors, which are destination image, safety, activity attractions, cultural differences and satisfaction level. For these data, R has a value of 0.616. This value represents the simple correlation between destination image and satisfaction level. The regression summary result showed that in the first model, when the first factor predictor is 0.380, the destination image can account for 38% of the tourist satisfaction level. With the second factor added into the model, the value changed to 41.1% showing an increase of 3.1% of the variance in the safety factor. The activity attraction factor predicts 14.4% of the tourist satisfaction level. The cultural differences factor predictor explained 4.7% of the tourist satisfaction level, which increased the value to 60.2%. The infrastructure factor explained 2.5% of the total satisfaction level. The

motivation factor explained 0.1% of the total satisfaction. The last predictor, promotion influencers explains 1.3% of the variance.

The F change parameters showed that the destination image (significance level of 0.000), safety (significance level of 0.027), activity attractions (significance level of 0.000), cultural differences (significance level of 0.010), satisfaction level (significance level of 0.00) had a greater impact on the overall satisfaction level of Chinese tourists visiting Bangkok as their destination.

1.2 Qualitative part:

1.2.1 Results from the interviews

There are three main findings from the interviews.

Finding 1: there are a number of main reasons why Chinese tourists choose Bangkok as their destination: food, safety, cultural difference, shopping and value for money, praying and visiting historical places.

Respondent A “Chinese people are concerned about safety and they like to go shopping because of the low prices of goods. They also like Thai food, especially seafood, because it is cheap”.

Respondent B “Hong Kong tourists pay great attention to shopping because Bangkok has many cheap clothes shops under Thai brands with low prices when compared with Hong Kong, and more variety in terms of fashion”.

Respondent C “ Chinese tourists are interested to try spicy Thai food such as Tomyumgoong, Pad-thai, and seafood because In China and Hong Kong seafood is more expensive than Bangkok and cannot be found on the street for 24 hours. Chinese tourists like to have fun by watching Thai local shows such as Muay Thai and Siam Niramit show.”

Overall, it is evident that Chinese tourists like Bangkok because of the destination image in Bangkok, the overall safety, the security system of hotels, the many activities that tourists can do with their family, and the cultural differences in historical places. This can support the findings from the questionnaire.

Finding 2: There are two types of group tour which are classified by group tour package price, and the degree of luxury of the accommodation, transportation, hotel, places to visit, and services. The first type of group is called a “group tour” or “series”, in which there are approximately 30 to 40 persons in one group tour. They use a big bus for transportation and stay at four star hotels. The second group is called an “incentive group tour” in which there are 10 to 20 persons. They use a shuttle bus or van.

Some companies, such as China Highlights tour agency has three types of package. The first is ‘luxury China tours’. This kind of package includes opportunities to exchange culture with friends from all over the world and explore local culture and have an insight into daily life. This type of package will take you to a specific place that is difficult to get in and includes accommodation as the core element of this type. Furthermore, they guarantee good service quality and all hotels are located in the center of the city. The second package is the ‘middle package’ which is not as expensive as the first one, but you also will receive good service but less choice, and the hotel will not be as luxurious as the luxury package (the first package). The last package is ‘China Family tours’. In this type of package, customers experience a great destination for a family holiday, and private family tours offer more flexibility for every family. In this type of package, children can enjoy activities like a family cooking, riding through the countryside, and other activities.

In any type of group tour, there must be various activities included in the tour program and flexibility in the activities

1. Going to shopping areas: Asiatique, Central world, Emporium, Central Embassy etc.
2. Visiting temples and praying to the four faces of Buddha
3. Eating Thai food: seafood and Thai local food, but this is set menus.
4. Watching cultural shows: Muay Thai, elephant shows, tigers and lady boys, but only on incentive tours

Respondent A “Chinese tourists whether in an incentive group tour or a group tour (big series group) like to go shopping at Asiatique, Central world, Emporium and other shopping malls. Moreover, Chinese tourists come to Thailand to pray for their job, study, or their health at the Grand Palace, Wat Arun, Wat Pho, and the most famous Four Faces of Buddha in the Rachaprasong area”.

Respondent B “ Hong Kong and Chinese tourists choose Bangkok as their destination because seafood in Thailand is cheaper than in China and Hong Kong and Thai food has a typical taste and is delicious. Thai local food is also very well known around the world. Tourists like to try the real taste of Bangkok.

Respondent C “Chinese tourists visit Bangkok because Thailand is very popular and has many famous shows such as lady boy shows, animal shows, magic shows, and musical shows. Most Chinese tourists are Buddhist so they believe in Buddha and Indian Gods and are interested in Thai temples.

Finding 3: Tour agencies use different kinds of advertisement: the Internet, newspapers, and brochures. In brochures and on Internet websites, they show their brief tour program, the hotels and restaurants, the number of days, the conditions, the airline, and the price. Travel agents create promotions and put them on the website (<http://www.sunflower.com.hk/tour>). In the advertisement, the website shows why customers should choose this group tour by giving the following reasons:

1. They are a direct sale; no middleman markup of the price so it might be cheaper than other travel agent companies.
2. Customers can select restaurants and meals by themselves.
3. There is professional tour guide and transport will be provided.
4. They will be no compulsion to go shopping meaning that travel agents will not push tourists to go shopping at only one place where the travel agent will get commission

The China Tour website shows that customers can meet guides before selecting a group tour and customers can see a lot of previous photos of the last group tour experience to encourage them to consider this travel agent. On the website the travel agent has written their company history such as how many destinations and how long this travel agent has been working in the tourist organization and association.

(http://chinatour.net/?gclid=Cj0KEQjwx7u5BRC1lePz2biJpIYBEiQA-ZeDmkNNyaWRJEqLlV7_sETEAAF1fXmFfio_0l6nHFINJJwaAgwh8P8HAQ)

China Highlight tour agency advertises on the website by providing examples of nice places to visit in Bangkok Thailand such as beautiful photos of Thai temples, beaches, islands, and prayer activities at temples by the river. They advertise three types of package, which are Luxury China tours, Panda tours, and Family tours. On the website, customers can create their own trip and choose whether they would like to travel to historical and cultural destinations or do activities. The company shows a lot of photos on their website to encourage customers to travel with them. (<http://www.chinahighlights.com/tour/thailand-tours/>)

Respondent A “The company advertises their package on social media, and an Internet website. The advertisement indicates the total price of the tour package, the historical places to visit, how many people there are on a tour package, and how many days are spent in Bangkok. The travel agent also has to visit the companies in China and Hong Kong to conduct research and observe the Chinese market nowadays and in the future to see whether the trends in Hong Kong and China will change or remain the same. Moreover, travel agents have to enhance their service competences to assist tourists and to improve advertisements on the Internet, and social media for the travel company.

Respondent B “Most customers knew about the tour package from the website and from friends who had noticed them. The most important factor is the customer’s perspective. If they feel they get something of value from what they have to pay for, then they will pay. Thus, to make them feel value, they will look at the hotels, restaurants, and accommodation as these factors will impact their decision making as to whether they will use company A, B or C.

Respondent C “There are many reasons that could impact Chinese tourists. One of them is promotion. Chinese tourists are always concerned about why they have to pay more. If there is a good reason, they might be willing to pay, but if not, they might choose another company. However, they do not think about how famous the company is.

Finding 4: The negative impacts to travel agents in Thailand, such as zero-dollar tours or backpackers.

Respondent A “The negative impacts that affect travel agent nowadays are zero-dollar tours, and social media. This kind of illegal tour (zero-dollar) has occurred for many years. It has a direct impact on travel agents and their reputation in Thailand. For instance, tourists will choose the cheapest packages for their destination. A zero – dollar tourist can pay less than by dealing with travel agents for trips to Thailand. This kind of tour includes only low cost packages and is only for tourists who come to Thailand for new experiences, but are not willing to spend a lot of money in Thailand.

Respondent B “The negative impact to travel agents is zero-dollar and individual tourists (independent) both impact travel agents and company income. The number of Chinese travellers who can speak English has been increasing every year, so they can survive without a travel agent. They might not need to use services anymore. Accommodation, transportation, and flight tickets also can be booked online and there are more promotions from which travelers can choose.

Respondent C “ To answer the negative impact on travel agent nowadays, there are so many factors that impact travel agents such as social-media, online booking agents, and zero – dollar tours. These factors have a direct impact on travel agents and decrease income for travel agents. The new generation of Chinese tourists mostly wants to be free and more independent. They like to seek new experiences. Travellers who come to Thailand more than two times know where to go in Thailand, so they would be satisfied by choosing individual travel without travel agents.

Summary: Results from the questionnaire

Table 28 : [Summary of regression analysis by ranking the factors from most significant to the least significant.](#)

Factor	R Square change	F Change	Significance level	Ranking score
Destination Image	38 %	22.7	0.00	1
Activity attractions	14 %	11.2	0.00	2
Cultural differences	4.7 %	3.1	0.01	3
Safety	3.1 %	3.7	0.02	4
Infrastructure	2.5 %	1.1	0.3	5
Promotion	1.3 %	0.8	0.5	6
Motivation	0.1 %	0.1	0.94	7

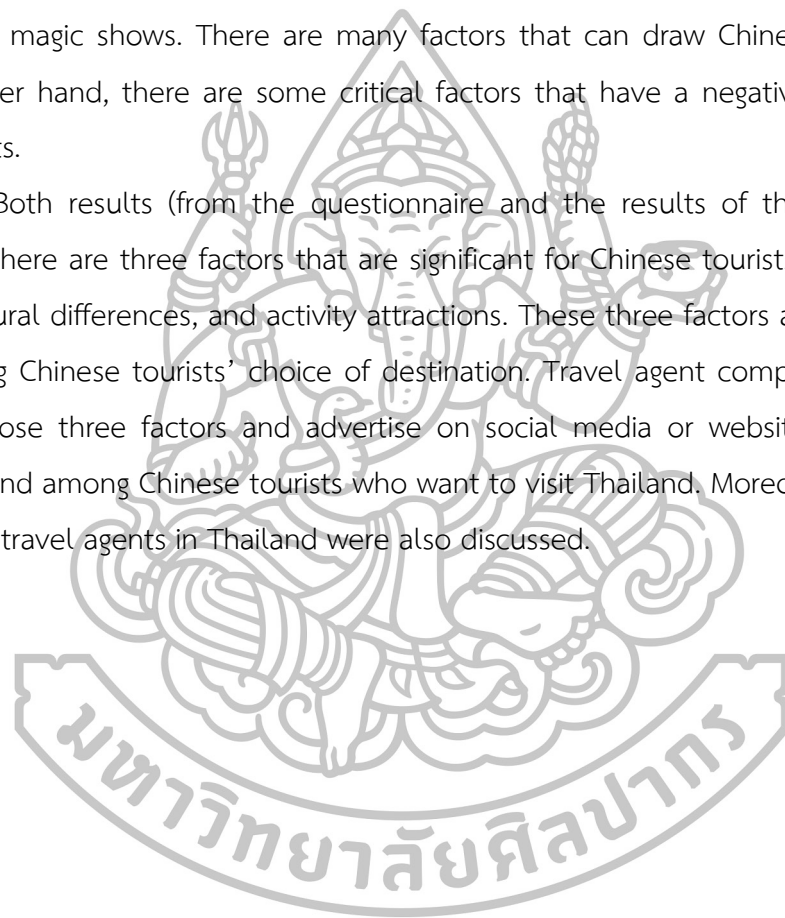
According to the questionnaire survey, the researcher has found seven factors that have an impact on Chinese tourist decision-making in selecting Bangkok as their destination: the destination image factor, the safety factor, the activity factor, the cultural differences factor, the infrastructure factor, the motivation factor, and the promotion factor. However, the regression table shows that only four factors are significant which are destination image, safety, activities, and cultural differences. Moreover, satisfaction level was found to be one of the critical factors for Chinese tourists selecting Bangkok as their destination.

Results from the interviews

According from the interviews, there are four main findings that impact Chinese tourist decision-making. Firstly, Chinese tourists like to go shopping at MBK,

Platinum, Emporium, and Asiatique. Secondly, Chinese tourists like to visit historical places such as Grand Palace, Four Faces of Buddha, Wat Arun, Wat Pho, etc. Thirdly, Chinese tourists like to enjoy having a variety of local Thai food such as Tom yum goong, seafood, etc. from China town, Eee-po-cha-na restaurant, and Hua-seng-hong restaurant. Furthermore, Chinese people want to observe cultural differences by watching local Thai shows such as Muay-Thai, lady boy shows, animal shows, and magic shows. There are many factors that can draw Chinese attention. On the other hand, there are some critical factors that have a negative impact on travel agents.

Both results (from the questionnaire and the results of the interviews) show that there are three factors that are significant for Chinese tourists; destination image, cultural differences, and activity attractions. These three factors are important in impacting Chinese tourists' choice of destination. Travel agent companies should highlight those three factors and advertise on social media or websites to create more demand among Chinese tourists who want to visit Thailand. Moreover, negative impacts on travel agents in Thailand were also discussed.



CHAPTER 5

1. CONCLUSION

Firstly, this research tried to determine the reasons why Chinese tourists select Bangkok as their destination. There are many factors that impact their decision-making. Secondly, this research would like to investigate 1) whether tour programs meet the traveller's expectations, 2) whether tour agencies have an accurate perception of travel demand, and 3) also to understand the tour agencies' current situation and problems. In this research, there are two types of analysis that have been used to analyze the data.

[1.1 Research results](#)

1.1.1) Quantitative analysis:

This research tested seven factors as predictors that impact Chinese tourist decision-making in selecting Bangkok as their destination. The result found that there are four factors that are significant: destination image, safety, activities, and cultural differences. The other finding is that overall satisfaction of the trip also impacts their satisfaction of the overall trip to Bangkok.

It shows that Chinese tourists are concerned about safety while they are going to travel abroad. They want to do activities with their family, partner, and their buddies. Moreover, Chinese tourists are also interested to explore different culture and go sightseeing at the important historical places.

1.1.2) Qualitative analysis:

This researcher interviewed three persons in three different travel agencies who have experience of more than 30 years. This research found that there were some factors that impact Chinese tourists such as safety, shopping, eating, visiting historical place, and watching local Thai shows. Chinese tourists like to go shopping at the Asiatique, Central world, Emporium, Central embassy, and also to buy Thai souvenirs and cheap clothes. They like to visit historical places for prayer

such as the Grand palace, the Four Faced Buddha, Wat Arun, and Wat Pho. They like to have a local Thai food and a variety of seafood in China town, Asiatique, and buffets at the hotel. Chinese tourists like to go watch Thai cultural shows such as Muay-thai, animal shows, lady-boy show, and magic shows.

2. Recommendation

The recommendations are included to help travel agents to encourage Chinese tourists to choose a tour package, and to protect travel agents from critical negative impact factors in Thailand.

2.1 Travel agents should give recommendation to tourists with regard to where they should go shopping in local places such as JJ market, water markets, and the night bazaar because tourists will feel more satisfied if they can make better decisions.

2.2 In terms of marketing, travel agents should promote and advertise more on the Internet, newspapers, brochures, and especially in social media and websites, which attract more attention from Chinese tourists. Social media can attract tourists by providing pictures of many attractive places such as beaches, mountain, and historical place. Travel agent could advertise their packages to Chinese customers with particular reference to the luxury of accommodation such as international five star hotels, transportation by private bus, and most importantly, if the prices are lower than other travel agent, which makes customers feel a sense of value in what they pay then. These days there are many channels to promote tour packages. The cost of advertisement is not as high as in the past to promote tour packages. Chinese tourists nowadays are interested in social media, such as Wechat and Weibo, which give convenience in terms of choosing destinations. It is not costly for travel agent companies to employ social media.

2.3 Travel agent should provide more variety in the types of food for Chinese tourists, such as buffets instead of only set menus. Chinese tourist will feel more satisfied with various choices, and they will feel more independent in their decision-making. These ideas are relevant for both group tours and incentive tours.

2.4 Travel agents should take Chinese tourist to see a greater variety of shows such as lady boy shows, and other popular shows. This factor could impact tourist decision-making in the selection of a travel agent.

2.5 Travel agents should build the Thai travel agent community between travel agents that serve Chinese tourists. This will help travel agents to gain a lot of benefits and have more potential to protect against zero-dollar tours, which have occurred in Thailand recently.

3. Limitations of the study

The limitations of this research study are the timeline of this study, the place, the language, and the sample size.

1. The timeline of this independent study is too short. The researcher has limited time to find resources, to conduct a survey to collect data, and to interview travel agent companies.

2. The researcher has a full time job so the researcher cannot focus 100% on the independent study.

3. Some of the participants could not understand Mandarin Chinese because they were from other cities in China so the language was different from Shanghai and Beijing.

4. The limited time affected the sample size. If researcher had more time, more data could have been collected.

5. This research did not include the political problems which might be one safety factor that impacts tourist decision-making in selecting their destination.

[As for the motivation factor, future research should include items regarding inner motivation such as desire to travel and long vacation.](#) Future research should include this issue.

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APPENDIX

APPENDIX A

QUESTIONNAIRE PART

Questionnaire



SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE

This questionnaire is a part of study for Master degree in International Business Management.

Part I: Personal information

* Please check (✓) the one that best conveys your opinion.

1. Gender

Male Female

2. Age

Under20 21- 30 31 - 40 41 - 50 Over 51

3. Education background

Certificate Diploma Bachelor Master Ph.D.

Others

4. Occupation

Student Employed Self-employed Civil servant Other

5. How many times have you been to Thailand?

1 2 3 More than 3 times

6. What is your travel party?

Single Tour group Friends Family Other

7. Have you been to other cities in Thailand except Bangkok city?

Yes No

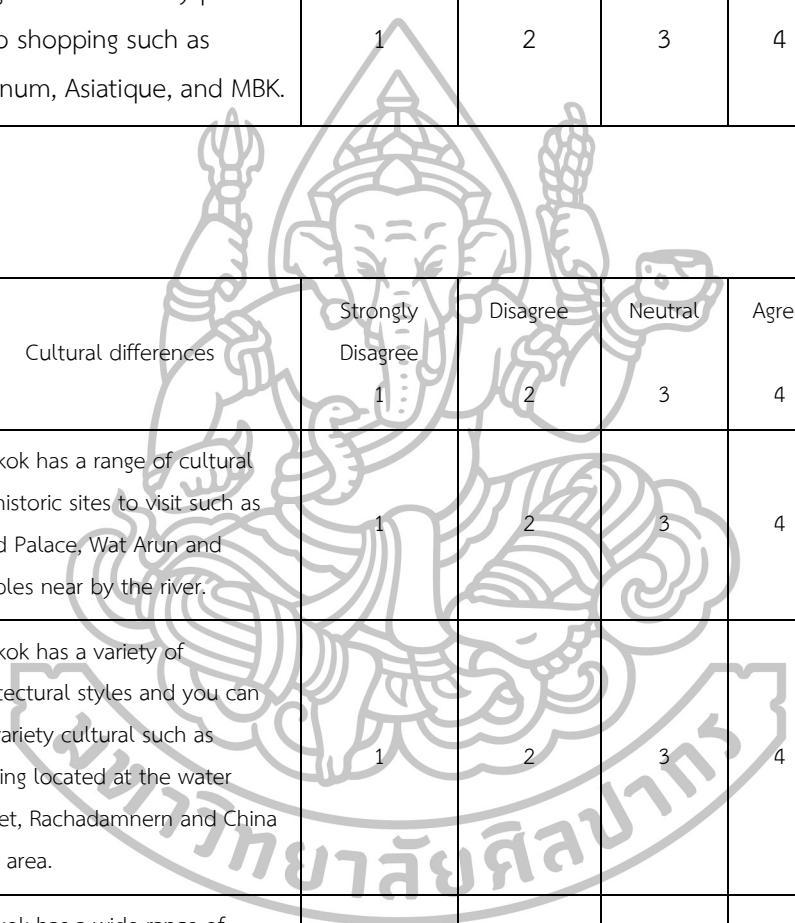
Part II: Evaluation of destination characteristics

Please check (✓) the one that best conveys your choice.

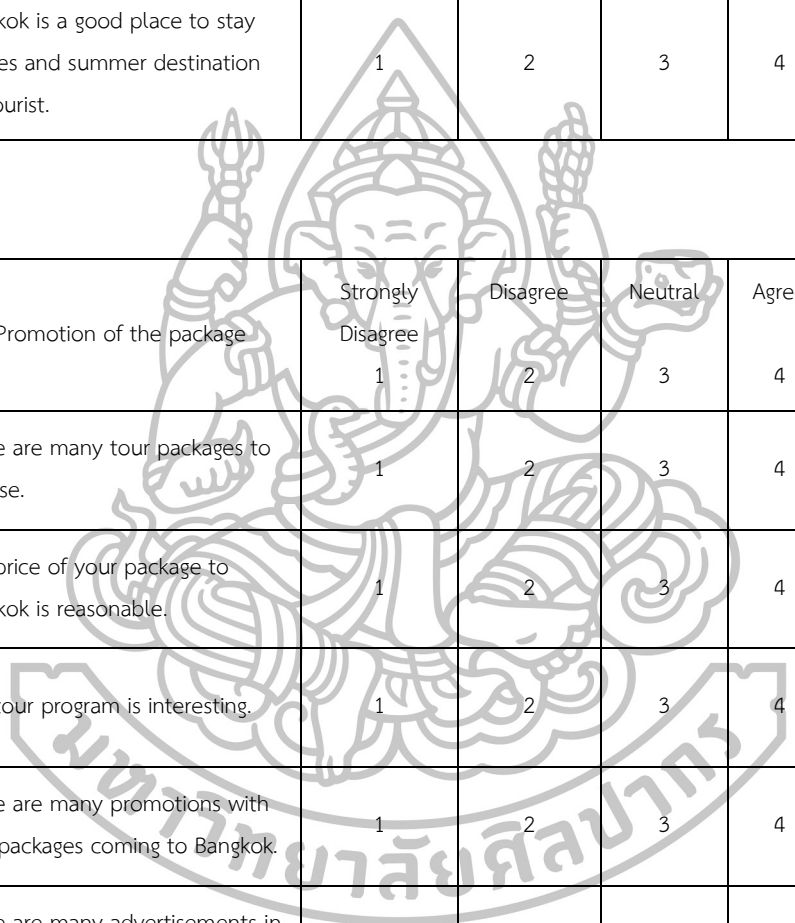
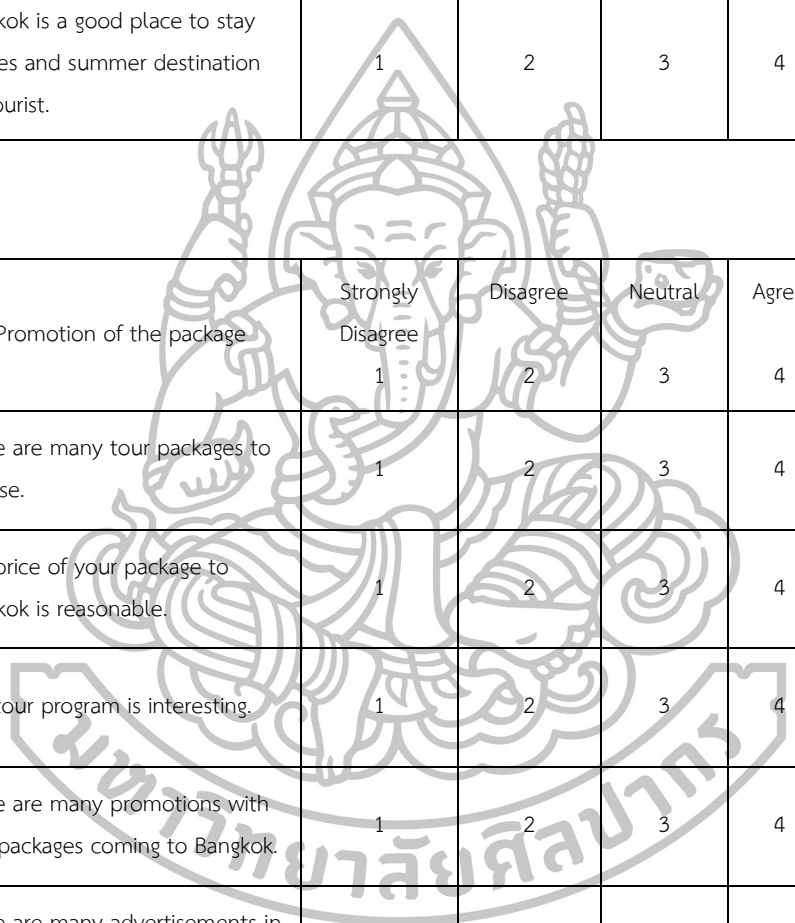
Item	Destination of tourist image	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
8	Bangkok is a charming place to enjoy a great variety of Thai food and international food.					
9	Bangkok is a cheap place to visit					
0	Bangkok has good quality infrastructure.					
1	Traveling in Bangkok is quite safe.					

Item	Safety	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
2	I feel safe with the security system with the hotels in Bangkok.	1	2	3	4	5
3	Public security in Bangkok is good with high quality and technology.	1	2	3	4	5

	Activity attractions in Bangkok	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
4	Bangkok has many foods festival which's bring from a part of Thailand.	1	2	3	4	5
5	Bangkok has excellent nightlife and entertainment such as rooftop bar on the top of the building.	1	2	3	4	5

Item	Activity attractions in Bangkok	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
6	Bangkok has a street food for 24 hours.	1	2	3	4	5
7	Bangkok has so many places to go shopping such as Platinum, Asiatique, and MBK.	1	2	3	4	5
						
	Cultural differences	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
8	Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat Arun and Temples near by the river.	1	2	3	4	5
9	Bangkok has a variety of architectural styles and you can see variety cultural such as building located at the water market, Rachadamnern and China town area.	1	2	3	4	5
0	Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	1	2	3	4	5
1	I would enjoy the climate and temperature of Bangkok.	1	2	3	4	5
2	Bangkok has a friendly and well known in terms of the land of smile.	1	2	3	4	5

Item	Infrastructure (Service, accommodation, transportation service)	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
3	Bangkok has many great hotels service with a reasonable price.	1	2	3	4	5
4	Bangkok has good hotels with a good standard hygiene and cleanliness.	1	2	3	4	5
5	Bangkok is the most convenience place to visit and nearby towns and cities.	1	2	3	4	5
6	Bangkok has a great service of health land such as traditional massage & spa.	1	2	3	4	5
7	The concierge information service for tourist has provide and clearly signage details for international tourist.	1	2	3	4	5
8	Bangkok has a good guide leader to provide all Thai information and history to the tourist.	1	2	3	4	5
9	Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	1	2	3	4	5
	Motivation	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
0	Bangkok is a place for tourist to go shopping.	1	2	3	4	5

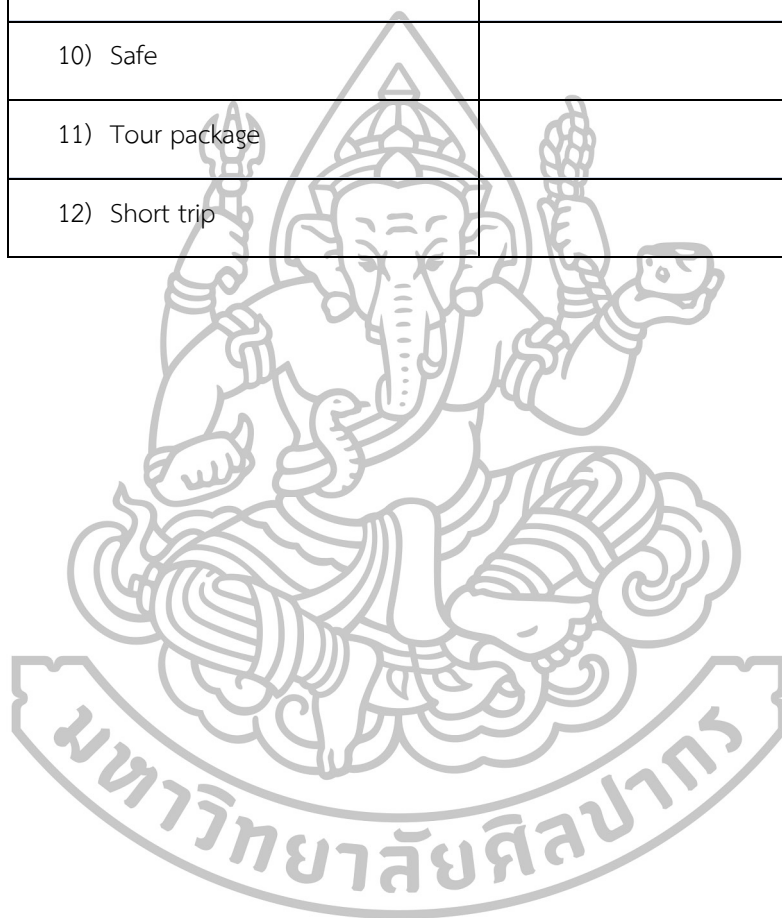
Item	Motivation	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1	Bangkok is the most convenience place with a cheap price to travel and explore the world.	1	2	3	4	5
2	Bangkok is a good place to stay relaxes and summer destination for tourist.	1	2	3	4	5
						
	Promotion of the package	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
3	There are many tour packages to choose.	1	2	3	4	5
4	The price of your package to Bangkok is reasonable.	1	2	3	4	5
5	The tour program is interesting.	1	2	3	4	5
6	There are many promotions with tour packages coming to Bangkok.	1	2	3	4	5
7	There are many advertisements in Bangkok to attract me to visit.	1	2	3	4	5
						
	Tourist satisfaction of Bangkok	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
8	I am satisfied with Bangkok shopping area.	1	2	3	4	5

Item	Tourist satisfaction of Bangkok	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
9	Overall, I am satisfy with this trip to Bangkok	1	2	3	4	5
0	Overall I am satisfy with infrastructure in Bangkok	1	2	3	4	5
1	Overall, I am satisfied with all activities in Bangkok.	1	2	3	4	5
2	Overall, I am satisfy with attraction in Bangkok	1	2	3	4	5
3	Overall, I am satisfy with safety in Bangkok	1	2	3	4	5
4	Overall, I am satisfy with the cultural differences in Bangkok	1	2	3	4	5

Please rank the reason to choose Bangkok as your destination (please choose the top three reasons).

Factor	Ranking rate
1) Price of living	
2) Shopping	
3) Food	
4) Good transportation	
5) Many historical side to see	
6) Different culture	

Factor	Ranking rate
7) Many activities	
8) Good promotion	
9) Good accommodation	
10) Safe	
11) Tour package	
12) Short trip	



APPENDIX B

DESCRIPTIVE ANALYSIS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	150	1	12	1.65	.984
Age	150	1	5	2.27	.974
Education background	150	1	6	3.19	1.575
Occupation	150	1	5	2.07	1.227
How many times have you been to Thailand	150	1	5	2.48	1.304
What is your travel party	150	1	6	3.23	1.050
Have you been to other cities in Thailand except Bangkok city	150	1	5	1.39	.749
Bangkok is the charming place to enjoy variety of Thai's food and international foods	150	1	5	3.99	.976
Bangkok is a cheap place to visit	150	1	5	3.72	1.050
Bangkok has a good quality of infrastructure	150	1	5	3.67	1.007
Traveling in Bangkok quite safe	150	1	5	3.52	1.028
The security system in the Bangkok hotel is high	150	1	5	3.79	.824
It is safe and easy to travel around Bangkok	150	1	5	3.57	1.006

	N	Minimum	Maximum	Mean	Std. Deviation
Bangkok has many food festivals which shows different characteristic of Thai food	150	1	5	3.79	.848
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	150	1	5	4.09	.882
Bangkok has a street food for 24 hours	150	1	5	3.99	.863
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	150	1	5	4.35	.794
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	150	1	5	4.21	.780
Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area	150	1	5	4.01	.811
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	150	1	5	3.67	.872
Bangkok has a nice climate and temperature	150	1	5	3.11	1.124
Bangkok is well known for friendly and the land of smile.	150	1	5	3.93	1.008
Bangkok has many great hotels service with a reasonable price.	150	1	5	4.01	.794

	N	Minimum	Maximum	Mean	Std. Deviation
Bangkok has good hotels with a good standard hygiene and cleanliness.	150	1	5	4.01	.811
Bangkok is the most convenience place to visit and nearby towns and cities.	150	1	5	3.87	.862
Bangkok has a great service of health land such as traditional massage and spa	150	1	5	4.09	.806
The concierge information service for tourist has provided and clearly signage details for international tourist.	150	1	5	3.71	.902
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	150	1	5	3.60	.819
Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	150	1	5	4.18	.760
Bangkok is a place for tourist to go shopping.	150	1	5	4.15	.895
Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	150	1	5	3.97	.958
Bangkok is a good place to stay relaxes and summer destination for tourist.	150	1	5	3.94	.985

	N	Minimum	Maximum	Mean	Std. Deviation
There are many tour packages to choose.	150	1	5	3.92	.815
The price of your package to Bangkok is reasonable.	150	1	5	3.80	.751
The tour program is interesting.	150	1	5	3.81	.781
There are many promotions with tour packages coming to Bangkok.	150	1	5	3.73	.827
There are many advertisements about Bangkok to attract me to visit.	150	1	5	3.73	.953
I am satisfied with Bangkok's shopping area.	150	1	5	4.13	.907
overall, i am satisfy with this trip to BKK	150	1	5	4.27	.720
Overall I am satisfy with infrastructure in Bangkok.	150	1	5	3.91	.819
Overall. I satisfied with all activities in Bangkok.	150	1	5	3.94	.796
Overall, I am satisfy with attraction in Bangkok.	150	1	5	3.99	.786
Overall. I am satisfy with safety in Bangkok.	150	1	5	3.84	.905
Overall, I am satisfy with the cultural differences in Bangkok.	150	1	5	4.03	.839
The reason choosing Bangkok as your destination.	148	1	1	3.72	1.916

	N	Minimum	Maximum	Mean	Std. Deviation
The reason choosing Bangkok as your destination.	147	1	2	3.44	3.275
The reason choosing Bangkok as your destination.	149	2	2	4.13	3.372

RELIABLE ANALYSIS

Case Processing Summary

	N	%
Valid	146	97.3
Cases Excluded ^a	4	2.7
Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Item Statistics

	Mean	Std. Deviation	N
Gender	1.59	.494	146
Age	2.28	.981	146
Education background	3.21	1.593	146
Occupation	2.08	1.240	146
How many times have you been to Thailand	2.50	1.309	146
What is your travel party	3.24	1.046	46

	Mean	Std. Deviation	N
Have you been to other cities in Thailand except Bangkok city	1.40	.756	146
Bangkok is the charming place to enjoy variety of Thai's food and international foods	4.01	.972	146
Bangkok is a cheap place to visit	3.73	1.052	146
Bangkok has a good quality of infrastructure	3.68	1.010	146
Traveling in Bangkok quite safe	3.51	1.025	146
The security system in the Bangkok hotel is high	3.79	.824	146
It is safe and easy to travel around Bangkok	3.60	1.001	146
Bangkok has many food festivals which shows different characteristic of Thai food	3.79	.857	146
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	4.10	.889	146
Bangkok has a street food for 24 hours	4.00	.871	146
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	4.36	.796	146
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	4.22	.783	146
Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the watermarket, Rachadamnern and China town are	4.03	.800	146

	Mean	Std. Deviation	N
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	68	.863	146
Bangkok has a nice climate and temperature	3.12	1.130	146
Bangkok is well known for friendly and the land of smile.	3.94	1.012	146
Bangkok has many great hotels service with a reasonable price.	4.04	.769	146
Bangkok has good hotels with a good standard hygiene and cleanliness.	4.01	.818	146
Bangkok is the most convenience place to visit and nearby towns and cities.	3.88	.867	146
Bangkok has a great service of health land such as traditional massage and spa	4.11	.806	146
The concierge information service for tourist has provided and clearly signage details for international tourist.	3.73	.891	146
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	3.61	.817	146
Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	4.19	.764	146
Bangkok is a place for tourist to go shopping.	4.16	.907	146
Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	3.99	.954	146
Bangkok is a good place to stay relaxes and summer destination for tourist.	3.97	.968	146
There are many tour packages to choose.	3.93	.802	146

	Mean	Std. Deviation	N
The price of your package to Bangkok is reasonable.	3.81	.736	146
The tour program is interesting.	3.82	.779	146
There are many promotions with tour packages coming to Bangkok.	3.73	.835	146
There are many advertisements about Bangkok to attract me to visit.	3.73	.965	46
I am satisfied with Bangkok's shopping area.	4.12	.916	146
overall, i am satisfy with this trip to BKK	4.27	.727	146
Overall I am satisfy with infrastructure in Bangkok.	3.92	.809	146
Overall. I satisfied with all activities in Bangkok	3.95	.786	146
Overall, I am satisfy with attraction in Bangkok.	3.98	.792	46
Overall. I am satisfy with safety in Bangkok.	3.85	.897	46
Overall, I am satisfy with the cultural differences in Bangkok.	4.03	.842	146
The reason choosing Bangkok as your destination.	3.75	1.915	146
The reason choosing Bangkok as your destination.	3.43	3.284	146
The reason choosing Bangkok as your destination.	4.10	3.334	146

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.658	1.397	4.363	2.966	3.123	.435	47

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Gender	170.34	449.689	.041	.	.880
Age	169.65	447.594	.054	.	.881
Education background	168.73	437.469	.162	.	.881
Occupation	169.85	447.715	.029	.	.882
How many times have you been to Thailand	169.43	447.778	.024	.	.883
What is your travel party	168.69	449.594	.002	.	.882
Have you been to other cities in Thailand except Bangkok city	170.53	448.926	.040	.	.880
Bangkok is the charming place to enjoy variety of Thai's food and international foods	167.92	425.270	.613	.	.873
Bangkok is a cheap place to visit	168.20	433.029	.380	.	.877
Bangkok has a good quality of infrastructure	168.25	430.466	.461	.	.875

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Traveling in Bangkok quite safe	168.42	428.590	.498	.	.875
The security system in the Bangkok hotel is high	168.14	431.876	.533	.	.875
It is safe and easy to travel around Bangkok	168.34	425.962	.577	.	.874
Bangkok has many food festivals which show different characteristic of Thai food	168.14	431.627	.518	.	.875
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	167.84	430.304	.534	.	.875
Bangkok has a street food for 24 hours	167.93	433.775	.448	.	.876
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	167.57	429.171	.637	.	.874
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	167.71	430.441	.607	.	.874

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area	167.90	430.120	.604	.	.874
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	168.25	428.756	.596	.	.874
Bangkok has a nice climate and temperature	168.82	437.917	.245	.	.879
Bangkok is well known for friendly and the land of smile.	167.99	424.421	.608	.	.873
Bangkok has many great hotels service with a reasonable price.	167.89	429.740	.642	.	.874
Bangkok has good hotels with a good standard hygiene and cleanliness.	167.92	429.049	.622	.	.874

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bangkok is the most convenience place to visit and nearby towns and cities.	168.05	427.191	.638	.	.874
Bangkok has a great service of health land such as traditional massage and spa	167.82	431.996	.542	.	.875
The concierge information service for tourist has provided and clearly signage details for international tourist.	168.21	429.033	.568	.	.874
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	168.32	430.551	.578	.	.875
Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	167.74	429.463	.655	.	.874
Bangkok is a place for tourist to go shopping.	167.77	426.176	.635	.	.874

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	167.95	426.907	.583	.	.874
Bangkok is a good place to stay relaxes and summer destination for tourist.	167.96	429.005	.520	.	.875
There are many tour packages to choose.	168.00	433.186	.508	.	.875
The price of your package to Bangkok is reasonable.	168.12	431.392	.617	.	.875
The tour program is interesting.	168.12	431.304	.584	.	.875
There are many promotions with tour packages coming to Bangkok.	168.21	429.323	.601	.	.874
There are many advertisements about Bangkok to attract me to visit.	168.21	429.530	.508	.	.875
I am satisfied with Bangkok's shopping area.	167.81	425.273	.653	.	.873

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Overall, i am satisfy with this trip to BKK	167.66	428.500	.723	.	.874
Overall I am satisfy with infrastructure in Bangkok.	168.01	428.676	.640	.	.874
Overall. I satisfied with all activities in Bangkok.	167.99	427.724	.691	.	.874
Overall, I am satisfy with attraction in Bangkok.	167.95	426.170	.734	.	.873
Overall. I am satisfy with safety in Bangkok.	168.08	427.290	.612	.	.874
Overall, I am satisfy with the cultural differences in Bangkok.	167.90	425.582	.705	.	.873
The reason choosing Bangkok as your destination.	168.18	449.710	-.032	.	.888
The reason choosing Bangkok as your destination.	168.50	426.583	.099	.	.898
The reason choosing Bangkok as your destination.	167.83	458.764	-.134	.	.907

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
171.93	450.795	21.232	47

REGRESSION ANALYSIS

Factor number one

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
Bangkok is the charming place to enjoy variety of Thai's food and international foods	3.99	.976	150
Bangkok is a cheap place to visit	3.72	1.050	150
Bangkok has a good quality of infrastructure	3.67	1.007	150
Traveling in Bangkok quite safe	3.52	1.028	150

Correlations

	overall, i am satisfy with this trip to BKK	Bangkok is the charming place to enjoy variety of Thai's food and international foods	Bangkok is a cheap place to visit	Bangkok has a good quality of infrastructure	Traveling in Bangkok quite safe
Pearson Correlation	1.000	.549	.224	.315	.482
	.549	1.000	.429	.515	.435
	.224	.429	1.000	.326	.266
	.315	.515	.326	1.000	.509
	.482	.435	.266	.509	1.000

	overall, i am satisfy with this trip to BKK	Bangkok is the charming place to enjoy variety of Thai's food and international foods	Bangkok is a cheap place to visit	Bangkok has a good quality of infrastructure	Traveling in Bangkok quite safe	
	overall, i am satisfy with this trip to BKK	1.000	.549	.224	.315	.482
	Bangkok is the charming place to enjoy variety of Thai's food and international foods	.549	1.000	.429	.515	.435
	Bangkok is a cheap place to visit	.003	.000	.	.000	.000
	Bangkok has a good quality of infrastructure	.000	.000	.000	.	.000
	Traveling in Bangkok quite safe	.000	.000	.000	.000	.
	overall, i am satisfy with this trip to BKK	150	150	150	150	150

Sig.
(1-tailed)

	overall, i am satisfy with this trip to BKK	Bangkok is the charming place to enjoy variety of Thai's food and international foods	Bangkok is a cheap place to visit	Bangkok has a good quality of infrastructure	Traveling in Bangkok quite safe
N	Bangkok is the charming place to enjoy variety of Thai's food and international foods 150	Bangkok is a cheap place to visit 150	Bangkok has a good quality of infrastructure 150	Traveling in Bangkok quite safe 150	150

Scale Statistics

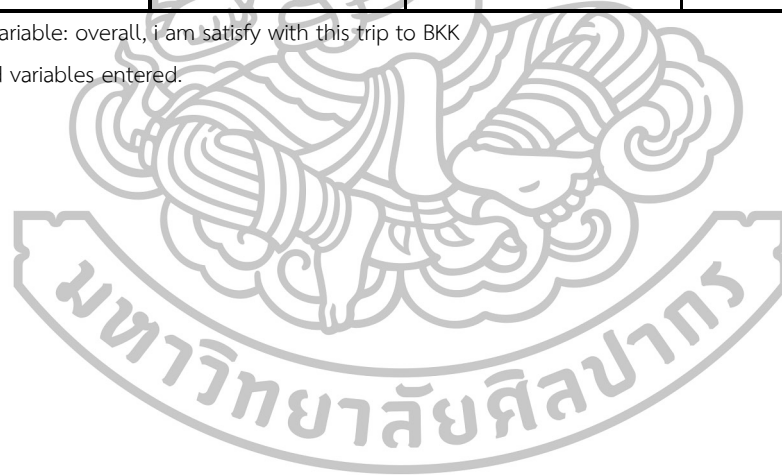
Mean	Variance	Std. Deviation	N of Items
172.00	455.490	21.342	47

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Traveling in Bangkok quite safe, Bangkok is a cheap place to visit, Bangkok is the charming place to enjoy variety of Thai's food and international foods, Bangkok has a good quality of infrastructure ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.616 ^a	.380	.363	.575	.380	22.214	4	145	.000

a. Predictors: (Constant), Traveling in Bangkok quite safe, Bangkok is a cheap place to visit, Bangkok is the charming place to enjoy variety of Thai's food and international foods, Bangkok has a good quality of infrastructure

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	29.383	4	7.346	22.214	.000 ^b
Residual	47.950	145	.331		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Traveling in Bangkok quite safe, Bangkok is a cheap place to visit, Bangkok is the charming place to enjoy variety of Thai's food and international foods, Bangkok has a good quality of infrastructure

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.393	.237		10.086	.000
1 Bangkok is the charming place to enjoy variety of Thai's food and international foods	.340	.061	.461	5.601	.000
Bangkok is a cheap place to visit	-.025	.050	-.037	-.501	.617
Bangkok has a good quality of infrastructure	-.056	.059	-.079	-.955	.341
Traveling in Bangkok quite safe	.232	.055	.331	4.235	.000

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Factor number two

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
The security system in the Bangkok hotel is high	3.79	.824	150
It is safe and easy to travel around Bangkok	3.57	1.006	150

Correlations

	overall, i am satisfy with this trip to BKK	The security system in the Bangkok hotel is high	It is safe and easy to travel around Bangkok
Pearson Correlation	overall, i am satisfy with this trip to BKK 1.000	The security system in the Bangkok hotel is high .368	It is safe and easy to travel around Bangkok .464
Sig. (1-tailed)	overall, i am satisfy with this trip to BKK .000	The security system in the Bangkok hotel is high .000	It is safe and easy to travel around Bangkok .000
N	overall, i am satisfy with this trip to BKK 150	The security system in the Bangkok hotel is high 150	It is safe and easy to travel around Bangkok 150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	It is safe and easy to travel around Bangkok, The security system in the Bangkok hotel is high ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	19.397	2	9.698	24.607	.000 ^b
1 Residual	57.936	147	.394		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), It is safe and easy to travel around Bangkok, The security system in the Bangkok hotel is high

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.615	.258		0.118	.000
The security system in the Bangkok hotel is high	.182	.069	.209	2.648	.009
It is safe and easy to travel around Bangkok	.269	.056	.375	4.761	.000

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Factor number three

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
Bangkok has many food festivals which shows different characteristic of Thai food	3.79	.848	150
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	4.09	.882	150
Bangkok has a street food for 24 hours	3.99	.863	150
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	4.35	.794	150

Correlations

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Pearson Correlation	1.000	.434	.449	.489	.588
	.434	1.000	.447	.420	.459
	.449	.447	1.000	.442	.446

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	
	Bangkok has a street food for 24 hours	.489	.420	.442	1.000	.395
	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	.588	.459	.446	.395	1.000
Sig. (1-tailed)	overall, i am satisfy with this trip to BKK	.	.000	.000	.000	.000
	Bangkok has many food festivals which shows different characteristic of Thai food	.000	.	.000	.000	.000

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	.000	.000	.000	.000
	Bangkok has a street food for 24 hours	.000	.000	.000	.000
	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	.000	.000	.000	.
N	overall, i am satisfy with this trip to BKK	150	150	150	150

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Bangkok has many food festivals which shows different characteristic of Thai food	150	150	150	150	150
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	150	150	150	150	150
Bangkok has a street food for 24 hours	150	150	150	150	150
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	150	150	150	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.668 ^a	.446	.431	.544	.446	29.191	4	145	.000

a. Predictors: (Constant), Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34.496	4	8.624	29.191	.000 ^b
Residual	42.837	145	.295		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.191	.289		4.118	.000
Bangkok has many food festivals which shows different characteristic of Thai food	.083	.064	.098	1.311	.192
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	.103	.061	.126	1.677	.096
Bangkok has a street food for 24 hours	.197	.061	.236	3.247	.001
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	.357	.067	.394	5.311	.000

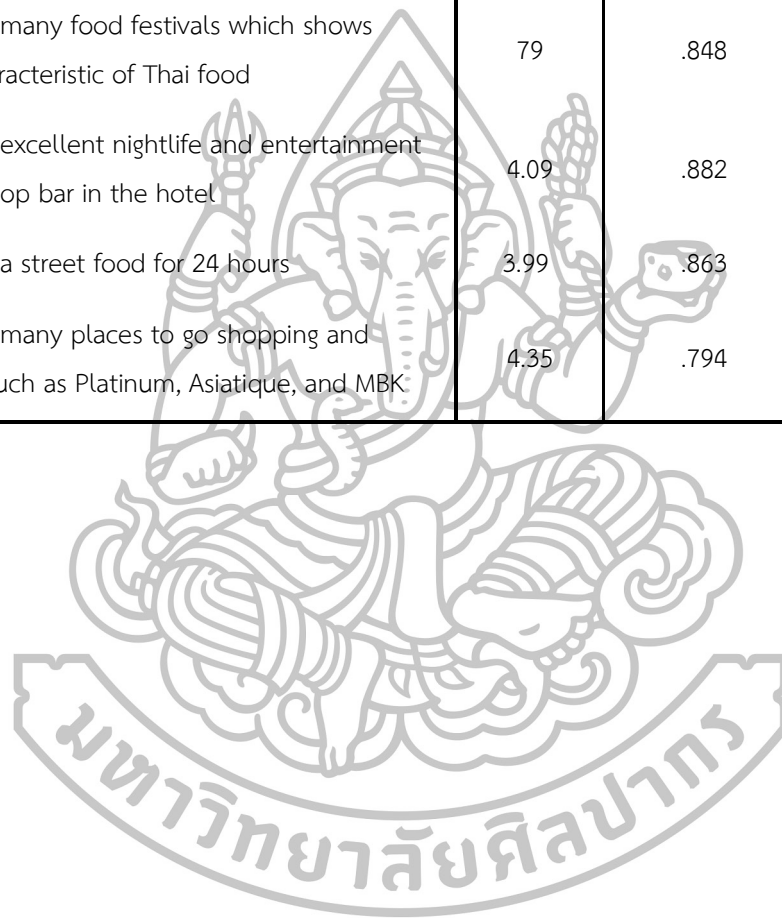
a. Dependent Variable: overall, i am satisfy with this trip to BKK



Factor number four

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	27	.720	150
Bangkok has many food festivals which shows different characteristic of Thai food	79	.848	150
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	4.09	.882	150
Bangkok has a street food for 24 hours	3.99	.863	150
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	4.35	.794	150



Correlations

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Pearson Correlation	1.000	.434	.449	.489	.588
	.434	1.000	.447	.420	.459
	.449	.447	1.000	.442	.446
	.489	.420	.442	1.000	.395

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Pearson Correlation	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK overall, i am satisfy with this trip to BKK Bangkok has many food festivals which shows different characteristic of Thai food	.588 .000 .000	.459 .000 .000	.446 .000 .000	.395 .000 .000
					1.000 .000 .000

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Sig. (1-tailed)	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	.000	.000	.000	.000
	Bangkok has a street food for 24 hours	.000	.000	.000	.000
	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	.000	.000	.000	.
	overall, i am satisfy with this trip to BKK	150	150	150	150

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Sig. (1-tailed)	Bangkok has many food festivals which shows different characteristic of Thai food	150	150	150	150
	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	150	150	150	150
	Bangkok has a street food for 24 hours	150	150	150	150

	overall, i am satisfy with this trip to BKK	Bangkok has many food festivals which shows different characteristic of Thai food	Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	Bangkok has a street food for 24 hours	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK
Sig. (1-tailed)	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	150	150	150	150



Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
	Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.668 ^a	.446	.431	.544	.446	29.191	4	145	.000

a. Predictors: (Constant), Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel

ANOVA^a

Model		Sum of Squares	df	Mean Square	t	Sig.
1	Regression	4.496	4	8.624	29.191	.000 ^b
	Residual	42.837	145	.295		
	Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK, Bangkok has a street food for 24 hours, Bangkok has many food festivals which shows different characteristic of Thai food, Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.191	.289		4.118	.000
Bangkok has many food festivals which shows different characteristic of Thai food	.083	.064	.098	1.311	.192
Bangkok has excellent nightlife and entertainment such as rooftop bar in the hotel	.103	.061	.126	1.677	.096
Bangkok has a street food for 24 hours	.197	.061	.236	3.247	.001
Bangkok has many places to go shopping and sightseeing such as Platinum, Asiatique, and MBK	.357	.067	.394	5.311	.000

a. Dependent Variable: overall, i am satisfy with this trip to BKK



Factor number five

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	4.21	.780	150
Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area	4.01	.811	150
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	3.67	.872	150
Bangkok has a nice climate and temperature	3.11	1.124	150
Bangkok is well known for friendly and the land of smile.	3.93	1.008	150

Correlations

		overall, i am satisfy with this trip to BKK		Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area		Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.		Bangkok has a nice climate and temperature		Bangkok is well known for friendly and the land of smile
		overall, i am satisfy with this trip to BKK	1.000	.534	.465	.495	.205	.570		
Pearson Correlation		Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	.534	1.000	.654	.438	.059	.470		

		overall, i am satisfy with this trip to BKK	Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	Rachadamnein and China town area	Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market,	Bangkok has a nice climate and temperature	Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	Bangkok is well known for friendly and the land of smile
Pearson Correlation		.205	.059	.124	.242	1.000	.285	
	Bangkok has a nice climate and temperature							
	Bangkok is well known for friendly and the land of smile.	.570	.470	.412	.540	.285	1.000	
	overall, i am satisfy with this trip to BKK	.	.000	.000	.000	.006	.000	
Sig. (1-tailed)	Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	.000	.	.000	.000	.237	.000	

							Bangkok is well known for friendly and the land of smile	150	150
							Bangkok has a nice climate and temperature	150	150
							Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	150	150
							Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area	150	150
							Bangkok has a range of cultural and historic sites to visit... such as Grand Palace, Wat-Arun, and Temples near by the river	150	150
							overall, i am satisfy with this trip to BKK	150	150
							Bangkok has a nice climate and temperature	150	150
							Bangkok is well known for friendly and the land of smile.	150	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Bangkok is well known for friendly and the land of smile., Bangkok has a nice climate and temperature, Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area, Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day., Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.666 ^a	.444	.424	.547	.444	22.979	5	144	.000

a. Predictors: (Constant), Bangkok is well known for friendly and the land of smile., Bangkok has a nice climate and temperature, Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area, Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day., Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34.319	5	6.864	22.979	.000 ^b
Residual	43.014	144	.299		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Bangkok is well known for friendly and the land of smile., Bangkok has a nice climate and temperature, Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area, Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day., Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.512	.282		5.358	.000
Bangkok has a range of cultural and historic sites to visit such as Grand Palace, Wat-Arun, and Temples near by the river	.253	.080	.273	3.164	.002
Bangkok has a variety of architectural styles and I can see variety cultural such as building located at the water market, Rachadamnern and China town area	.055	.080	.062	.690	.491
Bangkok has a wide range of festivals and special events such as Song Kran day, Loy Krathong day.	.130	.068	.158	1.908	.058
Bangkok has a nice climate and temperature	.034	.042	.053	.809	.420
Bangkok is well known for friendly and the land of smile.	.226	.057	.316	3.971	.000

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Factor number six

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
Bangkok has many great hotels service with a reasonable price.	4.01	.794	150
Bangkok has good hotels with a good standard hygiene and cleanliness.	4.01	.811	150
Bangkok is the most convenience place to visit and nearby towns and cities.	3.87	.862	150
Bangkok has a great service of health land such as traditional massage and spa	4.09	.806	150
The concierge information service for tourist has provided and clearly signage details for international tourist.	3.71	.902	150
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	3.60	.819	150
Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	4.18	.760	150

Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	.562	
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	.412	
The concierge information service for tourist has provided and clearly signage details for international tourist.	.474	
Bangkok has a great service of health land such as traditional massage and spa	.389	
Bangkok is the most convenience place to visit and nearby towns and cities.	.540	
Bangkok has good hotels with a good standard hygiene and cleanliness.	1.000	
Bangkok has many great hotels service with a reasonable price.	.646	
Overall, I am satisfied with this trip to BKK	.442	
	.487	Pearson Correlation
Bangkok has good hotels with a good standard hygiene and cleanliness.		
Bangkok is the most convenience place to visit and nearby towns and cities.		

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	.465
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	.403
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	.546
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	1.000
<p>Bangkok is the most convenience place to visit and nearby towns and cities</p>	.530
<p>Bangkok has good hotels with a good standard hygiene and cleanliness</p>	.389
<p>Bangkok has many great hotels service with a reasonable price</p>	.533
<p>overall, i am satisfy with this trip to BKK</p>	.419
	<p>Bangkok has a great service of health land such as traditional massage and spa</p> <p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p> <p>Pearson Correlation</p>
	<p>.411</p> <p>.493</p> <p>.474</p> <p>.565</p> <p>.546</p> <p>1.000</p> <p>.540</p> <p>.459</p>

Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	.483	1.000
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	1.000	.483
The concierge information service for tourist has provided and clearly signage details for international tourist.	.540	.459
Bangkok has a great service of health land such as traditional massage and spa	.403	.465
Bangkok is the most convenience place to visit and nearby towns and cities.	.536	.465
Bangkok has good hotels with a good standard hygiene and cleanliness.	.412	.562
Bangkok has many great hotels service with a reason-able price.	.359	.541
overall, i am satisfy with this trip to BKK	.398	.537
	Pearson Correlation	

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	<p>.000</p>
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	<p>.000</p>
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	<p>.000</p>
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	<p>.000</p>
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	<p>.000</p>
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	<p>.000</p>
<p>Bangkok has many great hotels service with a reasonable price.</p>	<p>.000</p>
<p>overall, i am satisfy with this trip to BKK</p>	<p>.000</p>
<p>Pearson Correlation</p>	<p>overall, i am satisfy with this trip to BKK Bangkok has many great hotels service with a reasonable price. Bangkok has good hotels with a good standard hygiene and cleanliness.</p>

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	.000
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	.000
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	.000
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	.000
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	.000
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	.000
<p>Bangkok has many great hotels service with a reason-able price.</p>	.000
<p>overall, i am satisfy with this trip to BKK</p>	.000
<p>Pearson Correlation</p> <p>Bangkok is the most convenience place to visit and nearby towns and cities.</p> <p>Bangkok has a great service of health land such as traditional massage and spa</p>	

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	.000
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	.000
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	.000
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	.000
<p>Bangkok is the most convenience place to visit and nearby towns and cites.</p>	.000
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	.000
<p>Bangkok has many great hotels service with a reason-able price.</p>	.000
<p>overall, i am satisfy with this trip to BKK</p>	.000
<p>Pearson Correlation</p>	<p>The concierge information service for tourist has provided and clearly signage details for international tourist. .000</p> <p>Bangkok has a good guide leader to provide all Thai information and history to the tourist. .000</p>

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	<p>.</p>
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>Bangkok has many great hotels service with a reasonable price.</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>overall, i am satisfy with this trip to BKK</p>	<p>.000</p> <p>150</p> <p>150</p>
<p>Pearson Correlation</p>	<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>
	<p>overall, i am satisfy with this trip to BKK</p>
	<p>Bangkok has many great hotels service with a reasonable price.</p>
	<p>overall, i am satisfy with this trip to BKK</p>
	<p>Bangkok has many great hotels service with a reasonable price.</p>
	<p>overall, i am satisfy with this trip to BKK</p>
	<p>Bangkok has many great hotels service with a reasonable price.</p>
	<p>overall, i am satisfy with this trip to BKK</p>

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	150	150
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	150	150
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	150	150
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	150	150
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	150	150
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	150	150
<p>Bangkok has many great hotels service with a reason-able price.</p>	150	150
<p>overall, i am satisfy with this trip to BKK</p>	150	150
<p>Pearson Correlation</p> <p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p> <p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>		

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	150
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	150
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	150
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	150
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	150
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	150
<p>Bangkok has many great hotels service with a reasonable price.</p>	150
<p>overall, i am satisfy with this trip to BKK</p>	150
	<p>Pearson Correlation</p>

<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p>	150
<p>Bangkok has a good guide leader to provide all Thai information and history to the tourist.</p>	150
<p>The concierge information service for tourist has provided and clearly signage details for international tourist.</p>	150
<p>Bangkok has a great service of health land such as traditional massage and spa</p>	150
<p>Bangkok is the most convenience place to visit and nearby towns and cities.</p>	150
<p>Bangkok has good hotels with a good standard hygiene and cleanliness.</p>	150
<p>Bangkok has many great hotels service with a reasonable price.</p>	150
<p>overall, i am satisfy with this trip to BKK</p>	150
<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.</p> <p>Pearson Correlation</p>	

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	<p>Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel., The concierge information service for tourist has provided and clearly signage details for international tourist.,</p> <p>Bangkok has a great service of health land such as traditional massage and spa, Bangkok has a good guide leader to provide all Thai information and history to the tourist., Bangkok has good hotels with a good standard hygiene and cleanliness., Bangkok is the most convenience place to visit and nearby towns and cities., Bangkok has many great hotels service with a reasonable price.^b</p>	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.613 ^a	.376	.346	.583	.376	12.243	7	142	.000

a. Predictors: (Constant), Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel., The concierge information service for tourist has provided and clearly signage details for international tourist., Bangkok has a great service of health land such as traditional massage and spa, Bangkok has a good guide leader to provide all Thai information and history to the tourist., Bangkok has good hotels with a good standard hygiene and cleanliness., Bangkok is the most convenience place to visit and nearby towns and cities., Bangkok has many great hotels service with a reasonable price.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29.107	7	4.158	12.243	.000 ^b
Residual	48.227	142	.340		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel., The concierge information service for tourist has provided and clearly signage details for international tourist., Bangkok has a great service of health land such as traditional massage and spa, Bangkok has a good guide leader to provide all Thai information and history to the tourist., Bangkok has good hotels with a good standard hygiene and cleanliness., Bangkok is the most convenience place to visit and nearby towns and cities., Bangkok has many great hotels service with a reasonable price.

Coefficients^a

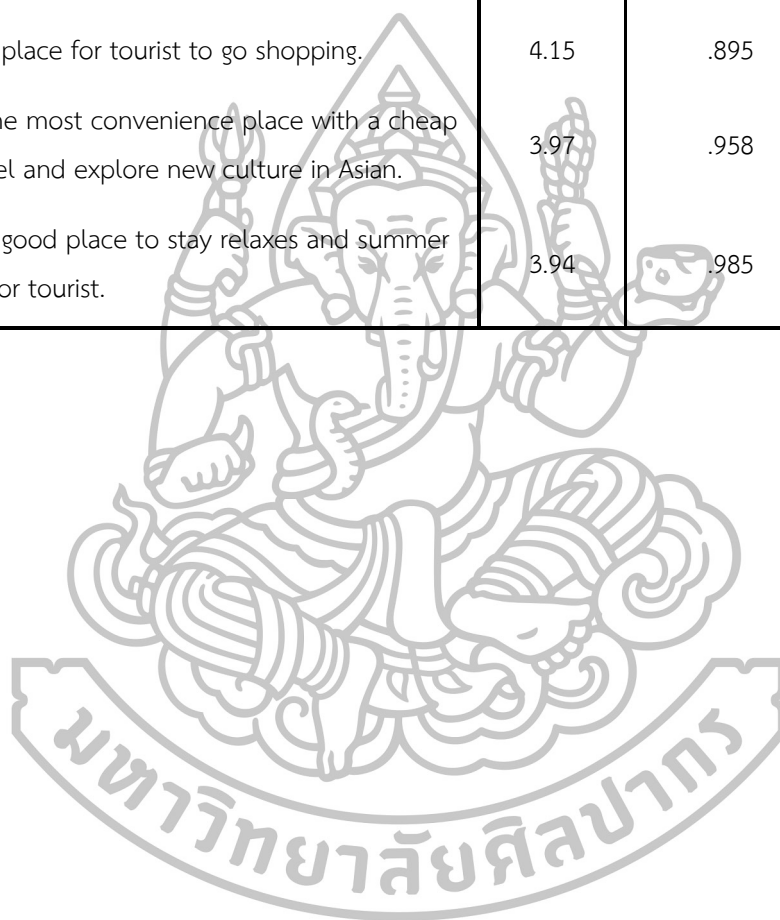
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.481	.318		4.654	.000
Bangkok has many great hotels service with a reasonable price.	-.019	.090	-.021	-.216	.829
Bangkok has good hotels with a good standard hygiene and cleanliness.	.082	.085	.093	.974	.332
Bangkok is the most convenience place to visit and nearby towns and cities.	.171	.080	.204	2.128	.035
Bangkok has a great service of health land such as traditional massage and spa	.091	.079	.102	1.154	.251
The concierge information service for tourist has provided and clearly signage details for international tourist.	.030	.073	.037	.408	.684
Bangkok has a good guide leader to provide all Thai information and history to the tourist.	.039	.076	.045	.517	.606
Bangkok has a variety type of hotels for guest to satisfy choosing such as luxury five stars hotel, hotel resort for leisure or express hotel.	.298	.085	.315	3.528	.001

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Factor number seven

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
Bangkok is a place for tourist to go shopping.	4.15	.895	150
Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	3.97	.958	150
Bangkok is a good place to stay relaxes and summer destination for tourist.	3.94	.985	150



Correlations

	overall, i am satisfy with this trip to BKK	Bangkok is a place for tourist to go shopping.	Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	Bangkok is a good place to stay relaxes and summer destination for tourist.
Pearson Correlation	1.000	.508	.431	.316
	.508	1.000	.530	.391
	.431	.530	1.000	.588
	.316	.391	.588	1.000
Sig. (1-tailed)	.	.000	.000	.000

	overall, i am satisfy with this trip to BKK	Bangkok is a place for tourist to go shopping.	Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	Bangkok is a good place to stay relaxes and summer destination for tourist.
	.000	.000	.000	.000
	.000	.000	.	.000
Sig. (1-tailed)	.000	.000	.000	.
	150	150	150	150
	150	150	150	150

	overall, i am satisfy with this trip to BKK	Bangkok is a place for tourist to go shopping.	Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	Bangkok is a good place to stay relaxes and summer destination for tourist.
N	Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian. Bangkok is a good place to stay relaxes and summer destination for tourist.	150	150	150
		150	150	150



Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
	Bangkok is a good place to stay relaxes and summer destination for tourist., Bangkok is a place for tourist to go shopping., Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian. ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.913	3	7.638	20.490	.000 ^b
	Residual	54.420	146	.373		
	Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Bangkok is a good place to stay relaxes and summer destination for tourist., Bangkok is a place for tourist to go shopping., Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.544 ^a	.296	.282	.611	.296	20.490	3	146	.000

a. Predictors: (Constant), Bangkok is a good place to stay relaxes and summer destination for tourist., Bangkok is a place for tourist to go shopping., Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	2.250	.270		8.348	.000
1					
Bangkok is a place for tourist to go shopping.	.309	.066	.384	4.658	.000
Bangkok is the most convenience place with a cheap price to travel and explore new culture in Asian.	.149	.071	.199	2.118	.036
Bangkok is a good place to stay relaxes and summer destination for tourist.	.036	.063	.049	.567	.572

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Factor number eight

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
There are many tour packages to choose.	3.92	.815	150
The price of your package to Bangkok is reasonable.	3.80	.751	150
The tour program is interesting.	3.81	.781	150
There are many promotions with tour packages coming to Bangkok.	3.73	.827	150
There are many advertisements about Bangkok to attract me to visit.	3.73	.953	150



Correlations

	overall, i am satisfy with this trip to BKK	There are many tour packages to choose	The price of your package to Bangkok is reasonable	The tour program is interesting	There are many promotions with tour packages coming to Bangkok	There are many advertisements about Bangkok to attract me to visit
Pearson Correlation	1.000	.334	.434	.411	.461	.368
	.334	1.000	.555	.472	.455	.301
	.434	.555	1.000	.634	.560	.394
	.411	.472	.634	1.000	.659	.510
	.461	.455	.560	.659	1.000	.631
	.368	.301	.394	.510	.631	1.000

		overall, i am satisfy with this trip to BKK	There are many tour packages to choose	The price of your package to Bangkok is reasonable	The tour program is interesting	There are many promotions with tour packages coming to Bangkok	There are many advertisements about Bangkok to attract me to visit
Pearson Correlation		.000	.000	.000	.000	.000	.000
	overall, i am satisfy with this trip to BKK						
	There are many tour packages to choose.	.000		.000	.000	.000	.000
	The price of your package to Bangkok is reasonable.	.000	.000		.000	.000	.000
	The tour program is interesting.	.000	.000	.000		.000	.000
	There are many promotions with tour packages coming to Bangkok.	.000	.000	.000	.000		.000
Sig. (1-tailed)	There are many advertisements about Bangkok to attract me to visit.	.000	.000	.000	.000	.000	

		overall, i am satisfy with this trip to BKK	There are many tour packages to choose	The price of your package to Bangkok is reasonable	The tour program is interesting	There are many promotions with tour packages coming to Bangkok	There are many advertisements about Bangkok to attract me to visit
		150	150	150	150	150	150
		There are many tour packages to choose.					
		150	150	150	150	150	150
		The price of your package to Bangkok is reasonable.					
		150	150	150	150	150	150
		The tour program is interesting.					
		150	150	150	150	150	150
		There are many promotions with tour packages coming to Bangkok.					
		150	150	150	150	150	150
		There are many advertisements about Bangkok to attract me to visit.					
		150	150	150	150	150	150
	Sig. (1-tailed)						

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
	There are many advertisements about Bangkok to attract me to visit., There are many tour packages to choose., The price of your package to Bangkok is reasonable., The tour program is interesting., There are many promotions with tour packages coming to Bangkok. ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.520 ^a	.270	.245	.626	.270	10.667	5	144	.000

a. Predictors: (Constant), There are many advertisements about Bangkok to attract me to visit., There are many tour packages to choose., The price of your package to Bangkok is reasonable., The tour program is interesting., There are many promotions with tour packages coming to Bangkok.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.901	5	4.180	10.667	.000 ^b
Residual	56.432	144	.392		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), There are many advertisements about Bangkok to attract me to visit., There are many tour packages to choose., The price of your package to Bangkok is reasonable., The tour program is interesting., There are many promotions with tour packages coming to Bangkok.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.112	.313		6.748	.000
1 There are many tour packages to choose.	.059	.078	.066	.754	.452
The price of your package to Bangkok is reasonable.	.190	.097	.198	1.963	.052
The tour program is interesting.	.055	.098	.059	.558	.578
There are many promotions with tour packages coming to Bangkok.	.188	.096	.215	1.957	.052
There are many advertisements about Bangkok to attract me to visit.	.079	.070	.104	1.118	.265

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Overall satisfaction

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.720	150
I am satisfied with Bangkok's shopping area.	4.13	.907	150
Overall I am satisfy with infrastructure in Bangkok.	3.91	.819	150
Overall. I satisfied with all activities in Bangkok.	3.94	.796	150
Overall, I am satisfy with attraction in Bangkok.	3.99	.786	150
Overall. I am satisfy with safety in Bangkok.	3.84	.905	150
Overall, I am satisfy with the cultural differences in Bangkok.	4.03	.839	150

Correlations

	overall, i am satisfy with this trip to BKK	I am satisfied with Bangkok's shopping area.	Overall I am satisfy with infrastructure in Bangkok	Overall. I satisfied with all activities in Bangkok.	Overall, I am satisfy with attraction in Bangkok.	Overall. I am satisfy with safety in Bangkok.	Overall, I am satisfy with the cultural differences in Bangkok.
Pearson Correlation	1.000	.677	.574	.683	.741	.601	.640
	.677	1.000	.584	.596	.615	.507	.515

		Overall, I am satisfy with the cultural differences in Bangkok.	Overall. I am satisfy with safety in Bangkok.	Overall, I am satisfy with attraction in Bangkok.	Overall. I satisfied with all activities in Bangkok.	Overall I am satisfy with infrastructure in Bangkok.	I am satisfied with Bangkok's shopping area.	overall, i am satisfy with this trip to BKK	
Pearson Correlation		.503	.626	.663	.599	.503	.515	.640	
	Overall I am satisfy with infrastructure in Bangkok.	.574	.683	.741	.601	.574	.584	.574	
	Overall. I satisfied with all activities in Bangkok.	.683	1.000	.718	.657	.630	.596	.683	
	Overall, I am satisfy with attraction in Bangkok.	.741	.630	1.000	.667	.530	.615	.741	
	Overall. I am satisfy with safety in Bangkok.	.601	.657	.667	1.000	.542	.507	.601	
	Overall, I am satisfy with the cultural differences in Bangkok.	.640	.503	.626	.599	.503	.515	.640	

	overall, i am satisfy with this trip to BKK	I am satisfied with Bangkok's shopping area.	Overall I am satisfy with infrastructure in Bangkok.	Overall. I satisfied with all activities in Bangkok.	Overall, I am satisfy with attraction in Bangkok.	Overall. I am satisfy with safety in Bangkok.	Overall, I am satisfy with the cultural differences in Bangkok.
overall, i am satisfy with this trip to BKK		.000	.000	.000	.000	.000	.000
I am satisfied with Bangkok's shopping area.	.000		.000	.000	.000	.000	.000
Overall I am satisfy with infrastructure in Bangkok.	.000	.000		.000	.000	.000	.000
Overall. I satisfied with all activities in Bangkok.	.000	.000	.000		.000	.000	.000
Overall, I am satisfy with attraction in Bangkok.	.000	.000	.000	.000		.000	.000
Overall. I am satisfy with safety in Bangkok.	.000	.000	.000	.000	.000		.000

Sig.
(1-tailed)

	Overall, I am satisfy with the cultural differences in Bangkok.	150	150	150	150	150	150
	Overall. I am satisfy with safety in Bangkok.	150	150	150	150	150	150
	Overall, I am satisfy with attraction in Bangkok.	150	150	150	150	150	150
	Overall. I satisfied with all activities in Bangkok.	150	150	150	150	150	150
	Overall I am satisfy with infrastructure in Bangkok.	150	150	150	150	150	150
	I am satisfied with Bangkok's shopping area.	150	150	150	150	150	150
	overall, i am satisfy with this trip to BKK	150	150	150	150	150	150
	Overall. I am satisfy with safety in Bangkok.	150	150	150	150	150	150
Sig. (1-tailed)	Overall, I am satisfy with the cultural differences in Bangkok.	150	150	150	150	150	150



Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Overall, I am satisfy with the cultural differences in Bangkok., Overall I am satisfy with infrastructure in Bangkok., I am satisfied with Bangkok's shopping area., Overall. I am satisfy with safety in Bangkok., Overall. I satisfied with all activities in Bangkok., Overall, I am satisfy with attraction in Bangkok. ^b	.	Enter

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.817 ^a	.667	.653	.424	.667	47.716	6	143	.000

a. Predictors: (Constant), Overall, I am satisfy with the cultural differences in Bangkok., Overall I am satisfy with infrastructure in Bangkok., I am satisfied with Bangkok's shopping area., Overall. I am satisfy with safety in Bangkok., Overall. I satisfied with all activities in Bangkok., Overall, I am satisfy with attraction in Bangkok.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	51.573	6	8.596	47.716	.000 ^b
Residual	25.760	143	.180		
Total	77.333	149			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), Overall, I am satisfy with the cultural differences in Bangkok., Overall I am satisfy with infrastructure in Bangkok., I am satisfied with Bangkok's shopping area., Overall. I am satisfy with safety in Bangkok., Overall. I satisfied with all activities in Bangkok., Overall, I am satisfy with attraction in Bangkok.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.876	.208		4.219	.000
I am satisfied with Bangkok's shopping area.	.208	.053	.262	3.900	.000
Overall I am satisfy with infrastructure in Bangkok.	.062	.059	.071	1.052	.295
Overall. I satisfied with all activities in Bangkok.	.119	.073	.131	1.626	.106
Overall, I am satisfy with attraction in Bangkok.	.297	.074	.324	3.993	.000
Overall. I am satisfy with safety in Bangkok.	.029	.057	.037	.517	.606
Overall, I am satisfy with the cultural differences in Bangkok.	.130	.059	.151	2.180	.031

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Top three ranking factors

Descriptive Statistics

	Mean	Std. Deviation	N
overall, i am satisfy with this trip to BKK	4.27	.727	146
The reason choosing Bangkok as your destination.	3.75	1.915	146
The reason choosing Bangkok as your destination.	3.43	3.284	146
The reason choosing Bangkok as your destination.	4.10	3.334	146

Correlations

	overall, i am satisfy with this trip to BKK	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.
Pearson Correlation	1.000	-.015	.122	-.097
	-.015	1.000	.257	.202
	.122	.257	1.000	.238

		overall, i am satisfy with this trip to BKK	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.
Pearson Correlation	The reason choosing Bangkok as your destination.	-.097	.202	.238	1.000
	overall, i am satisfy with this trip to BKK	.	.427	.071	.123
	The reason choosing Bangkok as your destination.	.427	.	.001	.007
	The reason choosing Bangkok as your destination.	.071	.001	.	.002
Sig. (1-tailed)	The reason choosing Bangkok as your destination.	.123	.007	.002	.
	overall, i am satisfy with this trip to BKK	146	146	146	146
	The reason choosing Bangkok as your destination.	146	146	146	146

	overall, i am satisfy with this trip to BKK	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.
Sig. (1-tailed)	The reason choosing Bangkok as your destination.	146	146	146
	The reason choosing Bangkok as your destination.	146	146	146

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.180 ^a	.033	.012	.722	.033	1.590	3	142	.194

a. Predictors: (Constant), The reason choosing Bangkok as your destination., The reason choosing Bangkok as your destination., The reason choosing Bangkok as your destination.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	The reason choosing Bangkok as your destination., The reason choosing Bangkok as your destination., The reason choosing Bangkok as your destination. ^b	.	Enter

a. Dependent Variable: overall, I am satisfy with this trip to BKK

b. All requested variables entered.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.489	3	.830	1.590	.194 ^b
1 Residual	74.093	142			
Total	76.582	145			

a. Dependent Variable: overall, i am satisfy with this trip to BKK

b. Predictors: (Constant), The reason choosing Bangkok as your destination. The reason choosing Bangkok as your destination., The reason choosing Bangkok as your destination.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.304	.143		30.024	.000
1 The reason choosing Bangkok as your destination.	-.012	.033	-.031	-.354	.724
1 The reason choosing Bangkok as your destination.	.036	.019	.160	1.842	.068
1 The reason choosing Bangkok as your destination.	-.028	.019	-.129	-1.499	.136

a. Dependent Variable: overall, i am satisfy with this trip to BKK

Statistics

	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.	The reason choosing Bangkok as your destination.
N Valid	148	147	149
N Missing	2	3	1

The reason choosing Bangkok as your destination.

	Frequency	Percent	Valid Percent	Cumulative Percent
Price of living	4	2.7	2.7	2.7
Shopping	1	.7	.7	3.4
food	114	76.0	77.0	80.4
Good transportation	2	1.3	1.4	81.8
Many historical site	5	3.3	3.4	85.1
Different culture	8	5.3	5.4	90.5
Many activities	7	4.7	4.7	95.3
Good Promotion	1	.7	.7	95.9
safe	1	.7	.7	96.6
Tour package	5	3.3	3.4	100.0
Total	148	98.7	100.0	
Missing	99	2	1.3	
Total	150	100.0		

The reason choosing Bangkok as your destination.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Price of living	84	56.0	57.1	57.1
Shopping	2	1.3	1.4	58.5
food	2	1.3	1.4	59.9
Good transportation	5	3.3	3.4	63.3
Many historical site	13	8.7	8.8	72.1
Different culture	11	7.3	7.5	79.6
Many activities	15	10.0	10.2	89.8
Good Promotion	3	2.0	2.0	91.8
Good accommodation	2	1.3	1.4	93.2
safe	3	2.0	2.0	95.2
Short trip	7	4.7	4.8	100.0
Total	147	98.0	100.0	
Missing				
99	3	2.0		
Total	150	100.0		

The reason choosing Bangkok as your destination.

	Frequency	Percent	Valid Percent	Cumulative Percent
	Shopping	99	66.0	66.4
	food	1	.7	67.1
	Good transportation	1	.7	67.8
	Many historical site	2	1.3	69.1
	Different culture	15	10.0	79.2
Valid	Many activities	7	4.7	83.9
	Good accommodation	3	2.0	85.9
	safe	7	4.7	90.6
	Tour package	4	2.7	93.3
	Short trip	10	6.7	100.0
	Total	149	99.3	100.0
Missing	99	1	.7	
Total		150	100.0	

APPENDIX C

There are three main findings from these interviews:

Finding 1: there are a few main reasons why Chinese tourists choose Bangkok as their destination: food, safety, cultural difference, shopping, and worth of money, praying and visiting historical places.

Respondent A “Chinese people concern with safety and they like to do shopping due to cheap prices of goods. They also like Thai food especially seafood because it is cheap”.

Respondent B “Hong Kong tourist pay attention in shopping because Bangkok has many cheap clothes shop under Thai’s brand with a cheaper price when compare with Hong Kong and more varieties in terms of fashion”.

Respondent C “ Chinese tourist interested to try Thai’s spicy food such as Tom yum goong, Pad-thai, and seafood because In China and Hong Kong seafood are more expensive than Bangkok and could not find by a street in 24 hours. Chinese tourists seek to have fun by watch Thai local show such as Muay Thai and Siam niramit show. ”

Overall it shows that Chinese tourists like Bangkok because of destination image in Bangkok, safety security system of the hotel and overall are safe, many activities that tourist can do with their family and cultural differences in historical place. This can support the finding from questionnaire.

Finding 2: There are two types of group tour. It has been classified from the group tour package price and how luxury of accommodation, transportation, hotel, place to visit, and service. First group we called “group tour” or “series” which there will be approximately 30 up to 40 persons in one group tour they will be using a big bus for transportation and four stars hotels. For the second group we called “incentive group tour” which there will be 10 up to 20 persons they will using shuttle bus or van.

Some Company such as China highlights tour they classified three types of packages which are Luxury China tour. This kind of package will have an experience to exchange culture to friends from all over the world and explore local culture and have an insight understand of the daily life. This type of package will take you to specific place that difficult to get in. Including an accommodation is the core element of this type. Furthermore, they will guarantee their service quality and all hotel's location is also unbeatable and center of the city. Second package is middle package which not expensive as the first one but you also will meet with a good service but less choice and the hotel will not as luxury as the luxury package(first package). The last package is China family tours this type of package customer will meet with a great destination for a family holiday, and private family tours offer and more flexible for every family. In this type of package children can enjoy some activities like a family cooking activity, ride through the countryside, and other activities.

In any type of tour group, there must be various activities included in the tour program. The flexibility of composition of the activities

5. Going to shopping areas: Asiatique, Central world, Emporium, Central Embassy etc.
6. Visiting temples and praying 4 faces Buddha
7. Eating Thai food: seafood and Thai local food. But this is set menus.
8. Watching cultural shows: muay Thai, elephant show, tiger, lady boy: only incentive tour

Respondent A “Chinese tourist whether incentive group tour or group tour (big series group) they like to go shopping at Asiatique, Central world, Emporium and other shopping mall. Moreover, Chinese tourists come to Thailand to pray for their job at workplace, studying, and their healthy at the Grand Palace, Wat Arun, Wat Pho, and the most famous Four faces Buddha in Rachprasong area”.

Respondent B “Hong Kong and Chinese tourist choosing Bangkok as their destination because of the Seafood in Thailand has a cheaper price than China and Hong Kong and Thai's food has a typical taste and delicious for their perception. For

Thai local food also very well known in around the world especially for tourist they would like to try the real taste in Bangkok.

Respondent C “Chinese tourist visit to Bangkok because Thailand has a very popular and many famous shows such as lady boy shows, animal shows, magical shows, and musical shows. Most of Chinese tourists are Buddhist they believe in Buddha and Indian’s god and in China they are interested in Thai’s temples.

Finding 3: Tour agency has used different kinds of advertisement. The advertisements for those three Companies they used the Internet, newspaper, and brochure. On the brochure and Internet website, they show their briefly program tour, hotel, and restaurant, number of days, condition, airline, and price. Travel agent creates promotion and put on the website <http://www.sunflower.com.hk/tour>. In the advertisement website it shows that why customer should be choose this group tour by giving a few reasons such as

- 1) They are a direct sale; no middleman markup the price might be cheaper than another travel agent company.
- 2) Customer can select restaurant and meal by themselves.
- 3) There is professional tour guide and car will be provided.
- 4) They will have no force to shopping meaning that travel agent will not push tourist to shopping only one place that travel agent will gain commission

In the China tour website shows that customer can meet guides before select a group tour and customer can see a lot of previous photos of the last group tour experience to make customer more consider of this travel agent. On the website travel agent has been written their Company history such as how many destination and how long of this travel agent has been working in tourist organization and association. (http://chinatour.net/?gclid=Cj0KEQjwx7u5BRC1lePz2biJpIYBEiQA-ZeDmkNNyaWRJEqLLV7_sETEAAF1fXmFfio_0l6nHFINJJwaAgwh8P8HAQ)

Respondent A “The company advertise their package from the social media, and the Internet website. The advertisement will be providing a total price of tour package, historical place to visit, how many parties in tour package, and how

many days in Bangkok. Also, the Travel agent have to visit the Company in China and Hong Kong to make a research and observe about Chinese's market nowadays and in the future to see whether the trend in Hong Kong and China will change to another direction or remain the same. Moreover, travel agent have to enhances their service competences to service tourist in proper way and improve advertisement on the Internet, social media for Travel Agent Company.

Respondent B "Most of customer knew the tour package from website and from their friends has been noticed them. The most importance is customer perspective if they feel they get something worth from what they have to pay then they will pay. Thus, to make them feel worth they will look from hotel, restaurant, and accommodation those factors will impact to their decision making whether they will use Company A, B or C.

Respondent C "There are many reason that could impact to Chinese tourist one of them is promotion. Chinese tourist always concern about why they have to pay more expensive if good reason they might willing to pay but if not they might choose another Company they do not think about how famous of those Company.

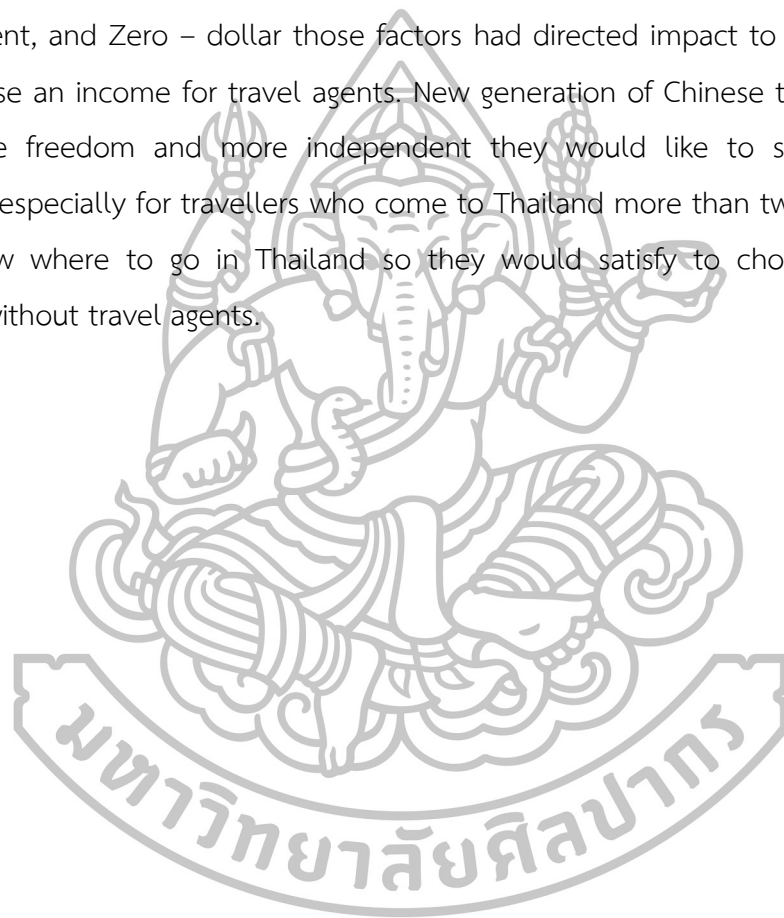
Finding 4: The negative impact to Travel agents in Thailand such as zero-dollar or backpacker.

Respondent A "The negative impacts that affect to travel agent nowadays are Zero-dollar tour, and social media. This kind of illegal tour(Zero-dollar) has been occurred for many years. It has a direct impact to travel agents and reputation in Thailand. For instance, tourist will choose the cheapest packages for their destination which is the idea of Zero – dollar tourist can pay cheaper than travel agents in Thailand. This kind of tour is only low cost packages and is only for those tourist come to Thailand only exploring new experience but are not willing to spend a lot of money in Thailand.

Respondent B "The negative impact to travel agents is Zero – dollar and individual tourist (independent) both are impact to travel agent situation and income of company. As you can see nowadays the number of Chinese travellers who can

speaking English has been increasing more in every year they can survive without travel agent so they might not need to use service anymore therefore, accommodation, transportation, and flight tickets also can book by the online internet and there are more promotion for traveller to choose their most satisfied choice.

Respondent C “To answer the negative impact to travel agent nowadays, there are so many factors that impact to travel agents such as social – media, online booking agent, and Zero – dollar those factors had directed impact to travel agents and decrease an income for travel agents. New generation of Chinese tourist mostly want to be freedom and more independent they would like to seek for new experience especially for travellers who come to Thailand more than two times they would know where to go in Thailand so they would satisfy to choose traveling individual without travel agents.



BIOGRAPHY

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