INDIAN TOURISTS' MOTIVATION, PERCEPTION, AND SATISFACTION

OF BANGKOK, THAILAND

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The purposes of the study were to: 1) identify Indian tourists' demographics and travel patterns; 2) examine Indian tourists' motivation to take the Bangkok area trip; 3) examine the level of importance of information sources; 4) identify the level of satisfaction of Indian tourists on their travel experience on the Bangkok area attributes; and 5) examine the intention to return and willingness to recommend the Bangkok area and Thailand. The findings showed that Indian tourists were motivated to visit the Bangkok area by both push and pull factors. Family and/or friends and the Internet were considered as important sources in trip decision making. Indian tourists were generally satisfied with the Bangkok area's attributes. They also showed the desire to revisit and recommend Bangkok and Thailand as travel destinations.

ACKNOWLEDGMENTS

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CHAPTER 1

INTRODUCTION

Consumer satisfaction is a key to a business's success. It indicates the positive emotion and experience of consumers toward businesses. Satisfied consumers also have a propensity to repurchase and recommend products to their families and friends. To achieve consumers' satisfaction, businesses must understand consumers' needs to be able to provide their products and services that meet or exceed consumers' expectations.

One of the fastest growing segments in the tourism industry is city tourism (Pakaleva-Shapira, 2007). Destination marketers make extensive efforts in marketing the city and retaining tourists to maintain their position in the marketplace. The success of destination marketing lies in their ability to compete, brand a city, understand visitor perceptions and satisfaction, provide value, and manage the total visitor experience (Tasci, Gartner, & Cavusgil, 2007; WTO, 2005).

The study of destination image reveals tourists' perception of travel destinations. Therefore, it is critical to study the destination image in order to address the tourists' expectations and satisfaction to determine the strengths and weaknesses of the destination, which later will be used to improve the destination's attributes, and develop marketing strategies to compete with other businesses (Pakaleva-Shapira, 2007).

Thailand is a well known international travel destination due to its long history, rich culture, beautiful natural resources, and the hospitality of Thai people (Meng, Tepanon, & Uysal, 2006). International tourists around the world visit Thailand all year round. Among travelers from South Asia, Indian tourists are the most prevalent in

Thailand (Tourism Authority of Thailand, 2007). Not only is the Indian outbound traveler a substantial market (Market Research Division of Government of India, 2007), but there is also an increasing number of Indian middle class travelers who have more purchasing power (ITB Berlin, 2007).

This Indian outbound segment is a business opportunity for destination marketers to increase the market share, since there is a trend of increasing the Indian market that already has demand to travel and purchasing power to spend for the trips. To take advantage of increasing business opportunity, hospitality professionals need to study Indian travelers. However, there is no research reported on the Indian travel market. This study, therefore, aims to examine Indian tourists regarding their travel experience within the Bangkok area of Thailand to gain a better understanding of Indian tourists' behavior.

<div align="center">Rationale</div>

Satisfied consumers bring success to the businesses. They are likely to repurchase and recommend products to their families and friends. Therefore, understanding satisfied consumers' needs is critical. Among the travel products, city tourism is one of the fastest growing (Pakaleva-Shapira, 2007). The extensive efforts have been made in marketing the city and retaining tourists to maintain the position in the marketplace by the destination marketers. The ability to compete, brand a city, understand visitor perceptions and satisfaction, provide value, and manage the total visitor experience reflect the success of destination marketing (Tasci et al., 2007; WTO, 2005).

Tourism destination image has been of particular interest to the academic researcher and industry practitioner. Destination image has been studied since the 1970's, with greater focus in the 1990's (Gallarza et al., 2002; Tasci et al., 2007). The study on destination image reveals tourists' perceptions of travel destinations. It affects pre-visit, during-visit, and post-visit behavior of tourists on selection of travel destination preference, satisfaction, and intention to return (Tasci & Gartner, 2007). Therefore, a destination image study provides destination marketers with information regarding the tourists' expectations and satisfaction to see the strengths and weaknesses of the destination, which later will be used to improve the destination's attributes, develop relevant marketing strategies, and compete with other businesses (Pakaleva-Shapira, 2007).

Thailand is a well known international travel destination. In 1991, the ancient cities in Thailand, Sukhothai and Ayutthaya, were declared World Heritage sites by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Since then they have become attractive to international and domestic tourists (Peleggi, 1996). In addition to its well known historical attractions, Thailand also has an excellent reputation in world-class accommodations, especially the beach resorts in Phuket, Samui, Krabi, Pattaya, and Hua Hin. Tourists enjoy a wide range of outdoor activities such as canoeing, snorkeling, scuba diving, yachting, hiking, and golfing. Undoubtedly, filmmakers have chosen beaches in Thailand as the locations for film shootings such as *The Beach* and *The Man with the Golden Gun*. Bangkok is the capital city of Thailand. The must-see tourist attractions in Bangkok are the Temple of the Emerald Buddha, the Temple of Reclining Buddha, and the Temple of Dawn. Thailand also markets itself as a

shopping paradise. The Tourism Authority of Thailand launched the Amazing Thailand

Grand Sales campaign in 2005 to create a shopping paradise image of the country

(Meng et al., 2006).

The World Tourism Organization (WTO) (2007) reveals that Thailand has strong

tourism growth potential. The country had a 20% increase of international arrivals and

ranked third in Asia and the Pacific region to receive the high market share (US$ 12,423

million) after China (US$ 33,949 million) and Australia (US$ 17,840 million) in 2006.

Bergheim (2005) reveals the top five Gross Domestic Product (GDP) growth

rates from 2006 to 2020, with India ranked as the highest growth center, followed by

Malaysia, China, Thailand, and Turkey. India is one of the biggest potential outbound

markets (expresshospitality.com, 2001). The statistic from the India Bureau of

Immigration also shows that Indian outbound travelers form a lucrative market. Every

year Indians travel to foreign countries in a large number, which has increased

dramatically, reported at 6.21 million Indian outbound visits in 2004, 7.18 million in

2005, and 8.34 million in 2006 (Market Research Division of Government of India,

2007). Due to the country's economic growth, there are more middle class Indians who

have more purchasing power than ever before. These Indian middle class consumers

are well educated and knowledgeable in English; therefore traveling to foreign countries

is more feasible (ITB Berlin, 2007).

The Police Department of the Thai Immigration Bureau shows that Indian

international arrivals increased by 15.89% or 443,528 arrivals in 2007, up from 382,702

arrivals in 2006. The majority of arrivals are by air (420,968 out of 443,528). Indian

travelers spend an average of six days during their stay in Thailand. Indian tourists often

chose Thailand as one of their preferred travel destinations because of the shopping. Thai and Indian governments cooperated in adding more flights between the countries with the goal to increase the number of seats to 10,000 per week within three years, resulting in more flights to Bangkok from Bangalore in 2006, and from Kolkata, and Hyderabad in 2007 (Tourism Authority of Thailand, 2007).

This growth is a business opportunity for destination marketers to increase the market share, since there is a trend of increasing the Indian market that already has shown demand for travel and increased purchasing power to spend for the trips. Of the countries making up South Asia, Thailand has the greatest share of Indian travelers. To capitalize on this business opportunity, hospitality professionals need to study Indian travelers' motivations, perceptions, and satisfaction. However, there is no current research reported on the Indian travel market. This study, therefore, examined Indian tourists regarding their travel experience with the Bangkok area in Thailand to gain better understanding of Indian tourists' behavior.

Purpose of the Study

The purposes of the study were to: 1) identify Indian tourists' demographics and travel patterns; 2) examine Indian tourists' motivation to take the Bangkok area trip; 3) examine the level of importance of information sources; 4) identify the level of satisfaction of Indian tourists on their travel experience on the Bangkok area attributes; and 5) examine the intention to return and willingness to recommend the Bangkok area and Thailand.

Research Questions

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

1. What are the demographic characteristics and travel patterns of Indian tourists?

Motivations

2. What are the top rankings of Indian tourists' motivation to take the Bangkok area trip?

3. What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Bangkok area?

Information sources

4. What are the rankings of importance of information sources?

Post-purchase: satisfaction, intention to return, and willingness to recommend

Satisfaction

5. What are the rankings of Indian tourists' satisfaction on the Bangkok area's attributes?

6. What are the satisfaction levels of Indian tourists on each component of Bangkok area's attributes?

7. What are the dimensions of each component of the Bangkok area's attributes?

8. What do Indian tourists enjoy, dislike, and suggest about the Bangkok area trip?

9. What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

10. What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

Intention to return and willingness to recommend

11. What are the Indian tourists' intention to return and willingness to recommend the Bangkok area and Thailand?

<div align="center">List of Definitions</div>

Travel motivation. Components of the push and pull factor. Push factors are the psychological needs that motivate tourists to travel. Pull factors are unique attributes of the travel destination that motivate the tourists to visit (Josiam, Kinley, and Kim, 2005).

All inclusive package tour. As defined by Morrison (1989), "a trip planned and paid for a single price in advance, which covers commercial transportation and accommodation, meals and sightseeing, and sometimes with an escort or guide" (Wong & Kwong, 2004, p. 581).

Image. "The sum of beliefs, ideas, and impressions that people have of a place or destination" (Baloglu & Brinberg, 1997, p. 11; Tasci at al., 2007).

Destination image formation. A process of forming an image from two sources: information sources (primary: previous experience and secondary: induced, organic, autonomous) and personal sources (motivations, socio-demographic characteristics: gender, age, level of education) (Baloglu & McCleary, 1999).

Image attributes. The cognitive component of the destination, such as the tangible aspects of the destination (i.e., nature) or intangible of the destination (i.e., friendliness of the local people) (Tasci at al., 2007).

Bangkok area. The area of study including: Bangkok, Pattaya (the nearest beach destination to city of Bangkok), and Ayuttaya (the ancient city).

City tourism. Travel type that uses the city as a gateway to the surrounding region including: business travelers, conference/exhibition delegates, short-break holiday-makers, day trippers, visitors to friends/relatives, long holiday-makers on a tour or stopping off for a short visit, cruise travelers, and long holiday-makers (Law, 2002).

Limitation

This study was limited to studying the Indian tourists who departed Thailand only at the Suvarnabhumi International Airport during July 24 – August 14, 2008.

Research Framework

Pre-purchase	Purchase	Post-purchase
Personal Factors - Demographics - Motivations Stimulus Factors -Information Sources -Past Experiences	Image (Expectation) ↔ Actual Experience	Satisfaction/Dissatisfaction Intention to return Willingness to recommend
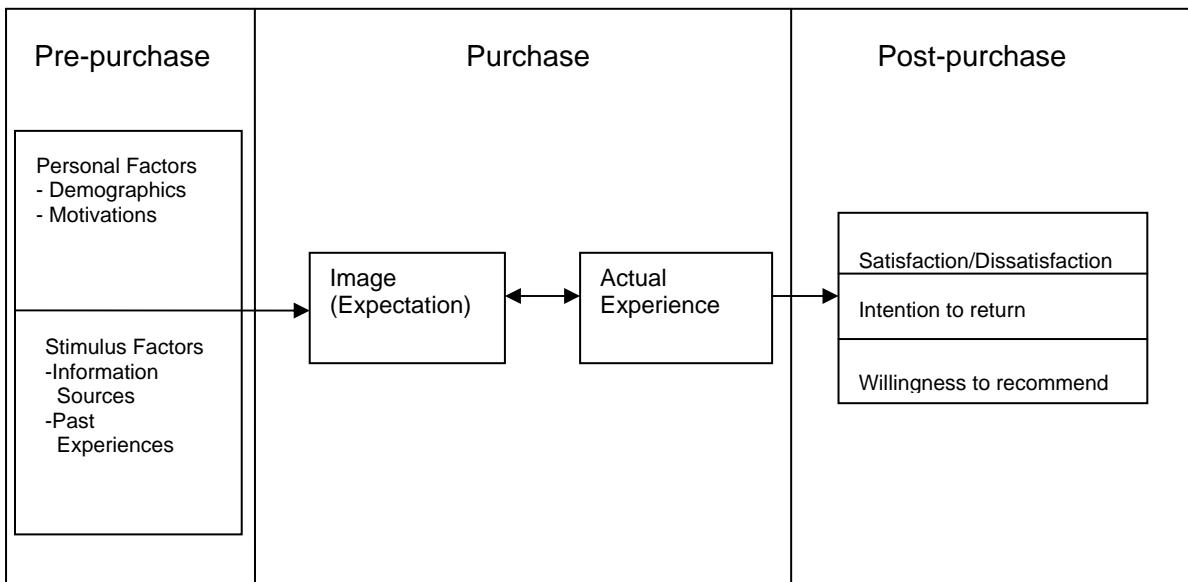
Figure 1. Research framework.[1]

[1]From "Destination image formation," by Baloglu and McCleary, 1999; "Consumer purchase decision making process," by Engel, Blackwell, and Miniard, 1995; and "Expectancy Disconfirmation," by Oliver, 1980, cited from Engel et al., 1995.

Research framework was constructed based on three theories: 1) destination image formation (Baloglu and McCleary, 1999); 2) consumer purchase decision making process (Engel, Blackwell, and Miniard, 1995); and 3) expectancy disconfirmation (Engel et al., 1995). During pre-purchase stage, destination image was formed by personal factors (demographics and motivations) and stimulus factors (information sources and past experiences). Tourists created the image or had perception of the travel destination because of these factors. When they were on their trips, they experienced several attributes of the travel destinations such as hotels, restaurants, shopping outlets, airports, etc. They then compared their expectations to the destination with their actual experiences during the purchase stage. If the actual experiences met or exceeded the expectation, the tourists would be satisfied, or vise versa. Satisfied tourists were likely to return and willing to recommend the travel destinations in the post-purchase stage.

This chapter introduces the needs of the study, objectives of the study, research questions, list of definitions, limitation, and research framework. Chapter 2 reviews the related works on the tourist's purchase decision making process. Chapter 3 focuses on the research methodology. Chapter 4 reports the results of the study. Chapter 5 discusses the findings and implications. Finally, chapter 6 describes the limitations of the study and the recommendations for future study.

CHAPTER 2

LITERATURE REVIEW

The review of literature describes the concepts of destination image formation, city tourism, travel destination attributes, Thailand characteristics, service quality, tourist satisfaction, and revisit/recommendation. There are three sections in this chapter: pre-purchase, purchase, and post-purchase stage.

Pre-purchase Stage

This section illustrates the pre-purchase stage of how tourists form the destination image by several factors. These factors are: demographics, past experiences, motivations, and information sources. Furthermore, this section reviews the related works on different destination image approaches and perspectives.

Demographics, Past Experiences, and Motivations

Tourism destination image has been described by both academic researchers and industry practitioners since the 1970's, with most in the 1990's (Gallarza et al., 2002; Tasci et al., 2007). Destination image studies benefit the area of destination marketing by helping with decision-making for planning, development, positioning, and promotion. Image has a strong impact on consumer behavior (Tasci at al., 2007).

Numerous researchers agree that image is formed from two major sources, which are stimulus factors and personal factors. Stimulus factors consist of external stimuli (information sources), physical objects, and previous experiences. Personal factors are social (age, education, marital status, and others) and psychological characteristics of the perceiver (values, motivations, and personality) (Baloglu & McCleary, 1999).

Hanqin and Lam (1999) studied motivations (push and pull factors) of mainland Chinese visitors on their Hong Kong visits. The study explored several motivations on push and pull factors, such as the following: push factors include seeing something different, increasing knowledge about the foreign destination, being with family, etc.; and pull factors include international cosmopolitan city, convenience of transport, shopping paradise, etc.

Social class is one factor impacting consumer behavior that can be determined by gender, education, race, ethnicity, income, occupation, etc. (Engel at al., 1995; Hawkins, Best, & Coney, 1995).

Ng, Lee, and Soutar (2007) studied cultural distance and intention to visit travel destinations of Australian travelers. The study found that the more geographical and cultural distance from travelers' home country, the less likely they would visit. Nicolau and Más (2006) found geographical distance and prices were moderately influenced by destination preference.

Beerli and Martín (2004) proposed a model of the formation of destination image. Tourists formed the destination image from information sources and personal factors. Information sources consisted of primary (previous experience and intensity of visit) and secondary sources (induced: ads or articles promoted by that destination via mass media, tour operators, or celebrities; organic: friends, relatives; and autonomous: mass media, news, or film). Personal factors consisted of motivations, vacation experience, and socio-demographic characteristics (gender, age, level of education, etc.).

Sönmez and Sirakaya (2002) studied Turkey's image from American travelers' perspective. They found several factors that influenced the likelihood of traveling were

overall appeal, safe and hospitable environment, general mood and vacation atmosphere, travel experience, relaxing effect, local attractions and hospitality, authenticity of experience, social and personal communication channels, comfort/safety, and tourist facilitation. Americans highly valued social and personal information sources (friends, colleagues) in developing a trip to Turkey. However, the top information sources were magazine articles about Turkey, newspaper articles, television and radio news, and friends and family members. The least used sources used were the Turkish embassy or consulate and social organizations.

Vogt and Andereck (2003) studied the influences of previous experience and length of stay on destination image's formation by visitors. They found that first-time vacationers formed a destination image based on various information channels during an information searching stage, whereas the repeat vacationers relied on their past experiences, and they may or may not have exposed themselves to new information. The study also found that the level of knowledge of the destination of the first-time visitors, especially with a length of stay eight or more days, had increased higher than repeat visitors.

Martín and Rodríguez del Bosque (2008) studied the relationship between psychological factors and a tourist's perception of the destinations by using both qualitative and quantitative approaches to increase quality, accuracy, validity, and reliability of data. The study segmented tourists by using tourists' motivations, which were leisure, knowledge, physical motivations, and social interaction. The study found destination image was a combination of cognitive (attributes) and affective (feeling) factors. It also found that motivations had influenced tourists' preferences about the

destination; for example, a leisure tourist (one seeking adventures) perceived a more positive image of the destination, viewing it as an entertaining and exciting place, than the tourist who had physical motivations (i.e. escape, relax). The study also mentioned the cultural difference between domestic and international tourists on the way they perceived the destination.

Beerli and Martín (2004) studied the relationship between tourists' characteristics (motivation, experience, and socio-demographic) and the perceived image of tourist destinations. They found that motivations had influenced the affective components of image (pleasant/unpleasant, exciting/boring); for example, first-time tourists who had relaxation as the motivation found the sun and beach destination attractive, whereas the repeat tourists went there to increase knowledge of the destination. Repeat visitors were not satisfied with the sea and sun destination because the island was too small and it offered fewer attractions. The study suggested the sea and sun destination had to establish more attractions in order to maintain repeat tourists. The more experiences with the destination the tourists had, the better destination image they would have because they were more familiar with the destinations. Among all of the socio-demographic characteristics (gender, age, level of education, social class, and country of origin), country of origin had the most significant impact on the perceived image. Hanqin and Lam (1999) studied push and pull factors of Mainland Chinese on traveling to Hong Kong. There were several dimensions of the travel motivations such as prestige, novelty, and service attitude/quality. Chinese repeat tourists perceived that there would be nothing new for them to explore on their returns, which is consistent with

the study of Beerli and Martín (2004). However, the study of Li, Cheng, Kim, and Petrick (2008) stated that repeat tourists had higher satisfaction levels than first-time tourists.

Chen and Hsu (2000) studied Korean tourists' perceived images of overseas destinations by identifying trip planning time frames, budget travel cost, and length of stay. The study found that the destinations that offered adventurous atmosphere, scenery, environmental friendliness, availability of tourist information, and architectural style were attractive to Korean tourists. They used the travel cost, destination lifestyle, availability of quality restaurants, freedom from language barriers, and availability of interesting places as the main factors in considering the travel destinations.

Information Sources

Media impacts the imagination of tourists. Watching media is an experience of the tourists in comparing the visual with the actual travel experience (Crouch, Jackson, and Thompson, 2005). Kim and Richardson (2003) studied the impact of motion pictures on destination image, and they found that films had influenced viewers on intention to visit the destination. Smith and MacKay (2001) found that advertising pictures was one medium that developed the destination image. Teenagers and adults had no difference in their memories about travel destinations' advertising pictures. However, there was a relationship of travel experience levels and the use of information search channels and purchase channels. Tourists with no previous experience with the destination were less likely to use online channels in searching for information on accommodations and car rentals. Whereas tourists with more travel experience used online channels for both searching and purchasing travel products, especially for accommodations, car rentals, and flights (Jun, Vogt, & MacKay, 2007).

Autonomous agents or media such as newspapers, television, and television news were the primary sources in forming a destination image on pre-visit, followed by the self-experience and experience from others (Govers, Go, & Kumar, 2007). Television was the most frequently used source of information by tourists, followed by friends, magazines, Internet, books, pictures, other people, movies, stories, experience, news, imagination, newspaper, National Geographic Channel, advertisements, articles, media, and documentaries, respectively (Govers et al., 2007). Pearce and Schott (2005) found that international tourists used the travel agent the most as an information source for transportation information, followed by Internet and word of mouth. To obtain accommodation information, international tourists used guidebooks/directories, followed by word of mouth and brochures. Guidebooks, brochures, and word of mouth were respectively the information sources used by international tourists to obtain the information about the attractions.

Consumers were also influenced by word of mouth in several situations such as when they purchased complex products, when other sources were perceived as low credibility, or when there were strong social ties between information transmitters and receivers (Engel et al., 1995). Word of mouth was a powerful tool. It was the most successful marketing strategy for bed and breakfast operations (Lee, 1999). Consumers searched for product information internally and externally. There were five primary sources of information, which were memory (e.g., past experiences), personal sources (e.g., family/friends), independent sources (e.g., government), marketing sources (e.g., advertising), and experiential sources (e.g., product trial) (Hawkins et al., 1995).

Buhalis (1998) discussed from a business point of view on the use of information technologies in tourism industry that it could be applied for businesses in four aspects: to gain a competitive advantage, to improve productivity and performance, to facilitate new ways of managing and organizing, and to develop new businesses. Buhalis's study (1998) was consistent with the study of Werthner and Ricci (2004) who found that tourism is a unique and intangible product. Due to these reasons, travelers could not see the actual product during pre-purchase process so they relied solely on the information search. Therefore, information technologies had a significant role at this stage in marketing, distribution, promotion, and co-ordination the travel products.

Werthner and Ricci (2004) mentioned that consumers used Internet sites for planning, searching, purchasing, and amending their travel. Internet had increasingly gained popularity among Americans and Europeans. There were more than 64 million Americans or 30% of the U.S. adult population used Internet for travel information search and two thirds of them or 42 million booked travels via Internet.

Louvieris and Oppewal (2004) studied information channels. The study showed that customers had different preferences for the channel choice in the information search and purchasing stages. During the information search stage, tourists were more likely to obtain the information from friends or relatives (traditional channels). However, the key channels for the booking or purchasing were travel agents, e-mail, and Internet.

Li and Buhalis (2006) indicated that there was a trend that consumers perceive benefits from eChannels which are expected to increase both in the information search and purchasing stage in the near future. In addition, the more one frequently uses the Internet, the more chance of that person will become an online shopper.

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Literatures in Destination Image

This subsection briefly reviews related works in destination image, which is an essential element in pre-purchase stage.

Researchers applied various methods in the destination image study. Schneider and Sönmez (1999) studied the Jordan's image by interviewing technique. The destination image was also studied by familiarity index based on the informational and experiential dimensions. The higher the level of tourists' familiarity with the destination, the more positive the image would be in the tourists' mind (Baloglu, 2001). Lam and Hsu (2006) tested the theory of planned behavior model and found that past experience was a good predictor of behavioral intention of choosing a travel destination. Past behavior, subjective norm, and perceived behavioral control, but not attitude, influenced behavioral intention. Stepchenkova and Morrison (2008) applied Echtner and Ritchie (1991) image measurement methodology to study Russia's image among American pleasure travelers.

Destination image has been studied from different perspectives. Several studies had focused on the tourists' perspectives. Hsu, Wolfe, and Kang (2004) studied Kansas state's image from Americans' view. Lawton (2005) studied the residents' view of the destination image of Gold Coast. Mohsin (2005) studied the Malaysian tourist attitudes toward the Australia Northern Territory destination. Chaudhary (2000) studied India's image as a tourist destination. Baloglu and Mangaloglu (2001) studied Mediterranean destinations' image from US-based tour operators and travel agents. Hughes and Allen (2005) studied cultural tourism in Central and Eastern Europe from the view of tourist board officers or induced agents who generated the promotional campaign. Snepenger

D., Snepenger M., Dalbey, and Wessol (2007) studied places at tourism destination from the locals' view in terms of definition and applications.

There was also the comparison study and cross-cultural study on the destination image. Grosspietsch (2006) studied Rwanda's image and characteristics by comparing visitor and international tour operator perspectives. MacMay and Fesenmaier (2000) studied cross-cultural destination image between Taiwanese and American tourists on promotional images used by destination marketing.

<div align="center">Purchase Stage</div>

This section explains the purchase stage. The section focuses on the concept of city tourism, travel destination attributes, and Thailand characteristics.

City Tourism

Law (2002) studied urban tourism. There were eight prime visitor markets of urban tourism, which were business travelers, conference/exhibition delegates, short-break holiday-makers (1-3 nights), day trippers, visitors to friends/relatives, long holiday-makers on a tour or stopping off for a short visit, cruise travelers, and long holiday-makers (4 nights) using the city as a gateway to the surrounding region. Tourists were attracted to the urban travel destination by the general images and the various ranges of activities. The success of urban tourism could be inferred from the feeling of the tourists who wanted to come back as they thought that there were too many things to do in the city in such a short period of time. In addition, the city needed to promote its unique qualities in order to differentiate itself from the competitors who offered similar products.

Travel Destination Attributes

There are several studies on destination image. These studies include different attributes such as hotels, restaurants, shopping outlets, attractions, activities, etc. (See Appendix A).

Thailand Characteristics

Tapachai and Waryszak (2000) studied the role of beneficial image in tourist destination selection. The beneficial image included five consumption values: functional, social, emotional, epistemic, and conditional. The data were collected from respondents who had never been to Thailand or formed an image from secondary sources of information. Thailand as a studied destination was perceived from five consumption values, which were (1) functional: fascinating cheap shopping, exotic food, friendliness, historical unspoiled countryside, beautiful scenery; (2) social: suitable for all people; emotional: relation and calm; (3) epistemic: cultural experience, climate experience; and (4) conditional: proximity, cheap travel, and accessibility to other areas.

Rittichainuwat, Qu, and Mongkhonvanit (2001) determined seven dimensions of Thailand's international travel image, which were (1) social and environmental problems: heavy pollution, crowding in big cities, traffic jams, a large gap between rich and poor, massage parlors, bars, night clubs, prostitution, risky destination due to AIDS; (2) safe travel destination: high standards for sanitation and cleanliness, stable political situation, safe place to travel; (3) adventure activities and scenic natural beauty: variety of activities (coral watching, diving, canoeing), opportunity for adventure (jungle tours, rafting), scenic and natural beauty; (4) rich culture: numerous cultural and historical attractions, beautiful architecture and buildings, interesting customs and culture; (5)

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good-value cuisine and hotels: variety of cuisines, availability of international-standard accommodations, value to money spent; (6) easy access: easy immigration procedures, availability of tourist-information centers, easy access (entry to country); and (7) good shopping: many fashionable brand-name products in malls and stores, good bargain shopping.

Rittichainuwat, Qu, and Mongkhonvanit (2006) studied the collective impacts of a bundle of travel determinants on repeat visitation to Thailand and determined tourist satisfaction attributes in the categories of shopping, restaurants, hotels, transportation, attractions, environment, and local residents' attitudes.

Rittichainuwat, Qu, and Mongkhonvanit (2008) studied understanding the motivation of international travelers on repeat visits to Thailand. The study found significant differences in travel motivations between first-time and repeat tourists to Thailand. The study also showed motivation rankings. The dimensions of the travel motivation were: special interests; cultural attractions; deal on tour promotion and currency exchange; good value food, shopping, and things to do; Buddhism; and natural attractions.

Vieregge, Phetkaew, Beldona, Lumsden, and DeMicco (2007) studied mature travelers to Thailand on the preferences and attributes of hotels. The study found that the top factors influencing hotel selection among mature travelers which were cleanliness, good vale for money, easy access to beach, location, personnel on duty, price of accommodation, airport transfer, multilingualism, well-lit areas, and luggage assistance.

Sangpikul (2008) studied travel motivations of Japanese senior travelers to Thailand. Factor analysis produced three push dimensions (novelty and knowledge seeking, rest and relaxation, and ego-enhancement) and four pull dimensions (cultural and historical attractions, travel arrangements and facilities, shopping and leisure activities, and safety and cleanliness).

<center>Post-purchase Stage</center>

This section reviews the studies concerning the final stage of purchase decision making process, post-purchase. The section includes: service quality, tourist satisfaction, and revisitation/recommendation.

Service Quality

Kandampully (2007) concluded a concept of service quality that had been studied by numerous researchers. The best way to evaluate customers' satisfaction was to look at the service quality. Service quality was measured by various approaches, such as the SERVQUAL approach, the Service attribute score, etc.

Tourist Satisfaction

Satisfaction was an outcome experience that at least met or exceeded expectations (Engel et al., 1995). Meng et al. (2006) concluded that there were nine theories on customer satisfaction: expectancy disconfirmation, assimilation or cognitive dissonance, contrast, assimilation contrast, equity, attribution, comparison level, generalized negativity, and value perception. Among these nine theories, expectation disconfirmation model was accepted the most. Oliver (1980), cited from Kandampully (2007) introduced an Expectancy Disconfirmation Model, which was a process of comparison between an expectation and an experience. Satisfaction would occur if the

experience met the expectation. If not, consumers would be dissatisfied (Engel et al., 1995). Zeithaml, Berry, and Parasuraman (1993, 1996) indicated that expectation developed from previous experiences, word-of-mouth or various cues surrounding the service (Kandampully, 2007).

Enright and Newton (2005) studied destination competitiveness by using the scale importance on the destination attributes in assessing the competitiveness across the competitor. There were three competitive destinations, including Hong Kong, Singapore and Bangkok.

Hui, Wan, and Ho (2007) assessed the satisfaction and revisiting Singapore of different tourist groups from Europe, Asia, Oceania and North America. Tourists were satisfied with overall convenience and commodities. European and Asian tourists were satisfied with attractions, while culture was significant to oceanic tourists' satisfaction. Accommodation and food were main factors that brought satisfaction to American tourists. Most of Asian tourists were disappointed with the lack of interesting nightlife, natural and scenic spots, and attractive urban sightseeing of Singapore.

Pawitra and Tan (2003) also studied satisfaction of Singapore from the perspective of Indonesian tourists. They found the key strengths and weaknesses of Singapore. The strengths were uniqueness of local blend of multicultural heritage, plentiful nightlife, modern local life style and easiness to find world-class brand-name products and services. The weaknesses were unfriendly local people, expensive shopping belt, not unique tourist places of interest, not long-lasting holiday experience, uninteresting city tour package, inconvenient accommodations, uninteresting

international art exhibitions and performance, and unavailability of wide range of products.

Sohail, Roy, Saeed, and Ahmed (2007) studied guests' satisfaction of the Malaysian mid-price hotel and found that customers' overall satisfaction was moderate-level. Customers were satisfied with cleanliness and value; however, the hotel lacked staff efficiency and attentiveness to customer needs.

Lau, Akbar, and Yong Gun Fie (2005) studied guests' satisfaction with Malaysian luxury hotels. Most of the visitors were from South East Asia and other Asian countries. The study found that hotel guests' experiences did not meet their expectations.

Poon and Low (2005) studied Western and Asian customers' satisfaction with Malaysian hotels and found that Asian customers had lower satisfaction levels on hotel attributes than Western customers did. Asian customers were concerned about value of money while Western customers were concerned about security and safety. Food and beverage was an attractive factor to hotel guests.

Heung and Cheng (2000) studied satisfaction of tourists towards shopping in Hong Kong and indicated that staff service quality had the greatest influence on tourists' level of satisfaction, followed by product value and product reliability. Choi and Chu (2000) evaluated Hong Kong hotels on staff service quality, room quality, general amenities, business services, value, security, and International Direct Dialing (IDD) facilities. The study indicated that Asian travelers' overall satisfaction was primarily derived from the perceived value factor, whereas the western travelers were satisfied by room quality factor.

Heung (2000) studied the satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. The study found that the tourists were satisfied with the availability of personal care amenities, quietness of the room, availability of food and beverage variety, and dissatisfied with recreation facilities, availability of frequent travelers' program, and the baggage handing service. Eight dimensions of services were identified. Service quality and value as well as the augmented product quality were found to be more important than others in influencing their overall satisfaction and the likelihood to return.

LeHew and Wesley (2007) found that tourist shoppers' satisfaction level with shopping centers was lower than that of resident shoppers, suggesting that the tourist shopper market may not be the most valuable customer group compared to resident shoppers. Zhang, Qu, and Tang (2004) studied Hong Kong residents' travel destination characteristic preferences and found that safety was the main factor for Hong Kong residents in choosing the travel destination, and they also preferred to buy a package tour.

Heung and Cheng (2000) studied tourists' satisfaction with shopping in Hong Kong. The study found that tourists were most satisfied with the lighting and physical setting of the shops, followed by window displays and opening hours, and dissatisfied with product reliability. Staff service quality was found to have the most influence on tourists' levels of satisfaction.

Wong and Law (2003) studied tourist satisfaction with shopping in Hong Kong and found that Asian tourists were less satisfied with shopping in Hong Kong than Western tourists. The study indicated that some retailers treated Western tourists better

than Asian tourists because they perceived that Western tourists had more purchasing power. Asian tourists were less likely to be satisfied with quality than Western tourists. Tourists from different countries were not satisfied with the prices of products.

There are different perspectives of satisfaction study. Reisinger and Turner (2002) studied shopping satisfaction of Japanese tourists at two shopping destinations: Hawaii and the Gold Coast. Tam (2008) studied the relationships between brand familiarity, satisfaction, and behavioral intentions in a restaurant setting. Grace and O'Cass (2004) studied a bank setting and found that service experience was a combination of core service; employee service; and servicescape, which influenced feelings, satisfaction, and brand attitudes of customers. Kozak (2001) compared satisfaction of two tourist nationalities with tourist destinations.

Researchers used different approaches in assessing tourists' satisfaction. On the service production system, Grönroos (1990) identified six factors that influenced consumers' expectation: personal needs, previous experiences, corporate/local image, market communication, word-of-mouth, and absence of communication.

Joppe, Martin, and Waalen (2001) studied tourists' satisfaction with Toronto, Canada by using a Comparative Importance-Satisfaction approach. Tourists rated the factors from the most to the least important on these items respectively: personal safety, accommodation services, food services and cuisine, value for money, cleanliness, variety of things to see and do, hospitality of local people, and directional signage. Accommodation services, food services and cuisine, and variety of things to see and do ranked among the top factors that influenced the tourists' satisfaction.

O'Leary and Deegan (2005) studied Ireland's image from the French travelers' perspective by using the Attribute Importance and Performance approach and found that travelers most likely were satisfied with several attributes. Millán and Esteban (2004) developed a multiple-item scale for measuring the travel agencies' services from tourists' perspective based on six factors: service encounters (e.g., helpfulness), empathy (e.g., solving problems), reliability (e.g., comply with agreed promises), service environment (e.g., decoration and setting of agency), efficiency of advice (e.g., knowledge), and additional attributes (e.g., special services of sending tickets and reservations).

Various dimensions were evaluated in the destination satisfaction study. Reisinger and Turner (2002) found that cultural factors, which were values, rules of behavior, perception, and social interaction (with Australian hosts), impacted the satisfaction of Asian tourists (Indonesian, Japanese, Korean, Mandarin, and Thai). Yu and Goulden (2005) studied international tourists from four different regions (Europe, the US, Japan, and Asia/Pacific) and satisfaction in Mongolia in four dimensions, which were attractions, facilities, services, and prices.

Master and Prideaux (2000) studied Taiwanese tourists' satisfaction on their trip to South East Queensland and found that the culture differences (e.g., shopping habits, cuisine, and language) did not significantly impact satisfaction, but were desirable. Shopping hours were found to have the greatest impact on satisfaction. Some respondents indicated their dissatisfaction with the cultural difference, but it did not impact to the overall holiday experience.

Yüksel and Yüksel (2007) studied the relationship between shopping risk perceptions and tourist satisfaction. The study found that the higher perception of external and internal risks impacted tourist satisfaction and loyalty in shopping.

George (2003) studied tourist's perceptions of safety and security and found that tourists were less likely to engage with the activities if they perceived a fear of crime at the destination. Tourists who experienced a crime incident during their trip would feel less safe. Tourists perceived more danger during the night than during the day.

Yu and Goulden (2005) investigated international tourists from Europe, the US, Japan, and other Asia/Pacific countries in relation to tourist attractions, facilities, services, and prices in Mongolia. The study found that the international tourists were satisfied with natural beauty, normadic lifestyle and traditional festivals, accommodation, hospitality services, local employee attitude, and local food. They were dissatisfied with facilities, sanitation, transportation, and nightlife.

Revisitation/Recommendation

Oppermann (2000) studied destination loyalty of residents of New Zealand to Australia as a travel destination. The respondents were asked to identify the frequency of their visits to Australia in a ten-year period (1985-1995). The findings suggested that visiting Australia four to five times could be interpreted as loyalty.

There were several studies mentioned about the connection between tourists' satisfaction and their loyalties to the travel destinations. Yoon and Uysal (2005) studied the effects of motivation and satisfaction on destination loyalty. The study found a relationship between satisfaction of travel experience and destination loyalty. Satisfaction was found to be negatively influenced by the pull travel motivation. Push

motivation was not found to be significant to the travel satisfaction, but to the destination. The dimensions of the push motivations were: exciting, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun, and away from home/seeing. The dimensions of the pull motivations were: modern atmosphere/activities, wide space/activities, small size/reliable weather, natural scenery, different culture, cleanness/shopping, night life/local cuisine, interesting town/village, and water activities.

Kozak and Rimmington (2000) studied tourists' satisfaction during off-season holidays to Mallorca, Spain. Three dependent variables, which were overall satisfaction, likelihood to make subsequent visits to Mallorca, and likelihood to recommend these holiday experiences to others, were investigated. The study found that these three variables were influenced the most by these destination attributes: overall value for money, quality standard of accommodation, level of service at accommodation, feelings of safety and security, hospitality, cleanliness, hygiene and sanitation, and quality and variety of food. The study mentioned that it was not necessary that the satisfied tourists revisit the destination. The travel destination would still benefit from their word-of-mouth.

Bigné, Sánchez and Sánchez (2001) found that destination image was an antecedent of perceived quality, satisfaction, intention to return, and willingness to recommend the destination. Quality was found as a factor causing satisfaction and intention to return, and satisfaction would have impact on willingness to recommend the destination. Nonetheless, there was no connection between willingness to recommend and satisfaction on intention to return.

Hsu and Kang (2007) studied the relationship of trip characteristics and perceptions of international visitors on likelihood to revisiting Hong Kong. The study found that package tours were purchased among the first-time visitors while business travelers and visitors to friends/relatives were more independent travelers. The first-time visitors spent the least time (3.5 nights) while visitors who visited friends/family stayed the longest time in Hong Kong (7 nights). The repeat visitors had the largest amount of spending on their trips. Visitors on business trips had the most frequent visitations. These visitors were satisfied with their Hong Kong trips; however, the findings indicated that satisfaction could not be used to determine the loyalty since some of the visitors indicated that they were less likely to return to Hong Kong even if they were satisfied.

Torres and Kline (2006) found that customer delight is a better indicator of customer relationship than customer satisfaction because delighted customers were more likely to generate word-of-mouth and be loyal to the business. Bennett and Rundle-Thiele (2004) studied an advertising service setting and found that satisfaction and loyalty were different constructs. A high level of satisfaction did not imply the high loyalty of customers.

Weaver, Weber, and McCleary (2007) studied the relationship between the predictor variables (length of stay, members in travel party, types of travel packages, number of countries visited, and number of countries visited for pleasure) and the criterion variables (satisfaction, service quality, value for the money, and likelihood to return). The study found that the more counties the tourists visited, the higher they perceived the quality of service in Hong Kong. Independent tourists had more likelihood to return to Hong Kong than tourists who were on package tours. However, the later

group rated service quality higher than the independent tourists did. This might be because the package tour was prepared by tour operators for tourists, so they were experiencing good service from tour guides, hotels, and restaurants. Focusing on doing marketing strategies on tour operators rather than independent tourists or tour participants was a recommendation. The number of countries visited and the value for money were less correlated with likelihood to return in this study.

Lau and McKercher (2004) studied motivations and intended activities of first-time and repeat pleasure tourists to Hong Kong. The study found that first-time tourists came to Hong Kong to explore the general activities while the repeat tourists came to consume. The first-time tourists engaged with exploring while the repeat tourists came to shop, dine, and spend time with family/friends. Bansal and Eiselt (2004) studied how motivation impacted the destination preference. Four motives were investigated, which were climate (atmosphere/environment), relaxation, personal (e.g. prestige), and education.

Kozak (2001) proposed a model of multiple relationships on level of overall tourist satisfaction and number of previous visits and an intention for repeat visits. The study found that first-time travelers are more likely to switch to other destinations while repeaters have more loyalty to the destination. However, the number of previous visits is not significantly related to the intention to visit.

Hui et al. (2007) found that a likelihood of revisiting Singapore was positively related to tourists' overall satisfaction levels. However, Singapore is such a small country, visitors may visit the whole country within few days. Even though visitors had

high satisfaction levels, they are more likely to spread word-of-mouth about their satisfied trips than make a revisit to Singapore.

Chen and Tsai (2007) studied the effect of destination image and perceived destination's values on the behavioral intention. The study found that the more positive the feelings of tourists on the destination image, the higher they would perceive the trip quality, and the more positive their behavioral intention would be.

Bramwell (1998) studied satisfaction of sport event visitors and residents of urban travel destination. Tourists perceived that higher trip quality would yield overall satisfaction; however, they were uncertain that they would perceive that it was value for their time, effort or money or would cause the destination's visitations and recommendations. The value they received from the trip would be an indicator of their satisfaction with the destination and the satisfaction would be the factor driving the behavioral intention. Murphy, Pritchard, and Smith (2000) found the overall environment (e.g., nature, culture) and constructed infrastructure (e.g., shopping, food, and accommodation) had an impact on the perceived quality and value of tourists' experiences and intention to return.

In conclusion, this chapter illustrates the related studies with tourist's purchase decision making process as shown from the research framework. The process consists of three stages: pre-purchase, purchase, and post-purchase.

CHAPTER 3

METHODOLOGY

Numerous studies have been conducted to better understanding tourists'

experiences on travel destinations. Different research methods are used to generate

various outcomes. This chapter describes sample and data collection, research

questions, instrument design, questionnaire content, and data analysis.

Sample and Data Collection

The study was reviewed and approved by the Institutional Review Board (IRB)

for the protection of human subjects prior to the field study. The sample was a

convenience sample of 300 Indian tourists who visited the Bangkok area of Thailand

during July 24-August 14, 2008. A self-administered survey was used to collect data at

Suvarnabhumi International Airport in Bangkok. The study was conducted during

different departure flights, days, and times to reduce bias. On average, 13 flights per

day depart Suvarnabhumi International Airport to the following airports in India: Delhi

Indira Gandhi International Airport, Calcutta Airport, Guwahati Airport, Bombay Santa

Cruz International Airport, Hyderabad Airport, Madras International Airport, Bangalore

Airport, and Gaya Airport.

Research Questions

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

1. What are the demographic characteristics and travel patterns of Indian tourists?

Motivations

2. What are the top rankings of Indian tourists' motivation to take the Bangkok area trip?

3. What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Bangkok area?

Information sources

4. What are the rankings of importance of information sources?

Post-purchase: satisfaction, intention to return, and willingness to recommend

Satisfaction

5. What are the rankings of Indian tourists' satisfaction on the Bangkok area's attributes?

6. What are the satisfaction levels of Indian tourists on each component of Bangkok area's attributes?

7. What are the dimensions of each component of the Bangkok area's attributes?

8. What do Indian tourists enjoy, dislike, and suggest about the Bangkok area trip?

9. What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

10. What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

Intention to return and willingness to recommend

11. What are the Indian tourists' intention to return and willingness to recommend the Bangkok area and Thailand?

Instrument Design

The questionnaire was developed from the information from the literature review which consisted of the studies related to three stages of tourist' purchase decision making process: pre-purchase, purchase, and post-purchase. It was available in English, Hindi, and Gujarati. The last two languages are the most widely spoken in India. The double translation method was used for the translation process by bilingual experts (English/Hindi, English/Gujarati). The questionnaire consists of the following five sections:

Pre-purchase: demographics, past experiences, motivations, and information sources

1. Demographics and past experiences

This section included various questions asking about demographic information such as age and income. The travel patterns of respondents such as length of stay in Bangkok were also included.

2. Trip motivations

This section measured 20 push and pull factors or motivations of Indian tourists on their decision to visit the Bangkok area, such as to learn new things and to visit palaces and temples. This section was adapted from the studies of Crompton (1979) and Josiam, Kinley, and Kim (2005). The five point Likert Scale ranged from one (1) indicating "unimportant" and five (5) indicating "extremely important."

3. Level of importance on the information sources

This section measured level of importance on the information sources of Indian tourists in gathering information about the Bangkok area trip. There were six information sources included in this section that were gathered from the literature review (Govers et al., 2007; Kim & Richardson, 2003; Pearce & Schott, 2005; Smith & MacKay, 2001). The five point Likert Scale ranged from one (1) indicating "unimportant" and five (5) indicating "extremely important."

Post-purchase: satisfaction, intention to return, and willingness to recommend

4. Level of satisfaction on Bangkok area attributes

This section measured the level of satisfaction of Indian tourists on Bangkok area attributes. The attributes were derived from numerous studies (Kozak, 2002; Ngamsom, 2001) and categorized into 11 dimensions, which were hotel/lodging, local transportation, restaurants/bars/food outside hotel, shopping, local people, local tour guide, Suvarnabhumi International Airport, activities, attractions, tourist information, and the overall trip experience. The five point Likert Scale ranged from one (1) indicating "very dissatisfied" and five (5) indicating "very satisfied."

5. Open-ended questions

This section consisted of three open-ended questions and two dichotomous questions. The respondents were asked to give comments about the trip experiences on enjoyment of the experience, dislike of the experience, and suggestions on the trip experience. Two dichotomous questions on the intention to return and willingness to recommend the Bangkok area and Thailand were also included.

Questionnaire Content

The questionnaire was validated by researchers who are specialized in the area of consumer behavior. The questionnaire was then adjusted in content and format based on the suggestions of researchers and Indian tourists for content validity and reliability. Adjustment was made to the six-page-questionnaire after the first tryout at Suvarnabhumi International Airport since its length had impact to the willingness of the respondents to participate. The questionnaire then was reduced its size to four-page-survey. The involvement construct as well as the questions about Bangkok's characteristics and competitiveness were removed.

Data Analysis

The data was analyzed by Statistical Package for the Social Sciences (SPSS) as follows:

Descriptive Analysis

Descriptive analysis was used to provide the frequency of demographic information as well as trip behaviors of the respondents. Descriptive analysis was used to analyze the following research questions:

What are the demographic characteristics and travel patterns of Indian tourists?

What do Indian tourists enjoy, dislike, and suggest about the Bangkok area trip?

What are the Indian tourists' intention to return and willingness to recommend the Bangkok area and Thailand?

Moreover, this analysis was employed to provide the mean scores of an importance level of motivation and information sources, as well as a level of satisfaction. Descriptive analysis was used to analyze the following research questions:

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What are the top rankings of Indian tourists' motivation to take the Bangkok area trip?

What are the rankings of importance of information sources?

What are the rankings of Indian tourists' satisfaction on the Bangkok area's attributes?

What are the satisfaction levels of Indian tourists on each component of Bangkok area's attributes?

Analysis of Variance

Analysis of variance (ANOVA) was determined the differences between Indian tourists (package-tour Indian tourists, independent Indian tourists, first-time Indian tourists, and repeat Indian tourists) by indicating the mean scores on: importance level of information sources and satisfaction level on Bangkok area attributes. ANOVA was analyzed the following research questions:

What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

Factor Analysis

Factor analysis was used to identify the dimensions of motivations that influence Indian tourists in making their decision to visit the Bangkok area as well as the

dimensions of each component of the Bangkok area's attributes. Factor analysis was analyzed the following research questions:

What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Bangkok area?

What are the dimensions of each component of the Bangkok area's attributes?

In summary, this chapter presents sample and data collection, research questions, instrument design, questionnaire content, and data analysis.

CHAPTER 4

RESULTS

This chapter is divided into two sections pertaining to the research framework. These two sections are pre-purchase and post-purchase stage. The findings are illustrated based on the purposes of the study in the following order: 1) to identify Indian tourists' demographics and travel patterns; 2) to examine Indian tourists' motivation to take the Bangkok area trip; 3) to examine the level of importance of information sources; 4) to identify the level of satisfaction of Indian tourists on their travel experience on the Bangkok area attributes; and 5) to examine the intention to return and willingness to recommend the Bangkok area and Thailand.

Pre-purchase Stage

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

Objective 1: To identify Indian tourists' demographics and travel patterns.

RQ 1: What are the demographic characteristics and travel patterns of Indian tourists?

Sample characteristics were shown in Table 1. The sample size selected was 300. The total of 150 usable responses was obtained. Male respondents were overrepresented by 75.2% while female respondents were 24.8%. The majority of respondents were in the age range of 20-45 (65.9%) and married (76.3%). Hindi was a major mother tongue (59.3%). Approximately half of the respondents were from Maharashtra state which included 42% from the city of Mumbai and 6.2% from the city of Pune. About 30% of respondents were from New Delhi. Employment status statistics

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were almost the same with percentages of self-employed at 36.9% and employed at 35.6%. Almost half of the respondents obtained bachelor's degree (45.6%), followed by master's degree (29.5%). About 30% of them had a household income between 25,000 to 50,000 Indian Rupees (INR), followed by 150,001 Indian Rupees or more (22.1%) (currency exchange rate in July 2008, US$1 = INR42.80).

Table 1

Demographic Characteristics of Indian Tourists

Demographics		N (150)	(%)
Gender	Male	112	75.2
	Female	37	24.8
Marital status	Married	106	76.3
	Single	33	23.7
Residency (city of India)	Mumbai (Maharashtra state)	41	42.3
	Banglore (Kanataka state)	4	4.1
	Pune (Maharashtra state)	6	6.2
	New Delhi (Delhi state)	29	29.9
	Punjab state	11	11.3
	Rajasthan state	6	6.2
Mother tongue	Hindi	83	59.3
	Gujarati	10	7.1
	Marathi	10	7.1
	English	7	5.0
	Panjabi	6	4.3
	Others	24	17.2

(table continues)

Table 1 *(continued)*.

Demographics		N (150)	(%)
Age	18-19	7	5.2
	20-45	89	65.9
	46-65	32	23.7
	66 and over	7	5.2
Employment status	Employed	53	35.6
	Self-employed	55	36.9
	Retired	11	7.4
	Student	19	12.8
	Housewife	8	5.4
	Other	3	2.0
Education	High school	17	11.4
	College	68	45.6
	Post graduate degree	40	29.5
	Doctorate/Professional degree	20	13.4
Household income	INR25,000-50,000	43	30.7
	INR50,001-75,000	23	16.4
	INR75,001-100,000	10	7.1
	INR100,001-125,000	17	12.1
	INR125,001-150,000	16	11.4
	INR150,001 or more	31	22.1

Note. Totals differ due to missing data.

Table 2 shows the travel patterns of Indian tourists. There were slightly more first-time visitors (53%) than repeat visitors (47%). Nearly 57% of visitors took package tours to the Bangkok area, and another 43% traveled independently in the Bangkok area. There were 65.1% leisure travelers and 15.4% business travelers who were

sponsored by companies. The majority of Indian tourists traveled alone (41.2%), followed closely by those traveling with spouses (38.5%). The average length of a stay was 5.88 days. They spent the most on clothing (INR17,329), followed by electronics (INR12,069), and handicrafts/souvenirs (INR10,617), respectively (average spending/trip/household).

Table 2

Travel Patterns of Indian Tourists

Travel patterns		N (150)	(%)
Travel arrangement	Independent travel	65	43.6
	Package tour	84	56.4
Type of tourists	First-time	79	53.0
	Repeat	70	47.0
Purposes	Vacation/Leisure	97	65.1
	Honeymoon	9	6.0
	Won an incentive/bonus	5	3.4
	Sponsored by business	23	15.4
	Attend convention/meeting	9	6.0
	Other business	6	4.0
Travel with	Alone	61	41.2
	Husband/Wife	57	38.5
	Friends	12	8.1
	Family	18	12.2
Length of stay	5.88 days (min1,max50)	147	SD 5.842
Spending	Electronics	23	INR12,069
	Clothing	48	INR17,329
	Handicrafts/Souvenirs	34	INR10,617

Note. Totals differ due to missing data.

Motivations

Objective 2: To examine Indian tourists' motivation to take the Bangkok area trip.

RQ 2: What are the top rankings of Indian tourists' motivation to take the Bangkok area trip?

Respondents were asked to give a rating on a five point Likert Scale, in which one (1) indicated "unimportant" and five (5) indicated "extremely important." Table 3 shows the mean scores of each motivation ordered by the most important to the least important. Top ten rankings of motivation that Indian tourists reported when deciding to take the trip to the city of Bangkok were: to have fun ($M = 4.04$), to enjoy the beautiful environment, scenery, beaches ($M = 3.95$), to see and experience a new destination(s) ($M = 3.88$), to do something exciting ($M = 3.85$), to go to Thailand/Bangkok ($M = 3.83$), to reduce stress ($M = 3.82$), to escape from the routine of work or life ($M = 3.81$), to learn new things ($M = 3.73$), to enjoy shows and entertainment ($M = 3.73$), and to enjoy international travel experiences ($M = 3.70$).

Table 3

Mean Scores of Indian Tourists' Motivation on Taking Bangkok Area Trip

Motivation	Mean
To have fun	4.04
To enjoy the beautiful environment, scenery, beaches	3.95
To see and experience a new destination(s)	3.88
To do something exciting	3.85
To go to Thailand/Bangkok	3.83

(table continues)

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Table 3 *(continued).*

Motivation	Mean
To reduce stress	3.82
To escape from the routine of work or life	3.81
To learn new things	3.73
To enjoy shows and entertainment	3.73
To enjoy international travel experiences	3.70
I have reached a stage where I can afford an international trip	3.62
To visit difference places in one trip	3.60
All inclusive tour	3.57
To talk about the trip after returning home	3.56
To visit historical places, ancient ruins, temples, palaces	3.56
To be together with my family	3.52
To be together with friends	3.38
To go places my friends/relatives have not visited	3.35
To meet new friends (in new destination)	3.26
To take advantage of travel agent/airlines promotion	3.22

RQ 3: What are the dimensions of motivation that influence Indian tourists in making the decision to visit the Bangkok area?

Factor analysis was employed to identify the underlying dimensions of the 20 motivations. From 20 motivations, four core dimensions that influence Indian tourists in making the decision to visit the Bangkok area were determined including; Novelty Seeking, Stress Busting/Fun, Achievement, and Family Oriented/Education (see Table 4). For the purpose of interpretation of factors, a loading cut-off of 0.65 was adopted in this study. The reliability analysis test was conducted, which gives a value of Cronbachs

alpha where the value of "1" suggests perfect reliability and any score above 0.65 is considered acceptable. Each core dimension was described as following.

Factor 1: Novelty Seeking. Indian tourists visited the Bangkok area to enjoy the beautiful environment, scenery, and beaches, to learn new things, to see and experience a new destination(s) and be able to see the new destinations in one trip.

Factor 2: Stress Busting/Fun. Indian tourists wanted to travel to reduce stress, or do something fun and exciting with friends.

Factor 3: Achievement. This group of people wanted to travel in order to feel a sense of achievement in their lives such as going to places that their friends/relatives have not visited, or having trips internationally. They also traveled with package tours.

Factor 4: Family Oriented/Education. This group consisted of Indian tourists who went to the Bangkok area to spend time with families. Traveling with family may encourage them in taking advantage of travel agent/airlines promotion. For them, visiting the historical places, ancient ruins, temples, and palaces was suitable and provided educational activities for their families, especially their children.

Table 4

Factor Analysis of Indian Tourists' Motivation on Taking Bangkok Area Trip

Motivation	Factor loading
Factor 1: Novelty Seeking Alpha = .889; explained variance = 42.519	
To enjoy the beautiful environment, scenery, beaches	.776
To see and experience a new destination(s)	.748
To go to Thailand/Bangkok	.638
To visit difference places in one trip	.617
To learn new things	.600

(table continues)

Table 4 *(continued).*

Motivation	Factor loading
To enjoy shows and entertainment	.541
To visit historical places, ancient ruins, temples, palaces	.526
To enjoy international travel experiences	.497
I have reached a stage where I can afford an international trip	.456
To have fun	.418
Factor 2: Stress Busting/Fun Alpha = .874; explained variance = 7.733	
To reduce stress	.817
To do something exciting	.736
To have fun	.690
To be together with friends	.679
To talk about the trip after returning home	.558
To escape from the routine of work or life	.510
To enjoy shows and entertainment	.452
To meet new friends (in new destination)	.401
Factor 3: Achievement Alpha = .881; explained variance = 7.361	
All inclusive tour	.779
To go places my friends/relatives have not visited	.718
To meet new friends (in new destination)	.706
I have reached a stage where I can afford an international trip	.625
To talk about the trip after returning home	.547
To enjoy international travel experiences	.492
To take advantage of travel agent/airlines promotion	.456
To go to Thailand/Bangkok	.403
Factor 4: Family Oriented/Education Alpha = .679; explained variance = 5.171	
To be together with my family	.795

(table continues)

Table 4 *(continued)*.

Motivation	Factor loading
To take advantage of travel agent/airlines promotion	.594
To visit historical places, ancient ruins, temples, palaces	.504

Information sources

Objective 3: To examine the level of importance of information sources.

RQ 4: What are the rankings of importance of information sources?

Respondents were asked to give a rating on a five point Likert Scale, in which one (1) indicated "unimportant" and five (5) indicated "extremely important." Table 5 shows the mean scores of each information source ordered by the most important to the least important. The most important ones were family and/or friend ($M = 3.66$), followed by Internet (Email, Website) ($M = 3.49$). Both information sources were rated on the importance level between important to very important.

Table 5

Mean Score of the Importance of Information Sources in Decision-making on Bangkok Area Trip

Information sources	Mean
Family and/or friends	3.66
Internet (Email, Website)	3.49
Travel magazine	2.79
Travel agent	2.76
Movie/TV series	2.64
Commercial ads (TV, Radio)	2.53

Post-purchase Stage

Post-purchase: satisfaction, intention to return, and willingness to recommend

Satisfaction

Objective 4: To identify the level of satisfaction of Indian tourists on their travel experience on the Bangkok area attributes.

RQ 5: What are the rankings of Indian tourists' satisfaction on the Bangkok area's attributes?

Respondents were asked to give rating on a five point Likert Scale, in which one (1) indicated "very dissatisfied" and five (5) indicated "very satisfied." Calculating mean scores of 58 attributes from 11 components (hotel/lodging, local transport, local restaurants/bars/food outside hotel, shopping, local people, local tour guide, Suvarnabhumi International Airport, activities, attractions, tourist information, and the overall trip experience) produced the top ten (Table 6) and the least ten (Table 7) in regards to satisfaction of Indian tourists on their Bangkok area trip experiences.

Top ten rankings of Indian tourists' satisfaction were: cleanliness of the airport ($M = 4.52$), availability of facilities and services of the airport ($M = 4.24$), historical architecture/palaces/ancient ruins/temples ($M = 4.22$), courtesy of custom/immigration officials at the airport ($M = 4.21$), overall satisfaction with the Bangkok area trip ($M = 4.20$), convenience from airport to hotel/city ($M = 4.17$), speed of check-in and check-out at the airport ($M = 4.17$), nature/beaches ($M = 4.17$), night life/bars/night clubs ($M = 4.16$), and helpfulness of custom/immigration officials at the airport ($M = 4.15$). Interestingly, the mean scores of these attributes were scored very high ($>M = 4.0$). In other words, Indian tourists were "satisfied" or "very satisfied" with these attributes.

Moreover, all six attributes of the Suvarnabhumi International Airport were included in these top ten rankings.

Table 6

Mean Scores of Top 10 Rankings of Indian Tourists' Satisfaction on Bangkok Area's Attributes

Component	Attributes	Mean
Suvarnabhumi Airport	Cleanliness	4.52
Suvarnabhumi Airport	Availability of facilities and services	4.24
Attractions	Historical architecture/palaces/ancient ruins/temples	4.22
Suvarnabhumi Airport	Courtesy of custom/immigration officials	4.21
Overall trip experience	Overall satisfaction with Bangkok area trip	4.20
Suvarnabhumi Airport	Convenience from airport to hotel/city	4.17
Suvarnabhumi Airport	Speed of check-in and check-out	4.17
Attractions	Nature/Beaches	4.17
Activities	Night life/Bars/Night clubs	4.16
Suvarnabhumi Airport	Helpfulness of custom/immigration officials	4.15

Table 7 shows the bottom ten rankings of satisfaction of Indian tourists which were: spoken English of hotel staff ($M = 2.99$), spoken English language of local Thai people ($M = 3.01$), vegetarian food in hotel ($M = 3.02$), Indian food in hotel ($M = 3.09$), traffic conditions ($M = 3.13$), variety of food type (e.g. vegetarian) from restaurants/bars/food outside hotel ($M = 3.35$), spoken English of local guide ($M = 3.46$), knowledge of giving directions/suggestions of local Thai people ($M = 3.48$), western food in hotel ($M = 3.51$), and knowledgeable and well-trained hotel's staff ($M = 3.61$). Interestingly, food was mentioned by Indian tourists the most in the bottom ten rankings

(four out of ten times), followed by speaking English ability (three out of ten times).

Indian tourists had the least satisfaction in regards to the English speaking of hotel staff

(M = 2.99) among all 58 attributes which was rated close to three. In other words, their

satisfaction level was close to neutral.

Table 7

Mean Score of the Bottom Ten Rankings of Indian Tourists' Satisfaction on Bangkok

Area's Attributes

Component	Attributes	Mean
Hotel/Lodging	Spoken English of hotel staff	2.99
Overall trip experience	Spoken English language of local Thai people	3.01
Hotel/Lodging	Vegetarian food	3.02
Hotel/Lodging	Indian food in hotel	3.09
Transportation	Traffic conditions	3.13
Restaurant/Bars/Food outside hotel	Variety of food type (e.g. vegetarian)	3.35
Local guide	Spoken English	3.46
Local people	Knowledge of giving directions/suggestions	3.48
Hotel/Lodging	Western food in hotel	3.51
Hotel/Lodging	Knowledgeable and well trained staff	3.61

RQ 6: What are the satisfaction levels of Indian tourists on each component of

Bangkok area's attributes?

Respondents were asked to give rating on a five point Likert Scale, in which one

(1) indicated "very dissatisfied" and five (5) indicated "very satisfied." The mean scores

of Indian tourists' satisfaction on each component of Bangkok area's attributes were

presented from Table 8 to Table 18. The attributes of each component were ranked from the highest to the lowest satisfaction levels.

Table 8 shows the mean scores of satisfaction levels on hotel/lodging attributes. The physical attributes of the hotel/lodging such as cleanliness (*M* = 4.09) or physical appearance (*M* = 4.03) were ranked the highest whereas the lowest attribute was the ability of the hotel's staff in speaking English (*M* = 2.99). This indicated that Indian tourists were more satisfied with the physical attributes of the hotels; however, they were neither strongly satisfied nor dissatisfied with the staff's ability to speak English.

Table 8

Mean Scores of Indian Tourists' Satisfaction on Hotel/Lodging Attributes

Hotel/Lodging attributes	Mean
Cleanliness of hotel room and public areas	4.09
Security at hotel	4.04
Physical appearance	4.03
Staff's helpfulness	3.93
Staff's courtesy	3.92
Services from hotel staff	3.81
Value for money	3.77
Staff did right job (no need to complain)	3.75
Quality of food	3.68
Knowledgeable and well trained staff	3.61
Western food in hotel	3.51
Indian food in hotel	3.09
Vegetarian food	3.02
Spoken English of hotel staff	2.99

Table 9 shows the mean scores of satisfaction levels of Indian tourists on transportation attributes. Indian tourists were satisfied with the Bangkok metro (M = 4.03). However, the tourists had lowest satisfaction level on traffic conditions (M = 3.13).

Table 9

Mean Scores of Indian Tourists' Satisfaction on Transportation Attributes

Local transport attributes	Mean
Bangkok metro (bus, BTS)	4.03
Taxis	3.91
Cleanliness of local transportation	3.91
Value for money	3.79
Traffic conditions	3.13

Table 10 shows the satisfaction levels of Indian tourists on restaurants/bars/food outside hotel. The tourists' satisfaction levels fell between neutral to satisfied on all of these attributes. The lowest satisfaction in this category was the variety of food (M = 3.35).

Table 10

Mean Scores of Indian Tourists' Satisfaction on Restaurants/Bars/Food outside Hotel Attributes

Restaurants/bars/food outside hotel attributes	Mean
Hygiene and cleanliness of food service staff	3.75
Thai food	3.75
Cleanliness and sanitation of restaurants/bars/food	3.70
Value for money	3.68
Variety of food type (e.g. vegetarian)	3.35

Table 11 shows the satisfaction levels of Indian tourists on shopping attributes. Their satisfaction levels were high on this component. Most of these attributes fell in the range of satisfied and very satisfied such as shopping in the big stores ($M = 4.14$), night markets ($M = 4.08$), or clothing/handicrafts ($M = 4.01$). High end stores were rated with the mean score of 3.93 or satisfied. However, when it was compared with other types of shopping centers, its value was rated the lowest.

Table 11

Mean Scores of Indian Tourists' Satisfaction on Shopping Attributes

Shopping attributes	Mean
Big stores/Malls (e.g., Central World, Siam Paragon)	4.14
Night markets/Bargain shopping/Local shops (e.g., MBK)	4.08
Clothing/Handicrafts	4.01
Value for money	4.00
Security of shopping facilities	3.94
International/High end stores (e.g., Gucci, LaCoste)	3.93
Electronic products	3.83

Table 12 shows the satisfaction levels of Indian tourists on local Thai people attributes. The tourists were satisfied with the friendliness of local Thai people ($M = 3.99$), however, the mean score on knowledge of local Thai people in giving directions/suggestions ($M = 3.48$) was rated the lowest among others.

Table 12

Mean Scores of Indian Tourists' Satisfaction on Local People Attributes

Local people attributes	Mean
Friendliness of local Thai people	3.99
Helpfulness of local Thai people	3.88
Knowledge of local Thai people to give directions/suggestions	3.48

Table 13 shows the satisfaction levels of Indian tourists on local guide attributes. The mean scores on helpfulness (*M* = 3.82) and knowledge of local guide (*M* = 3.80) were almost equal which were rated on the satisfaction level between neutral to satisfied.

Table 13

Mean Scores of Indian Tourists' Satisfaction on Local Guide Attributes

Local guide attributes	Mean
Helpfulness	3.82
Knowledge	3.80
Spoken English	3.46

Table 14 shows the satisfaction levels of Indian tourists on attributes of the Suvarnabhumi International Airport. The tourists had a strong satisfaction level on this component. Each attribute was rated on the satisfaction level between satisfied and very satisfied. The cleanliness was rated the highest in this category (*M* = 4.52) and also among all 58 attributes of the Bangkok area.

Table 14

Mean Scores of Indian Tourists' Satisfaction on Suvarnabhumi International Airport

Attributes

Suvarnabhumi International Airport attributes	Mean
Cleanliness	4.52
Availability of facilities and services	4.24
Courtesy of custom/immigration officials	4.21
Convenience from airport to hotel/city	4.17
Speed of check-in and check-out	4.17
Helpfulness of custom/immigration officials	4.15

Table 15 shows the satisfaction levels of Indian tourists on activities attributes. The tourists were satisfied with the night life/bars/night clubs ($M = 4.16$) which was ranked number one in this component.

Table 15

Mean Scores of Indian Tourists' Satisfaction on Activity Attributes

Activity attributes	Mean
Night life/Bars/Night clubs	4.16
Local tours (e.g., elephant show)	4.07
Adventure sports (e.g., parasailing)	3.96
Activities for children/family	3.96

Table 16 shows the satisfaction levels of Indian tourists on attraction attributes. They were satisfied with all attributes from this component. Historical

architecture/palaces/ancient ruins/temples was ranked the highest (*M* = 4.22), followed

by nature/beaches (*M* = 4.17).

Table 16

Mean Scores of Indian Tourists' Satisfaction on Attraction Attributes

Attraction attributes	Mean
Historical architecture/Palaces/Ancient ruins/Temples	4.22
Nature/Beaches	4.17
Cleanliness of overall travel attractions	4.08
Culture/Festival/Events (e.g., Thai dance)	4.06
Modern amenities (e.g., bathroom) at tour destinations	4.04

Table 17 shows the satisfaction levels of Indian tourists on information service

attributes. Both attributes, signage/notices at attractions/facilities (*M* = 3.77) and

information services (*M* = 3.75), were rated on the satisfaction levels between neutral

and satisfied.

Table 17

Mean Scores of Indian Tourists' Satisfaction on Information Service Attributes

Information service attributes	Mean
Signage and notices at attractions and facilities	3.77
Info services	3.75

Table 18 shows the satisfaction levels of Indian tourists on their overall trip

experience attributes. The tourists indicated that they were strongly satisfied with the

overall trip experience (*M* = 4.20) however they were neither unsatisfied nor satisfied

with the spoken English ability of local Thai people (*M* = 3.01).

Table 18

Mean Scores of Indian Tourists' Satisfaction on Overall Trip Experience Attributes

Overall trip experience attributes	Mean
Overall satisfaction with Bangkok area trip	4.20
Feeling of personal safety and security	3.99
Value for money	3.76
Spoken English language of local Thai people	3.01

RQ 7: What are the dimensions of each component of the Bangkok area's attributes?

To address the dimensions of each component of the Bangkok area's attributes, factor analysis was conducted on 11 components which were: hotel/lodging, local transport, local restaurants/bars/food outside hotel, shopping, local people, local tour guide, Suvarnabhumi International Airport, activities, attractions, tourist information, and the overall trip experience. For the purpose of interpretation of factors, a loading cut-off of 0.65 was adopted in this study. The reliability analysis test was conducted, which gives a value of Cronbachs alpha where the value of "1" suggests perfect reliability and any score above 0.65 is considered acceptable. Factor analysis produced the multi-dimension of three components, which were: hotel/lodging (Table 19), local transport (Table 20), and local restaurants/bars/food outside hotel (Table 21). The rest of the components were uni-dimensional.

From the 14 hotel/lodging attributes, three core factors were determined including; facilities/services, food, and value for money/services, as shown in Table 19.

Factor 1: Facilities/Services. This dimension consisted of the physical appearance of the hotel such as cleanliness of the hotel rooms/public areas. Services of hotel staff also included such as staff's helpfulness and courtesy.

Factor 2: Food. This dimension consisted of the cuisines that were provided in the hotel such as Indian food, vegetarian food, or western food.

Factor 3: Value for money/Services. This dimension consisted of value for money, services from the hotel's staff such as spoken English, helpfulness, and courtesy.

Table 19

Factor Analysis of Indian Tourists' Satisfaction on Hotel Attributes

Attributes	Factor loading
Factor 1: Facilities/Services Alpha = .890; explained variance = 39.212	
Physical appearance	.782
Services from hotel staff	.741
Quality of food	.731
Security at hotel	.700
Staff's helpfulness	.674
Cleanliness of hotel room and public areas	.673
Staff's courtesy	.609
Knowledgeable and well trained staff	.609
Factor 2: Food Alpha = .724; explained variance = 13.347	
Indian food in hotel	.886
Vegetarian food	.883
Western food in hotel	.526

(table continues)

Table 19 *(continued).*

Attributes	Factor loading
Factor 3: Value for money/Services Alpha = .788; explained variance = 7.157	
Value for money	.749
Staff's helpfulness	.583
Staff did right job (no need to complain)	.564
Staff's courtesy	.520
Spoken English of hotel staff	.474

From the five transportation attributes, two core factors were determined including; the traffic system and public transportation, as shown in Table 20.

Factor 1: Traffic system. This dimension consisted of traffic conditions, the cleanliness of the local transportation, and value for money.

Factor 2: Public transportation. This dimension consisted of the Bangkok metro and taxis.

Table 20

Factor Analysis of Indian Tourists' Satisfaction on Transportation Attributes

Attributes	Factor loading
Factor 1: Traffic system Alpha = .672; explained variance = 49.499	
Traffic conditions	.895
Cleanliness of local transportation	.765
Value for money	.629
Factor 2: Public transportation Alpha = .711; explained variance = 22.102	
Bangkok metro (bus, BTS)	.859
Taxis	.844
Value for money	.481

From the five restaurants/bars/food outside hotel attributes, two core factors were determined including; cleanliness and food product/value for money as shown in Table 21.

Factor 1: Cleanliness. This dimension consisted of the cleanliness and sanitation of restaurants/bars/food and hygiene and the cleanliness of food service staff.

Factor 2: Food product/Value for money. This dimension consisted of Thai food, variety of food, and value for money.

Table 21

Factor Analysis of Indian Tourists' Satisfaction on Restaurants/Bar/Food outside Hotel Attributes

Attributes	Factor loading
Factor 1: Cleanliness Alpha = .767; explained variance = 53.641	
Hygiene and cleanliness of food service staff	.932
Cleanliness and sanitation of restaurants/bars/food	.874
Variety of food type (e.g. vegetarian)	.495
Factor 2: Food product/Value for money Alpha = .683;explained variance = 20.475	
Thai food	.889
Value for money	.798
Variety of food type (e.g. vegetarian)	.479

RQ 8: What do Indian tourists enjoy, dislike, and suggest about the Bangkok area trip?

On the last section of the survey, the respondents were asked to give comments about the trip experiences on enjoyment of the experience, dislike of the experience, and suggestions on the trip experience. The results were computed from the frequency

of the keywords that appeared in the open-ended questions. Table 22 through Table 24 present the findings from open-ended questions.

Table 22 shows the attributes that Indian tourists enjoyed on the trip which were shopping (30.96%), followed by attraction (29.67%), activities (18.70%), friendliness of Thai people (14.83%), and food (5.8%), respectively.

Table 22

Enjoyment of Experiences of Indian Tourists on Bangkok Area Trip

Enjoy	N (155)	(%)
Shopping	48	30.96
Shopping experience	25	16.12
Shopping malls	12	7.74
Local/Bargain shopping	11	7.09
Attraction	46	29.67
Beaches/Islands	26	16.77
Historical attractions	14	9.03
Modern city	4	2.58
Culture	2	1.29
Activities	29	18.70
Entertainment/Shows	11	7.09
Massage/Spas	7	4.51
Safari park	6	3.87
Adventure sports	5	3.22
Friendliness of Thai people	23	14.83
Food	9	5.80

Note. N = the number of times that the item was mentioned.

Table 23 shows the attributes that Indian tourists disliked about the trip which were the language barrier (40%), followed by traffic (25.71%), availability of Indian/vegetarian food (17.14%), taxis (11.42%), and air pollution (5.71%), respectively.

Table 23

Dislike of Experiences of Indian Tourists on Bangkok Area Trip

Dislike	N (70)	(%)
Language barrier	28	40.00
Traffic	18	25.71
Availability of Indian/vegetarian food	12	17.14
Taxis	8	11.42
Air pollution	4	5.71

Note. N = the number of times that the item was mentioned.

Table 24 shows the suggestions of Indian tourists for improving the trip experience, which were to improve English speaking ability (47.82%), followed by the providing of more Indian/vegetarian food (39.13%), improvement of traffic (8.69%), and signage in Thai/English (4.34%), respectively.

Table 24

Suggestions for Improvement of Bangkok Area Trip Experience by Indian Tourists

Suggestion	N (69)	(%)
Improve English speaking	33	47.82
Provide more Indian/vegetarian food	27	39.13
Improve traffic	6	8.69
Signage in Thai/English	3	4.34

Note. N = the number of times that the item was mentioned.

RQ 9: What are the differences between package-tour Indian tourists (PKIT) and independent Indian tourists (INIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

ANOVA addressed the differences of the two pairs of Indian tourists in two issues. The first pair consisted of a package-tour Indian tourists (PKIT) and independent Indian tourists (INIT), as shown in Table 25. The second pair consisted of the first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT), as shown in Table 26. These two groups were tested according to the differences in two issues. The first issue was the importance of information sources in decision-making on the trip, and the second was the satisfaction level of Bangkok area attributes.

Within these two issues, there are eleven components tested, which included hotel/lodging, local transport, local restaurants/bars/food outside the hotel, shopping, local people, local tour guides, Suvarnabhumi International Airport, activities, attractions, tourist information, and the overall trip experience.

The differences between PKIN/INIT on an importance of information sources in decision-making on the trip and the satisfaction with Bangkok area attributes are presented in Table 25. Seven of out 64 items were found to differ: travel agent, travel magazine, quality of food in hotel, services from hotel staff, Thai food in restaurants outside hotel, night life, and signage.

Indian tourists who bought package-tours to the Bangkok area indicated that the travel agent ($M = 3.25$) and travel magazine ($M = 3.04$) were the important sources in their decision to make the trip, whereas the INIT group rated the travel agent with the mean score of 2.35 and travel magazine as 2.59. There were no differences found

within commercial ads, movies, Internet, and family/friends among the PKIT and INIT groups.

The package tour group was more satisfied with night life (M = 4.32) and signage attributes (M = 3.95) than independent tourists, who rated their satisfaction levels on night life with the mean score of 4.02 and signage as 3.63. However, the independent travelers were found to have higher satisfaction levels on quality of food in hotel (M of INIT = 3.83, M of PKIT = 3.51), services from the hotel staff (M of INIT = 3.99, M of PKIT = 3.58), and Thai food in restaurants outside hotel (M of INIT = 3.93, M of PKIT = 3.51) than travelers who bought package tours.

Table 25

Analysis of Variance of Importance of Information Sources and Satisfaction on Bangkok Area's Attributes by Package Tour/Independent Indian Tourists

Attributes	PKIT (Mean)	INIT (Mean)	P value
Importance of Information sources			
Travel agent	3.25	2.35	0.000
Travel magazine	3.04	2.59	0.037
Satisfaction on Bangkok area's attributes			
Hotel/Lodging: quality of food	3.51	3.83	0.046
Hotel/Lodging: services from staff	3.58	3.99	0.009
Restaurants/Bars/Food outside hotel: Thai food	3.51	3.93	0.016
Activities: night life	4.32	4.02	0.036
Information service: signage	3.95	3.63	0.021

Note. PKIT = Package tour Indian tourists, INIT = Independent Indian tourists, p ≤ *0.05*

RQ 10: What are the differences between first-time Indian tourists (FTIT) and repeat Indian tourists (RPIT) concerning: importance level of information sources and satisfaction level on the Bangkok area attributes?

The differences between first-time (FTIT) and repeat Indian tourists (RPIT) on an importance of information sources in decision to make on the trip and the satisfaction with the Bangkok area attributes were presented in Table 26. Six of out 64 items were found to differ: movie/TV series, variety of food of restaurants outside hotel, Thai food outside hotel, big shopping stores, electronic products, and value for money on shopping.

Repeat tourists indicated that movie/TV series were more important to their decision-making on the trip than first-time tourists (M of RPIT = 2.92, M of FTIT = 2.41). There were no findings which indicated the differences on travel agent, travel magazine, commercial ads, Internet, and family/friends among RPIT and FTIT.

Moreover, RPIT had higher satisfaction levels on variety of food of restaurants outside hotel (M of RPIT = 3.53, M of FTIT = 3.19), Thai food outside hotel (M of RPIT = 3.98, M of FTIT = 3.47), big shopping stores (M of RPIT = 4.28, M of FTIT = 4.00), electronic products (M of RPIT = 4.02, M of FTIT = 3.67), and value for money on shopping (M of RPIT = 4.17, M of FTIT = 3.84) than first-time tourists.

Table 26

Analysis of Variance of Importance of Information Sources and Satisfaction on Bangkok Area's Attributes by First-time/Repeat Indian Tourists

Attributes	FTIT (Mean)	RPIT (Mean)	P value
Importance of Information sources			
Movie/TV series	2.41	2.92	0.028
Satisfaction on Bangkok area's attributes			
Restaurants/Bars/Food outside hotel: variety of food	3.19	3.53	0.040
Restaurants/Bars/Food outside hotel: Thai food	3.47	3.98	0.003
Shopping: big stores	4.00	4.28	0.033
Shopping: electronic products	3.67	4.02	0.014
Shopping: value for money	3.84	4.17	0.018

Note. FTIT = First-time Indian tourists, RPIT = Repeat Indian tourists, $p \leq 0.05$

Revisitation/Recommendation

Objective 5: To examine the intention to return and willingness to recommend the Bangkok area and Thailand.

RQ 11: What are the Indian tourists' intention to return and willingness to recommend the Bangkok area and Thailand?

Respondents were asked whether they would like to return or recommend the Bangkok area and other parts of Thailand. Over 90% of them showed their willingness to do so.

Table 27

Intention to Return and Willingness to Recommend the Bangkok Area and Thailand of

Indian Tourists

Intention and willingness	Yes/No	N (150)	(%)
Intention to return to Bangkok	Yes	135	93.1
	No	10	6.9
Intention to return to Thailand	Yes	137	96.5
	No	5	3.5
Willingness to recommend Bangkok	Yes	134	92.4
	No	11	7.6
Willingness to recommend Thailand	Yes	134	94.4
	No	8	5.6

Note. Totals differ due to missing data.

This chapter presents the findings of the pre-purchase and the post-purchase stage. The findings includes Indian tourists' demographics, past experiences (travel patterns), motivations to take the Bangkok area trip, level of importance of information sources, level of satisfaction of Indian tourists on their travel experience on Bangkok area attributes, and intention to return and willingness to recommend the Bangkok area and Thailand.

CHAPTER 5

DISCUSSION AND IMPLICATIONS

Discussion

Satisfaction encourages a propensity of repurchasing and recommending products to others including the travel product such as a city. City tourism is one of the fastest growing segments in the tourism industry. The city of Bangkok, Thailand was used as a setting of this study, in which it has numerous strong pull factors such as World Heritage sites, world-class accommodation, etc. Indian people are one of the biggest potential outbound markets, which has strong purchasing power because of its economic growth. Thus, this study has a contribution to understand travel motivation, perception, and satisfaction of Indian tourists on a Bangkok area trip.

The study was designed to identify Indian tourists' demographics and travel patterns including the motivation on the Bangkok area trip. Additionally, the study was to examine the level of satisfaction of Indian tourists on their travel experience on Bangkok area attributes, as well as the intention to return and willingness to recommend the Bangkok area and Thailand.

The study was conducted at Suvarnabhumi International Airport in Bangkok. The sample was a convenience sample of 300 Indian tourists who visited the Bangkok area of Thailand from July 24-August 14, 2008. A total of 150 useable responses were obtained. The five-section-survey (i.e., demographics and past experiences, motivations, information sources, satisfaction, and open-ended questions and dichotomous questions) was designed to answer 11 research questions. The survey was available in English, Hindi, and Gujarati. The obtained data was analyzed by

descriptive analysis (frequency, percentage, and mean scores), analysis of variance, and factor analysis.

The following section includes summarized findings and discussion of 11 research questions. This section is divided into two parts based on research framework which are: pre-purchase and post-purchase stage.

Pre-purchase: demographics, past experiences, motivations, and information sources

Demographics and past experiences

The study found that Indian tourists who visited the Bangkok area were mostly males on an average age of 38 or in the early adulthood (20-45 years old) (Zgourides, 2000), most of them were married. Most of tourists were from Mumbai and New Delhi where Hindi language was widely used. Tourists were highly educated with bachelor's and master's degrees. The majority were self-employed and employed by companies. The household income was evenly distributed among all categories.

These Indian tourists were mostly leisure tourists who either traveled alone or with spouses. There were almost equal numbers of first-time and repeat visitors. There were slightly more visitors who took package tours than those who traveled independently. The average length of their stay was six days. They spent the most money on clothing (INR17,329), followed by electronics (INR12,069), and handicrafts/souvenirs, (INR10,617), respectively (average spending/trip/household) (currency exchange rate in July 2008, US$1 = INR42.80). Tourism Authority of Thailand (TAT) (2008) reported the 2007-travel spending of Indian tourists that their total spending was 4,700.76 baht/person/day (currency exchange rate in 2007, US$1 = Thai Baht 32). They spent on each category as following: shopping, 1,631.43 baht;

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entertainment, 400.45, sight-seeing, 200.05 baht; accommodation, 1,114.19 baht; food

and beverage, 747.77 baht; local transportation, 417.51 baht; and miscellaneous,

189.36 baht. Thus, shopping was identified as the top spending of Indian tourists.

Motivations

Indian tourists indicated their top rankings of travel motivation when deciding to

take the city of Bangkok area trip. These motivators were both push factors (the

psychological needs that motivate tourists to travel) and pull factors (the unique

attributes of the travel destination that motivate tourists to visit). Push factors were to

have fun, to see and experience a new destination(s), to do something exciting, to

reduce stress, to escape from the routine of work or life, and to learn new things. Pull

factors were to enjoy the beautiful environment, scenery, and beaches, to go to

Thailand/Bangkok, to enjoy shows and entertainment, and to enjoy international travel

experiences.

Referring back to Indian tourists' demographic profiles, they were mostly leisure

travelers (65%), so it was common to see the push factors such as to have fun (ranked

first on the top ten motivation raking), or to enjoy the beautiful environment, scenery,

and beaches (ranked second on the top ten motivation raking) as the travel motivations.

This finding supported research by Hanqin and Lam (1999) who found both push and

pull factors motivated people to travel. However, the finding was different from the study

of Sangpikul (2008), which indicated that Japanese senior travelers were motivated to

visit Thailand by cultural and historical attractions, whereas, the result of these Indian

tourists suggested that they were more motivated by the beautiful environment,

scenery, and beaches ($M = 4.04$) than historical attractions ($M = 3.56$). Perhaps the age

difference between Indian tourists and senior Japanese tourists had an impact on their different travel destination preferences. Moreover, the study of Rittichainuwat et al. (2008) showed that tourists who visited Thailand were motivated the most by the desire of seeing people from different cultures, seeing interesting cultural and historical attractions, and taking a trip to Thailand worth the value for money.

To go to Thailand/Bangkok, the pull factor, was an influential motivator. Ng et al. (2007) studied cultural distance and intention to visit travel destinations of Australian travelers. The study found that the more geographical and cultural distance from travelers' home country, the less likely they would visit. Therefore, it might infer that Indian tourists were comfortable enough to visit Thailand where there was less geographical and cultural distance. Non-stop flights from New Delhi, India to Bangkok, Thailand were just four hours. Thai culture had also been influenced by Indian culture in many ways as evidenced from architecture of Thai temples, religions, Thai food, and traditional therapies like massage. The study was also consistent with the study of Master and Prideaux (2000) stating that smaller gap of the cultural differences (e.g., shopping habits, cuisine, and language) was desirable even though these differences did not significantly impact satisfaction.

The study found four core dimensions were produced from factor analysis on 20 motivators that influenced Indian tourists in making the decision to visit the Bangkok area. These dimensions were Novelty Seeking, Stress Busting/Fun, Achievement, and Family Oriented/Education. The result of factor analysis was generally supported by the study of Hanqin and Lam (1999), Rittichainuwat et al. (2008), Sangpikul (2008) and

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Yoon and Uysal (2005). The finding confirmed that Indian tourists' travel behavior was driven by internal (push) and external (pull) factors.

Information sources

Family and/or friends and the Internet were perceived by Indian tourists as important sources in trip decision making. According to Engel et al. (1995), consumers were influenced by word of mouth in several situations such as when they purchased complex products, when other sources were perceived as low credibility, or when there were strong social ties between information transmitters and receivers. Word of mouth is a successful marketing tool in advertising the products (Lee, 1999); however, marketers should be aware that unsatisfied customers can spread bad words about their bad experiences as well.

The Internet also influenced the decision-making of Indian tourists to visit Bangkok. Buhalis's study (1998) and Werthner and Ricci (2004) supported that the Internet increasingly becomes an important source in searching for travel information since tourism is a unique and intangible product and travelers cannot see the actual product during the pre-purchase process. Therefore, they rely solely on the online information search for planning, searching, purchasing, and amending their travel. Louvieris and Oppewal (2004) indicated that although talking to friends or relatives (traditional channels) was regarded as more important than the Internet and travel shops for the preparation of holiday in the information search stage, the Internet was an important source during the purchasing stage. Li and Buhalis (2006) found that there is a trend that consumers perceive benefits from eChannels which are expected to increase both in the information search and purchasing stage in the near future. In

addition, the more frequently one uses the Internet, the higher the chance that person will become an online shopper.

Post-purchase: satisfaction, intention to return, and willingness to recommend

Satisfaction

Indian tourists' satisfaction was generally positive. They rated their satisfaction level on the Bangkok area attributes high over a value of neutral. Among 58 Bangkok area attributes, 22 attributes were rated between the values of four to five, or between satisfied to very satisfied, 35 attributes were rated between the values of three to four, or between neutral to satisfied, and one attribute was rated below three or value of neutral. The attribute labeled cleanliness of Suvarnabhumi International Airport was rated the highest ($M = 4.52$) and the speaking of English of hotel's staff was rated the lowest ($M = 2.99$) on the satisfaction level. Indian tourists rated their satisfaction high on Suvarnabhumi International Airport attributes, attraction attributes, and shopping attributes whereas the tourists rated their satisfaction low on the English speaking ability, variety of food, and traffic. The finding was consistent with the study of Rittichanuwat et al. (2001) that Thailand was perceived with high standards for sanitation and cleanliness. Recently, Bangkok has been awarded a clean and green land (Department of Natural Resources and Environment, 2008).

It is interesting to note that when comparing the findings of the satisfaction level of Bangkok area attributes as shown earlier across other dimensions like factor analysis or the open-ended questions, the findings still yielded the similar answer. First, factor analysis was performed to provide the dimensions of each category of Bangkok area attributes such as hotel/lodging, transportation, etc. There were three dimensions of

hotel/lodging (facilities/services, food, and value for money/services), two dimensions of transportation (traffic system and public transportation), and two dimensions of restaurants/bars/food outside hotel (cleanliness and food product/value for money). The dimension labeled facilities/services of the hotel consisted of physical appearance, cleanliness, staff's helpfulness, staff's courtesy, etc. was rated very high on satisfaction level. The dimension labeled value for money/services, such as the hotel staff's ability to speak English, was rated low. Traffic system was rated lower than public transportation. Food product/value for money of the restaurants/bar/food outside hotels was rated lower than cleanliness of the restaurants.

The open-ended questions yielded similar results with the satisfaction level on Bangkok area attributes. The tourists enjoyed shopping the most, followed by attractions, activities, and friendliness of Thai people. They disliked the language barrier, traffic, unavailability of Indian/vegetarian food, taxis, and air pollution. They suggested improving the English speaking ability, traffic, and signage in both Thai and English. Thailand was perceived by international tourists as friendly with beautiful scenery (Tapachai & Waryszak, 2000). The findings conform with the study of Rittichanuwat et al. (2001) indicating that Thailand was perceived as having a variety of activities, numerous cultural and historical attractions, and a good place for shopping; however, there were traffic jams in the big cities. Ngamsom (2001) also mentioned that Thailand, Singapore, and Hong Kong were perceived as the best Southeast Asian shopping destinations. Thailand became popular for its bargain shopping where shoppers had less stress in negotiating the prices than in Singapore and Hong Kong. The friendliness of the Thai people created a nice service ambience to tourists.

The study found Indian tourists who a bought package tour (PKIT) to Bangkok rated travel agents and travel magazines more important as informational sources in decision-making on the Bangkok area trip than Indian tourists who travel independently (INIT). The finding was consistent with the study of Pearce and Schott (2005), which stated that international tourists used the travel agent the most as an information source for transportation information, and guidebooks/directories were used for obtaining accommodation and attraction information.

The PKIT were more satisfied with night life and signage than INIT, however, PKIT had less satisfaction on quality of food in hotel, services from hotel staff, and Thai food in restaurants outside hotel. Morrison (1989), cited from Wong and Kwong, (2004, p. 581) defined the all inclusive package tour as, "a trip planned and paid for a single price in advance, which covers commercial transportation and accommodation, meals and sightseeing, and sometimes with an escort or guide." This infers that PKIT perhaps received sufficient information on night life activities and travel information from tour guides. However, restricted by choices of arranged programs may impact or lower the satisfaction of PKIT than INIT in quality of food in hotel, services from hotel staff, and Thai food in restaurants outside hotel. The finding was in contrast with the study of Weaver et al. (2007) indicating that the package tours group rated service quality higher than the independent tourists did due to the fact that the package tour was prepared by tour operators for tourists, so they were experiencing good service from tour guides, hotels, and restaurants.

Repeat Indian tourists (RPIT) indicated that movie/TV series was more important on their decision-making on the Bangkok area trip than first-time tourists (FTIT). Vogt

and Andereck (2003) stated that first-time vacationers formed a destination image based on various information channels during an information searching stage, whereas the repeat vacationers relied on their past experiences, and they may or may not have exposed themselves to new information. Based on the study by Kim and Richardson (2003), films had influenced viewers on intention to visit the destination. It may be possible to conclude that movie/TV series may remind RPIT about their previous trips to Thailand so they rated movie/TV as an importance source on their trip decision making.

Moreover, RPIT had higher satisfaction levels with the variety of food in restaurants outside the hotel, Thai food outside hotel, big shopping stores, electronic products, and value for money on shopping than FTIT. The finding was consistent with the study of Li et al. (2008) who stated that repeat tourists had a higher satisfaction level than first-time tourists. Beerli and Martín (2004) mentioned that the more experiences with the destination the tourists had, the better destination image they would have because they were more familiar with the destinations. Thus, it may be concluded that previous trip experiences of RPIT resulted in higher satisfaction level on these attributes than FTIT had so they knew where to shop, stay, and eat.

Revisitation/recommendation

A majority of Indian tourists (over 90%) indicated that they would return and recommend Bangkok and Thailand as travel destinations. They were generally satisfied with the Bangkok area attributes. This confirms the study on satisfaction for Thailand trips by international tourists of Ngamsom (2001) stating that the higher satisfaction travelers had toward their trips, the more likely they would revisit a destination. Several studies also mentioned that the more positive the feelings of tourists on the destination

image, the higher they would perceive the trip quality, and the more positive their behavioral intention would be (Bramwell, 1998; Chen & Tsai, 2007; Hui et al., 2007). However, the findings were different from the studies of Bigné et al. (2001), Hsu and Kang (2007) and Kozak and Rimmington (2000), which stated that it was not necessary that the satisfied tourists would revisit the destination.

Implications

This section proposes practical solutions to the Thai government, Tourism Authority of Thailand, and other travel businesses, which will open business opportunities and increase competitiveness as follows.

Thai government

Thai government should take actions on three main issues: traffic control, signage, and the language barrier. Traffic congestion is always a problem in big cities. Bangkok has been dealing with this problem for a long time. The Skytrain (BTS) and subway systems were built to mitigate this problem, along with other projects (e.g., Suvarnabhumi Airport Rail Link (SARL)) which are under construction. Thus, the Thai government should speed up the process of constructing these mass transportations. Signage should be in Thai and English, especially the signage at travel destinations. Thai government may cooperate with Hospitality and Tourism schools to initiate a student volunteer program which could then provide travel information to tourists in major travel destinations. It would be a win-win situation in which the government can partly solve a language barrier between Indian tourists and local Thai people. Thai students will have an opportunity to practice English and get familiar with the tourism industry.

Moreover, the Thai government should also encourage Thai movies/TV series to go international so they might promote Thai tourism and remind repeat tourists about their previous trips to Thailand. Thai movies/TV series are expected to stimulate the needs of travelers in coming to Thailand. Inviting Indian film and TV producers to shoot films/TV series in Thailand is also recommended because the Indian film industry is the largest in the world and Indian movies are shown worldwide. Thailand would gain more tourists from many countries.

Tourism Authority of Thailand (TAT)

TAT has two offices in India (New Delhi and a representative office in Mumbai). The offices should launch two campaigns to promote the hidden, or little known values: family activities and vegetarian food. TAT should also include this information in TAT's website.

There are numerous fun things to do in Pattaya and the Bangkok area, such as taking a safari tour, visiting a crocodile farm, or playing water sports. Some Indian tourists mentioned participating with these activities but some others had not even been acquainted with them. They perceived Pattaya as having only a few family activities which are overshadowed by the night life entertainment. Therefore, TAT should promote those aspects of the destination that provide variety of activities for families. In the meantime, the city of Pattaya should improve their zoning regulations. The adult entertainment area should be clearly separated so as not to overlap with the family-friendly areas.

There are many Thai people who are vegetarians, as can be seen from the annual vegetarian festival in September or early October. One of the biggest

celebrations of this vegetarian festival takes place in Phuket, the beach destination located in the south of Thailand. The restaurants that provide vegetarian meals will put up yellow signs in front of their restaurants to inform customers. However, Indian tourists suggested that Thailand should provide more Indian or vegetarian food since they had difficulties in searching out the vegetarian food outlets. Therefore, TAT should launch a campaign on vegetarian food to reveal this hidden value to Indian tourists. In 1998, TAT launched the Clean Food Good Taste program to promote Thai food to tourists by providing signs to participating restaurants. Similar to that, TAT may do the same but with restaurants that provide vegetarian food. The list of the participating restaurants should be included in TAT's website.

Rather than treating tourists as being a homogeneous group of Indian tourists, TAT needs to treat them as distinctive segments (novelty seeking, stress busting/fun, achievement, and family oriented/education). Advertisement should be launched specifically for each group by designing ads to be content-based or geared toward a group's main motives. For example, visiting beautiful environments and beaches is the main motive of the novelty seeking group, therefore the ad should emphasize the natural sceneries, so that the ad can stimulate the needs of the novelty seekers to travel. Overall, the ads should focus on fun activities like shopping, visiting beautiful beaches, and the top attractions of Bangkok like palaces, relaxation, and shows/entertainment, since these aspects are the primary motives of Indian tourists in making the decision to travel to the Bangkok area. The ads should be presented in both English and Hindi and advertised through websites which the tourists indicated as an important travel resource. The ads, however, should not be overstated, because this will

create unreasonably high expectations for tourists. Furthermore, TAT should organize familiarization trips (Fam trips) for officers of local travel magazines and tour companies in India. Thailand will receive benefits from publicity through these sources which local Indian people trust.

Both first-time and repeat Indian tourists were satisfied with their Bangkok trips and indicated that they would revisit Bangkok and Thailand. Nonetheless, when the Indian market becomes mature, new travel products should be provided such as new travel destinations like floating markets (two hours from Bangkok) or other beach attractions.

Hotel/lodging

Hotels should maintain the current standard of physical attributes such as cleanliness, security, and physical appearance with which Indian tourists were highly satisfied. However, improving the current hotel staff's ability to speak English should be focused on more. Hotels may offer an English training program to their staff. Moreover, Indian food or vegetarian food should be provided in hotels for Indian tourists as well as vegetarian tourists from other nations.

Transportation

Indian tourists were satisfied with public transportation in Bangkok like BTS. However, based on suggestions from open-ended questions, some tourists had problems with metered taxis. The problem occurred when special services like inclusive price (without using meter) were arranged between tourists and metered taxi drivers such as the taxis' service rental fee for a whole day trip or a hotel-to-airport trip. The service was perceived as unfair since the tourists were not familiar with the streets in

Bangkok. In addition to that, while the drivers tried to use short-cuts to avoid the traffic jam from the main street, the tourists thought that they were being fooled by the drivers who were trying to gain more meter mileage from driving off of the route. Therefore, a standardized pricing system for taxis is needed to solve this problem. Installing a Global Positioning System (GPS) in the taxis may solve this unfair service, since the tourists could see the duration and distance it will take them from one destination to another. Indian tourists also identified an inefficient English speaking ability of the taxi drivers, so virtual access from cell phone or radio dispatch to a calling center should be provided in such case to facilitate tourists' requests, as a communicative medium between the drivers and the tourists.

Restaurants/bars/food outside hotel

Other than Indian restaurants, local Thai restaurants located where Indian tourists are highly concentrated, such as the Nana area in Bangkok or the Pattaya area can capture the Indian tourists market by offering vegetarian meals. There are several good reasons for why vegetarian plates should be added to the menus. First, Thailand constantly has Indian tourists' visits all year round. Second, there are both Indian tourists who travel independently and with package tours to Thailand. The package tours do not include all meals, so there is a chance that tourists will explore the city themselves to have meals outside the hotels. Third, vegetarian meals are easy to prepare since there are no complicated ingredients that the restaurants need to stock in the inventory. Thai vegetarian meals can be prepared by basically having vegetable, soy source, tofu and vegetable soup stock. Thus, adding vegetarian plates to the menus will attract Indian tourists as an additional market from their regular customers. The

restaurants should put signs or stickers indicating a vegetarian food serving in front of the restaurants where tourists can easily see them.

Shopping outlets

The Indian tourists were generally satisfied with the shopping experience in Bangkok, Thailand. According to the open-ended questions, some Indian tourists indicated that shopping centers should be open longer hours. Therefore, the store hours may be extended for two or three hours during the travel season for tourists. Night markets may take this comment as a business opportunity since they are open from 7 p.m. until 2 a.m. The night markets simply need to advertise more so that the Indian tourists know that they are another shopping option after the regular stores' shopping hours. Brochures can be made about the night markets and circulated to hotels.

Local Thai people

Indian tourists were impressed with the hospitality of Thai people. However, Thai people should know some basic English, at least to give directions or tourist information centers' numbers so that tourists can obtain further travel information. The useful number for needed assistance and help would be 1155, which tourists could reach the Thai tourist police.

Tour companies in India

The study found that Indian tourists were satisfied with attractions and activities that they had participated on the trips. The analysis of variance, however, indicated that Indian tourists with package tours were less satisfied than Indian tourists who travel independently in quality of food in hotel, services from hotel staff, and Thai food in restaurants outside hotel. Therefore, tour companies in India should cooperate with

hotels and tour companies in Thailand to adjust a package tour that provides more variety of service choices.

Low-price package tours may limit the quality of food in the hotel and the services from hotel staff. A choice of variety hotels (with different prices and services) should be provided so that Indian tourists can have a variety of options while staying in Thailand. The tour companies in India should focus more on providing the information about food outlets. This information should be presented at the point of purchase to ensure the tourists of the availability of Indian or vegetarian food. The Indian tour companies may obtain a list of local Thai restaurants that offer Indian or vegetarian food at the travel destinations from local Thai tour companies with whom they are partnered.

Local tour companies in Thailand

The major concern of Indian tourists about the services from local tour company is the language problem of tour guides. Although guides were able to speak English, they did not quite satisfy Indian tourists. Since English is widely used in India, the tourists may have high expectations on this matter. Thus, tour companies should recommend that their tour guides constantly improve their English speaking skills. Moreover, tour itineraries should be arranged by considering traffic conditions. Since the traffic jam and pollution can lower the satisfaction level of Indian tourists, avoiding the arrangement of a tour program that would confront with the rush hours in Bangkok is recommended.

Suvarnabhumi International Airport

Indian tourists were highly satisfied with Suvarnabhumi International Airport in areas such as cleanliness, facilities, etc. However, there is still room for improvement in

some aspects. Based on the Indian tourists' suggestions, Suvarnabhumi International Airport should provide Indian or vegetarian food outlets in the airport. This will bring a big amount of revenue for the airport since there are a large number of Indian tourists traveling from Suvarnabhumi International Airport to India each day. Even though the Suvarnabhumi International Airport has numerous travel information kiosks, Indian tourists have suggested that the information counters or the information kiosks should be placed where they could easily be seen, such as in front of the arrival gate exits.

In conclusion, this chapter discusses the research findings and related studies based on research framework, which presents Indian tourists' trip decision making: pre-purchase, purchase, and post-purchase stage. During the pre-purchase stage, Indian tourists were motivated to visit the Bangkok area by both push and pull factors. They created the images of Bangkok area from the information that they obtained from their family and/or friends as well as from the Internet. When they were on their trips or in purchase stage, they experienced several attributes of the travel destinations such as hotels, restaurants, shopping outlets, airports, etc. As the result of comparing their expectations/perceptions to the destination with their actual experiences in Bangkok, the study found that Indian tourists (during the post-purchase stage) were generally satisfied with Bangkok area's attributes. They showed their willingness of returning and recommending Bangkok and Thailand as travel destinations. In addition, Thai government, Tourism Authority of Thailand, and other travel businesses were presented with the practical solutions that would open business opportunities and increase competitiveness.

CHAPTER 6

LIMITATIONS AND RECOMMENDATIONS FOR FUTURE STUDY

This chapter presents limitations and recommendations for further study in the related topics.

Limitations

The interpretations of the results of this study were limited. There were several limitations on this study: data collection, generalizability of the study, and scope of study.

Access to travelers was limited due to airport policies. The researcher was allowed to collect data in all airport areas except at the departure lounge. Although, the researcher was well assisted by the officers of Suvarnabhumi International Airport and the Police Department of the Thai Immigration, the collection of data was challenging. The researcher had accessibility to the duty-free shopping areas and the check-in counter, but these areas were not optimal for data collection. Access to the departure lounge where respondents had time to complete the survey was denied. Moreover, the sample was drawn from visitors who departed through Suvarnabhumi International Airport from July 24 – August 14, 2008. This may cause possible non-representation for year round tourists and tourists using other modes of transportation.

It was difficult to generalize the findings to all Indian tourists since majority of Indian tourists were from Mumbai and New Delhi. The small sample size also could not provide sufficient data to be analyzed such as segmenting Indian tourists from mother tongues or hometowns. In addition, Indian culture respects elders and family leaders. Males who were the family's leader were overrepresented in the study since the leaders

predominantly filled out the surveys. The study was conducted in the Bangkok area, and therefore may not be generalizable to other parts of Thailand where geography and culture are different, or cities of other countries where destination attributes might be different.

The satisfaction study was constructed from destination image studies which covered numerous tourism components such as hotels, attractions, activities, etc. Each component consisted of various attributes like cleanliness, security, value for money, etc. This study, therefore, could not cover all aspects of each tourism component.

Recommendations

Based on the limitations, the following three recommendations for future studies are made: survey design, data collection techniques (researcher personal attributes, permission), and future area of study. Suggestions are provided for researcher as follows:

The survey should be designed as concise as possible, especially when data will be collected at the airport. The length of the survey influenced the respondents to complete the entire survey. A shorter survey is preferable in collecting data in the airport where the researcher has to deal with time-limited or frustrated travelers. Future studies should add a section of theory, such as the involvement construct, and discard the unnecessary attributes to make a solid and short survey. It may concentrate on just one area of tourism components such as hotels or attractions.

Two data collection techniques are researcher personal attributes and permission. Other than a professional dress code and an introductory greeting to the respondents, researcher personal attributes should include an ability to greet and thank

in Hindi. This provides from the start shows a good impression and shows respect to Indian tourists which will assist the researcher in working with Indian tourists. Researchers need to be aware of airport or airlines' regulations. In addition to obtaining the permission from the airport, permission from the airlines is also important. Permission from airlines which offer flights to India should be obtained in order to collect data at the departure lounge which is under the airlines' authorization. The departure lounge allows tourists to have more time to participate and complete the survey.

Interesting future studies may be conducted on: a correlation between the level of satisfaction (high, medium, low) and frequency of visitations to indicate the level of loyalty, a correlation between the level of satisfaction (high, medium, low) and level of importance of travel motivation. The survey should include the satisfaction levels of competitive cities such as Singapore, Hong Kong, and Kuala Lumpur, so that Bangkok can use the findings to develop competitive marketing strategies.

In summary, this chapter illustrates limitations of the study: data collection, generalizability and the scope of study. Recommendations are then presented to benefit the future study.

APPENDIX A

TRAVEL DESTINATION ATTRIBUTES

Attributes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Accommodation services		x	x	x	x	x	x				x	x				x		x			x				x	x					x	x	
Cleanliness		x	x	x																													
Level of services		x	x	x																												x	x
Quality of food		x	x	x	x	x																	x								x	x	
Speed of check-in/check-out		x	x	x																													
Security of rooms at accomm.		x	x	x																												x	
Sign posting to bedrooms/ public places		x	x	x																													
Adequacy of water/electricity supply		x	x	x																													
Booking and reservation										x																							
Overall quality														x	x																		
Value for money																							x				x					x	
International-standard hotel																													x				
Local transport services		x	x	x							x	x				x		x			x				x	x	x						x
Frequency of local transport services		x	x	x																													
Level of local transport prices		x	x	x																													
Variety of attractions		x	x	x																													
Accessibility of local transport services	x	x	x	x																													

Attributes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Comfort of local transport services		x	x	x			x																										
Attitude of local drivers		X	x	x																													
Traffic management										x		x																					
Mobility in destination										x																							
Parking																							x										
Overall Infra.					x	x						x												x									
Hygiene-sanitation-cleanliness		x	x	x												x													x	x			
Overall cleanliness of the destination		x	x	x	x	x	x					x	x						x			x					x						X
Cleanliness of beaches and sea		x	x	x							x												x										
Availability of space on beaches		x	x	x	X	x																											x
Availability of facilities on beaches		x	x	x																													
Unpolluted environment							x																										
Good climate					X	x	x				x	x	x	x									x	x			x	x					
Hospitality and customer care		x	x	x													x																
Cleanliness of bars/restaurants		x	x	x																													
Availability											x	x		x	x	x													x	x	x		
Food												x						x		x		x					x	x	x	x			
Attitude of local shopkeepers		x	x	x																													
Friendliness of people	x	x	x	x			x			x	x	x	x	x		x		x					x	x	x	x	x	x			x		

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Attributes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Attitude of staff in tourism overall		x	x	x								x	x		x				x	x			x				x				x		
Attitude of staff at bars and restaurants		x	x	x																													
Attitude of local people/staff		x	x	x	x	x									x																		x
Availability of tourist information												x		x									x						x				
Facilities and activities		x	x	x															x														
Availability of shopping facilities		x	x	x	x	x					x	x				x					x	x	x	x	x		x	x					
Souvenir																				x													
Local handicrafts												x														x							
Brand name																													x	x			x
Nightlife & entertain	x	x	x	x	x	x	x			x		x	x					x	x				x				x						
Availability of health services		x	x	x																													
Sports facilities/activities		x	x	x																													
Facilities for kids/family		x	x	x						x		x												x									x
Various recreational opportunities	x				x	x					x	x	x			x							x		x		x						
A wide variety of outdoor activities												x																					x
Level of prices		x	x	x													x																
Level of souvenir and gift prices		x	x	x																													
Overall value	x	x	x	x			x				x	x	x	x	x	x		x			x	x			x	x			x	x	x		x

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Attributes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Level of food and beverage prices		x	x	x																			x				x						
Quality of food at bars/restaurants		x	x	x																							x						
Low travel cost														x																			
Ability to bargain																				x									x				
Air ticket																											x						
Language communication		x	x	x																													
Access to internet										x																							
No language barriers					x	x						x		x	x			x		x													
Signage		x	x	x											x	x								x									
Destination airport services		x	x	x																													
Distance from airport to destination		x	x	x																													
Facilities and services		x	x	x																													
Speed of check-in and check-out		x	x	x																								x		x	x		
Convenience to come												x	x								x								x	x	x		
Personal safety/security	x	x	x	x	x	x	x					x		x	x	x					x	x	x				x	x	x	x	x		x
Attractions							x									x																	
Interesting Cultural Attractions					x	x	x			x	x	x				x		x	x		x			x	x	x		x	x	x			x
Festival/Event					x	x												x						x		x			x				x
Interesting Historical Attractions	x						x					x	x		x			x						x			x	x	x				x

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Attributes	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
Beautiful Scenery/Natural Attractions	x	x	x	x	x	x	x				x	x	x	x	x						x			x			x		x				x
Landscape										x	x										x		x			x			x				
Modernity of destination										x			x			x													x				
Calm/relax					x	x						x	x	x	x						x								x				x
Similar life style														x																			
Various place to visit												x		x																			
Attractions																	×																
Adventurous atmosphere												x		x																			
Adventure activities					x	x										x													x	x			x
Architecture														x										x					x				
Art																									x								
Wildlife												x														x							
Fair and exhibit												x																					
Good opportunities for local tours		x	x	x								x																				x	

1. Lee et al. (2005); 2. Kozak (2002); 3. Kozak and Rimmington (2000); 4. Kozak (2001); 5. Beerli and Martin (2004); 6. Beerli and Martin (2004); 7. Baloglu (1999); 8. Baloglu (2001); 9. Baloglu and Mangaloglu (2001); 10. Fucha and Weiermair (2004); 11. Pike and Ryan (2004); 12. Chen and Kerstetter (1999); 13. O' Leary and Deegan (2005); 14. Chen and Hsu (2000); 15. Chen (2001); 16. Joppe et al. (2001); 17. Sirgy and Su (2000); 18. Zhanga et al. (2004); 19. Yu and Goulden (2005); 20. Master and Prideaux (2000); 21. Martin and Rodriquez del Bosque (2008); 22. Schneider and SoKnmez (1999); 23. Chen and Tsai (2007); 24. Hsu et al (2004); 25. Chaudhary (2000); 26.Grosspietsch (2006); 27. Hui et al. (2007); 28. Tapachai and Waryszak (2000); 29. Ngamsom (2001); 30. Rittichainuwat et al. (2006); 31. Meng et al (2006); 32. Heung and Cheng (2000); 33. Ibrahim and Gill (2005).

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APPENDIX B

SURVEY INSTRUMENT

No. 3824   16 May 2008

Lisa Kennon, Ph.D.

Associate Professor & Graduate Coordinator

School of Merchandising and

Hospitality Management

University of North Texas,

Denton, Texas

USA.

Dear Lisa Kennon, Ph.D.

Reference is made to your letter dated 25 April 2008 requesting our permission for Miss Raktida Siri, student from Thailand who is pursuing a Master's degree in Hospitality Management, to distribute and collect the questionnaires for study and survey of Indian tourists on Bangkok area as a travel destination at international passenger terminal of Suvarnabhumi Airport between July 15th to August 15th, 2008 as details of discussion.

The Airport of Thailand Public Company Limited (AOT) has already considered and allowed the student to proceed as requested. She can deal with the Airport Operations Department at telephone number 0-2132-9230.

We have considered that the research result will be beneficial to our operation. Please give the duplicate research result to us after completed.

Thank you for your interest in our airport.

Yours sincerely,

Flight Lieutenant

CHATURONGKAPOL SODMANEE

Deputy General Manager

Suvarnabhumi Airport

for President

Dear Traveler:

You are invited to participate in a study entitled, "Understanding Indian Tourists to Bangkok: Motivation, Perception, and Satisfaction." As a student in the School of Merchandising and Hospitality Management at the University of North Texas I am conducting this research as part of my academic program. Your participation in this study will help educators and researchers better understand your travel experiences. You have been randomly chosen to participate in this study and the information that you provide will be used for research purposes. It will take you approximately 10 to 15 minutes to complete this survey and a native coin will be provided as compensation. Your participation is voluntary and anonymous. You have the right to decline to participate or to withdraw during the course of the study. You must be 18 years of age or older to participate in this study.

You understand that by returning this survey, you are giving your informed consent as a participating volunteer. You understand the basic nature of this study. You also understand the potential benefits that might be realized from the successful completion of this study. You are aware that the information is being sought in a specific manner so that no identifiers are needed and so that confidentiality is guaranteed.

NOTE: Questions or concerns about participation in research or subsequent complaints should be addressed first to the researcher, Raktida Siri and Dr. Lisa Kennon, Associate Professor, University of North Texas, Denton, Texas 76203, phone (940) 565-4257. This research project has been reviewed and approved by the UNT Institutional Review Board (940)565-3940. Contact the UNT IRB with any questions regarding your rights as a research subject.

Sincerely,

Raktida Siri   Dr. Lisa Kennon
Graduate Student   Associate Professor
Hospitality Management Division   Hospitality Management Division
University of North Texas   University of North Texas

Please indicate about yourself

➢ Is this your first time to Thailand?
    ☐ Yes   ☐ No, *please write in number of previous visits including this trip*_____

➢ Length of stay in Bangkok area: _____ days

➢ Type of trip (*check one*)
    ☐ Package Tour   ☐ Independent Travel (Self-organized trip)

➢ On this trip, I traveled with
    ▪ ☐ Alone
    ▪ ☐ Husband/wife
    ▪ ☐ Children of _____ age, _____, age_____, age_____

➢ I am:
    ▪ ☐ Male   ☐ Female
    ▪ ☐ Married   ☐ Single
    ▪ Age: _____
    ▪ Mother Tongue: _____
    ▪ Resident of   _____ city of India

➢ What was the purpose of your trip? Please check *all* that apply.
    ☐ Vacation/Leisure   ☐ Honeymoon   ☐ Won an Incentive/Bonus
    ☐ Sponsored by Business/Company   ☐ Attend Convention/Meeting
    ☐ Sponsored by Government/Military   ☐ Other Business

➢ What is your current employment status?
    ☐ Employed   ☐ Self-employed (own business)   ☐ Retired
    ☐ Student   ☐ Housewife   ☐ Other_____

➢ What is the highest level of education that you have obtained?
    ☐ High School   ☐ College
    ☐ Post Graduate Degree   ☐ Doctorate/Professional Degree

➢ Monthly Income of Household Family (*check one*):
    ☐ INR 25,000-50,000   ☐ INR 50,001-75,000   ☐ INR 75,001-100,000
    ☐ INR 100,001-125,000   ☐ INR 125,001-150,000   ☐ INR 150,001 *or more*

Please indicate your level of agreement by circling the corresponding number on each line.

How important were each of the following when deciding to take this trip?	Scale					
	Unimportant	Somewhat Important	Important	More/Very Important	Extremely Important	N/A
Recommendation from travel agent	1	2	3	4	5	N/A
Recommendation from travel magazine	1	2	3	4	5	N/A
Commercial advertisement (TV, Radio)	1	2	3	4	5	N/A
Movie/TV series (The Beach, Ong-Bak: The Thai Warrior)	1	2	3	4	5	N/A
Internet (email, website)	1	2	3	4	5	N/A
Recommendation from family or/and friends	1	2	3	4	5	N/A

Please indicate your level of agreement by circling the corresponding number on each line.

How _satisfied_ were you with each of these experiences on this trip?	Scale					
	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Hotel/Lodging:						
Physical appearance of hotel	1	2	3	4	5	N/A
Quality of food at hotel	1	2	3	4	5	N/A
Services from hotel staff	1	2	3	4	5	N/A
Spoken English language of hotel staff	1	2	3	4	5	N/A
Cleanliness of hotel room and public areas	1	2	3	4	5	N/A
Security at hotel	1	2	3	4	5	N/A
Value for money	1	2	3	4	5	N/A
Hotel staff's courtesy	1	2	3	4	5	N/A
Hotel staff's helpfulness	1	2	3	4	5	N/A
Knowledgeable and well trained staff	1	2	3	4	5	N/A
Staff did right job (no need to complain)	1	2	3	4	5	N/A
Indian food in hotel	1	2	3	4	5	N/A
Vegetarian food in hotel	1	2	3	4	5	N/A
Western food in hotel	1	2	3	4	5	N/A
Local transport :	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Bangkok Metro (e.g., bus, BTS)	1	2	3	4	5	N/A
Taxi's	1	2	3	4	5	N/A
Traffic conditions	1	2	3	4	5	N/A
Cleanliness of local transportation	1	2	3	4	5	N/A
Value for money	1	2	3	4	5	N/A
Local restaurants/bars/food outside hotel:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Cleanliness and sanitation of restaurants/bars/food	1	2	3	4	5	N/A
Hygiene and cleanliness of food service staff	1	2	3	4	5	N/A
Variety of food types (e.g., Vegetarian)	1	2	3	4	5	N/A
Thai food	1	2	3	4	5	N/A
Value for money	1	2	3	4	5	N/A
Shopping:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
International/High end stores (e.g., Gucci, LaCoste)	1	2	3	4	5	N/A
Big stores/malls (e.g., Central World Plaza, Siam Paragon)	1	2	3	4	5	N/A
Night markets/Bargain shopping/Local shops (e.g., MBK)	1	2	3	4	5	N/A
Clothing/Handicrafts	1	2	3	4	5	N/A
Electronic products	1	2	3	4	5	N/A
Security of shopping facilities	1	2	3	4	5	N/A
Value for money	1	2	3	4	5	N/A

Please indicate your level of agreement by circling the corresponding number on each line.

Local people:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Friendliness of local Thai people	1	2	3	4	5	N/A
Helpfulness of local Thai people	1	2	3	4	5	N/A
Knowledge of local Thai people to give directions/suggestions	1	2	3	4	5	N/A
Local tour guide:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Spoken English language of local Thai tour guide	1	2	3	4	5	N/A
Helpfulness of local Thai tour guide	1	2	3	4	5	N/A
Knowledge of local Thai tour guide	1	2	3	4	5	N/A
Suvarnabhumi Airport:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Convenience from Suvarnabhumi Airport to hotel/city	1	2	3	4	5	N/A
Availability of facilities & services at Suvarnabhumi Airport	1	2	3	4	5	N/A
Speed of check-in and check-out at Suvarnabhumi Airport	1	2	3	4	5	N/A
Cleanliness of airport	1	2	3	4	5	N/A
Courtesy of custom/immigration officials	1	2	3	4	5	N/A
Helpfulness of custom/immigration officials	1	2	3	4	5	N/A
Activities:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Adventure sports (e.g., parasailing/Banana ride/snorkeling)	1	2	3	4	5	N/A
Local tours (e.g., glass bottom boat corals viewing/elephant show)	1	2	3	4	5	N/A
Activities for children/family	1	2	3	4	5	N/A
Night life/Bars/Night clubs (e.g., Cabaret show, Alcazar show)	1	2	3	4	5	N/A
Attractions:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Culture/Festival/Events (e.g., Thai Dance, Thai Music)	1	2	3	4	5	N/A
Historic architecture/palaces/ancient ruins/ temples	1	2	3	4	5	N/A
Nature/beaches	1	2	3	4	5	N/A
Modern amenities (e.g., bathroom) at tourist attractions	1	2	3	4	5	N/A
Cleanliness of overall travel attractions	1	2	3	4	5	N/A
Tourist information:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Tourist information services	1	2	3	4	5	N/A
Signage and notices at attractions and facilities	1	2	3	4	5	N/A
Overall:	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Feeling of personal safety & security	1	2	3	4	5	N/A
Spoken English language of local Thai people	1	2	3	4	5	N/A
Value for money	1	2	3	4	5	N/A
Overall satisfaction with Bangkok area trip	1	2	3	4	5	N/A

Please indicate your level of agreement by circling the corresponding number on each line.

How important were each of the following when deciding to take this trip? (Bangkok, Pattaya, Ayuttaya, Sukhothai)	Scale					
	Unimportant	Somewhat Important	Important	More/Very Important	Extremely Important	N/A
To be together with my family	1	2	3	4	5	N/A
To travel with friends	1	2	3	4	5	N/A
To learn new things	1	2	3	4	5	N/A
To see and experience a new destination(s)	1	2	3	4	5	N/A
To escape from the routine of work or life	1	2	3	4	5	N/A
To meet new friends (in new destination)	1	2	3	4	5	N/A
To go places my friends/relatives have not visited	1	2	3	4	5	N/A
To talk about the trip after returning home	1	2	3	4	5	N/A
To do something exciting	1	2	3	4	5	N/A
To reduce stress	1	2	3	4	5	N/A
To have fun	1	2	3	4	5	N/A
To enjoy shows and entertainments	1	2	3	4	5	N/A
To visit different places in one trip	1	2	3	4	5	N/A
To enjoy the beautiful environment, scenery, beaches	1	2	3	4	5	N/A
To visit historical places, ancient ruins, temples, palaces	1	2	3	4	5	N/A
To enjoy international travel experiences	1	2	3	4	5	N/A
To take advantage of travel agent/airlines promotion	1	2	3	4	5	N/A
I have reached a stage in life where I can afford an international travel experience	1	2	3	4	5	N/A
All-inclusive tour /Package tour makes it easy for me (transportation, accommodation, meals, and sightseeing)	1	2	3	4	5	N/A

About my trip

I spent this (INR) on ▪ Electronics:_____ ▪ Clothing: _____ ▪ Handicrafts/Souvenirs: _____

➢ I would be willing to **revisit**
    ▪ Bangkok area: ☐ Yes ☐ No
    ▪ Thailand: ☐ Yes ☐ No

➢ I would **recommend** to my family/friends
    ▪ Bangkok area: ☐ Yes ☐ No
    ▪ Thailand: ☐ Yes ☐ No

➢ What did I **really enjoy** about my Bangkok area experience? (*Please provide your comments*)

_____

➢ What did I **dislike** about my Bangkok area experience? (*Please provide your comments*)?

_____

➢ What **recommendations** do you suggest for improving the trip experience for Indian travelers to Bangkok/Thailand?

_____

THANK YOU FOR YOUR TIME AND PATIENCE!

પ્રિય મુસાફરો:

''અન્ડરસ્ટેન્ડીંગ ઇન્ડિયન ટુરિસ્ટ્સ ટુ બેંગ્કોક: મોટીવેશન, પર્સેપ્શન એન્ડ સેટિસ્ફેક્શન'' શીર્ષકસહિતનાં અભ્યાસમાં ભાગ લેવા આપ સૌને આમંત્રણ પાઠવીએ છીએ. હું મર્ચન્ડાઇઝીંગ એન્ડ હોસ્પીટાલીટી મેનેજમેન્ટની શાળાનાં વિધાર્થી તરીકે મારા શૈક્ષણીક કાર્યક્રમનાં ભાગરૂપ આ સંશોધનનું હું આયોજન કરી રહ્યો છું. આ અભ્યાસમાં આપની હાજરી અને આપના મુસાફરીનાં અનુભવો શિક્ષણ આપનાર અને સંશોધનકર્તાઓને સહાયરૂપ થશે. આ અભ્યાસ માટે આપની પસંદગી 'રેન્ડમલી' કરવામાં આવી છે અને આપના દ્વારા આપવામાં આવેલ જાણકારીનો પ્રયોગ સંશોધન હેતુસર કરવામાં આવશે. આપના 10-15 મિનીટ આ સર્વે લેશે અને સ્થાનિક સિક્કો આપને બદલામાં આપવામાં આવશે. આપનું ભાગ લેવું ઐચ્છિક અને નનામું છે. આપને ભાગ લેવાથી ઇન્કાર કરવાનો અથવા અભ્યાસ દરમ્યાન નીકળવાનો સંપૂર્ણ અધિકાર આપને છે. આ અભ્યાસમાં ભાગ લેવા આપની આયુ 18 કે તેથી વધુ હોવી જોઇએ.

આપ સમજી ગયાં હશો કે આપ આ સર્વેને પરત કરી, આપ એક ભાગ લેનાર સ્વયંસેવક તરીકે સંમતિની જાણ કરાવશો. આ અભ્યાસની પાયારૂપ પ્રકૃતિનો ખ્યાલ આપને આવી ગયો હશે. આ અભ્યાસને સફળતાપૂર્વક પૂર્ણ કર્યા બાદ થનાર ફાયદાનો ખ્યાલ પણ આપને આવી જ ગયો હશે. આપ સભાન હશો કે માહિતી એ ખાસ પધ્ધતિ દ્વારા શોધવામાં(મેળવવામાં) આવે છે કે જેથી કોઇપણ ઓળખકર્તાની આવશ્યકતા ન રહે અને તેથી, ખાનગી રાખવાની ખાતરી આપવામાં આવે છે.

નોંધ: સંશોધનમાં ભાગ લેવા બાબત પ્રશ્નો અથવા લાગતી વળગતી બાબત અથવા આ અનુસંધાનમાં ફરિયાદ સૌ પ્રથમ સંશોધનકર્તા રકતીદા સીરી અને એસોશિયેટ પ્રોફેસર ડૉ. લીઝા કેનન, યુનિવર્સીટી ઑફ નોર્થ ટેક્સાઝ, ડેન્ટન, ટેક્સાઝ 76203, ફોન (940) 565-4257 નાં સરનામે મોકલવો. આ સંશોધન યોજનાનું નિરીક્ષણ અને માન્યતા યુએનટી ઇન્સ્ટીટ્યુશન બોર્ડ (940) 565-3940દ્વારા કરવામાં આવ્યું છે. સંશોધન વિષયે આપના અધિકારને લગતા કોઇપણ પ્રશ્નો માટે યુએનટી આઇઆરબીનો સંપર્ક કરવો.

આપનાં વિશ્વાસુ,

રકતીદા સીરી
ગ્રેજ્યુએટ વિધાર્થીની
એસોશિયેટ પ્રોફેસર
હોસ્પીટાલીટી મેનેજમેન્ટ વિભાગ
યુનિવર્સીટી ઑફ નોર્થ ટેક્સાઝ
(214) 417-7828

ડૉ. લીઝા કેનન
હોસ્પીટાલીટી મેનેજમેન્ટ વિભાગ
યુનિવર્સીટી ઑફ નોર્થ ટેક્સાઝ
(940) 565-4257

<u>મહેરબાની કરી આપના વિશે જણાવો :</u>

➤ શું આ થાઇલેન્ડની આપની પ્રથમ મુલાકાત છે ?

☐ હા ☐ ના, મહેરબાની કરી આની સાથે પહેલાની મુલાકાતની સંખ્યામાં જણાવશો.....

➤ બેંગ્કોકમાં રોકાયા તેટલા દિવસોની સંખ્યા જણાવતાં ..... દિવસો

➤ મુસાફરીનો પ્રકાર

☐ પેકેજ પર્યટન ☐ સ્વતંત્ર મુસાફરી (સ્વયં નિયોજિત મુસાફરી)

➤ આ મુસાફરીમાં મારી સાથે

- ☐ એકલો
- ☐ પતિ / પત્ની
- ☐ બાળકો જેમની આયુ ......વર્ષ ......વર્ષ ......વર્ષ

➤ હું છું

- ☐ પુરુષ ☐ સ્ત્રી
- ☐ પરિણિત ☐ એકલો
- આયુ: ....
- માતૃભાષા: ....
- ભારતનાં .... શહેરનો વસાહતી

➤ આપની મુસાફરીનો હેતુ શો હતો ? મહેરબાની કરી લાગુ પડતા તમામ પર ખરાની નિશાની કરશો.

☐ વેકેશન/ફુરસદનો સમય હોવાથી ☐ હનીમૂન માણવા ☐ ઇન્સેન્ટીવ કે બોનસ જીતીને

☐ વેપાર/કંપની દ્વારા સ્પોન્સર થઇને ☐ સંશોધન/સભામાં હાજરી આપવા

☐ સરકાર/સેના દ્વારા સ્પોન્સર થઇને ☐ અન્ય વેપારાર્થે

➤ આપના હાલનાં રોજગારની સ્થિતિ શું છે?

☐ નૌકરી ☐ સ્વરોજગાર (પોતાનો વેપાર) ☐ નિવૃત્ત

☐ વિદ્યાર્થી ☐ ગૃહિણી ☐ અન્ય..........

➤ આપના દ્વારા મેળવવામાં આવેલ ઉચ્ચતમ શિક્ષણ કયું છે?

☐ હાઇસ્કૂલ ☐ કૉલેજ

☐ પોસ્ટ ગ્રેજ્યુએટ ડિગ્રી ☐ ડોક્ટરેટ/પ્રોફેશનલ ડિગ્રી

➤ પરિવાર દ્વારા ઉપજતી માસિક આવક (કોઇ એક પર ખરાની નિશાની કરશો):

☐ રૂપિયા ૨૫,૦૦૦–૫૦,૦૦૦ ☐ રૂપિયા ૫૦,૦૦૧–૭૫,૦૦૦ ☐ રૂપિયા ૭૫,૦૦૧–૧,૦૦,૦૦૦

☐ રૂપિયા ૧,૦૦,૦૦૧–૧,૨૫,૦૦૦ ☐ રૂપિયા ૧,૨૫,૦૦૧–૧,૫૦,૦૦૦ ☐ રૂપિયા ૧,૫૦,૦૦૧ અથવા તેથી વધુ

મહેરબાની કરી દરેક લાઇન પર આપના ક્રારના સ્તરને દર્શાવતી સંખ્યા પર ગોળાકાર બનાવશો.

આ મુસાફરી કરતી વખતે નીચે દર્શાવવામાં આવેલબાબતોમાંની દરેક બાબતો કેટલી મહત્વપૂર્ણ હતી?	સ્કેલ					
	મહત્ત્વ વગરનું	કંઇક અંશે મહત્ત્વપૂર્ણ	સ્કેલ	વધુ/ખૂબ મહત્ત્વપૂર્ણ	અતિ મહત્ત્વપૂર્ણ	લાગુ નથી
પર્યટન એજન્ટ દ્વારા ભલામણ	૧	૨	૩	૪	૫	લાગુ નથી
પર્યટન સામચિક દ્વારા ભલામણ	૧	૨	૩	૪	૫	લાગુ નથી
કૉમર્શિયલ જાહેરાત (ટીવી, રેડિયો)	૧	૨	૩	૪	૫	લાગુ નથી
ચલચિત્ર/ટીવી શ્રેણી (ધ બીચ, ઑન્ગ બાક: ધ થાઇ વૉરિયર)	૧	૨	૩	૪	૫	લાગુ નથી
ઇન્ટરનેટ (ઈ–મેલ, વેબસાઇટ)	૧	૨	૩	૪	૫	લાગુ નથી
પરિવાર અથવા મિત્રો દ્વારા ભલામણ	૧	૨	૩	૪	૫	લાગુ નથી

મહેરબાની કરી દરેક લાઈન પર આપના કરારના સ્તરને દર્શાવતી સંખ્યા પર ગોળાકાર બનાવશો.

મુસાફરીમાં દરેક અનુભવોથી આપ કેટલા સંતુષ્ટ હતાં?	સ્કેલ					
	ખૂબ અસંતુષ્ટ	અસંતુષ્ટ	તટસ્થ	સંતુષ્ટ	ખૂબ સંતુષ્ટ	લાગુ નથી
હોટલ/ઉતારોઃ						
હોટલનો બાહ્ય દેખાવ	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં ખોરાકની ગુણવત્તા	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં કર્મચારીવર્ગની સેવાઓ	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં કર્મચારીવર્ગ દ્વારા બોલવામાં આવતી અંગ્રેજી ભાષા	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં ઓરડાં અને જાહેર સ્થળોની સ્વચ્છતા	૧	૨	૩	૪	૫	લાગુ નથી
હોટલની સુરક્ષા	૧	૨	૩	૪	૫	લાગુ નથી
નાણાંનું મૂલ્ય	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં કર્મચારીવર્ગનો સદ્વ્યવહાર	૧	૨	૩	૪	૫	લાગુ નથી
હોટલનાં કર્મચારીવર્ગની સહાયતા	૧	૨	૩	૪	૫	લાગુ નથી
જ્ઞાની અને તાલિમબદ્ધ કર્મચારીવર્ગ	૧	૨	૩	૪	૫	લાગુ નથી
કર્મચારીવર્ગ દ્વારા કરવામાં આવેલ યોગ્ય કામ (ફરિયાદ કરવાની આવશ્યકતા નથી)	૧	૨	૩	૪	૫	લાગુ નથી
હોટલમાં ભારતીય ખોરાક	૧	૨	૩	૪	૫	લાગુ નથી
હોટલમાં શાકાહારી ખોરાક	૧	૨	૩	૪	૫	લાગુ નથી
હોટલમાં પાશ્ચાત્ય ખોરાક	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક વાહનવ્યવહારઃ	ખૂબ અસંતુષ્ટ	અસંતુષ્ટ	તટસ્થ	સંતુષ્ટ	ખૂબ સંતુષ્ટ	લાગુ નથી
બેંગકોક મેટ્રો (ઉદા. બસ, બીટીએસ)	૧	૨	૩	૪	૫	લાગુ નથી
ટેક્સીનું	૧	૨	૩	૪	૫	લાગુ નથી
ટ્રાફિકની પરિસ્થિતિ	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક વાહનવ્યવહારની સ્વચ્છતા	૧	૨	૩	૪	૫	લાગુ નથી
નાણાંનું મૂલ્ય	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક રેસ્ટોરાં/બાર્સ/હોટલ બહારનો ખોરાક :	ખૂબ અસંતુષ્ટ	અસંતુષ્ટ	તટસ્થ	સંતુષ્ટ	ખૂબ સંતુષ્ટ	લાગુ નથી
રેસ્ટોરાં /બાર્સ /ખોરાકની સ્વચ્છતા અને ચોખ્ખાઈ	૧	૨	૩	૪	૫	લાગુ નથી
ખોરાકની સેવા આપતા કર્મચારીવર્ગની સ્વચ્છતા અને આરોગ્ય	૧	૨	૩	૪	૫	લાગુ નથી
ખોરાકના પ્રકારની વિવિધતા (ઉદા. શાકાહારી)	૧	૨	૩	૪	૫	લાગુ નથી
થાઈ ખોરાક	૧	૨	૩	૪	૫	લાગુ નથી
નાણાંનું મૂલ્ય	૧	૨	૩	૪	૫	લાગુ નથી
ખરીદીઃ	ખૂબ અસંતુષ્ટ	અસંતુષ્ટ	તટસ્થ	સંતુષ્ટ	ખૂબ સંતુષ્ટ	લાગુ નથી
આંતરરાષ્ટ્રીય / ઉચ્ચ સ્તરનાં સ્ટોર્સ (ઉદા. ગુકી, લા કોસ્ટ)	૧	૨	૩	૪	૫	લાગુ નથી
મોટાં સ્ટોર્સ /મોલ્સ (ઉદા. સેન્ટ્રલ વલ્ડ પ્લાઝા, સીઆમ પેરાગોન)	૧	૨	૩	૪	૫	લાગુ નથી
નાઈટ માર્કેટ્સ / બાર્ગેન શોપીંગ / સ્થાનિક દુકાનો (ઉદા. ઍમ્બીકે)	૧	૨	૩	૪	૫	લાગુ નથી
વસ્ત્રો / હસ્તકારીગરી	૧	૨	૩	૪	૫	લાગુ નથી
ઇલેક્ટ્રોનિક ઉત્પાદનો	૧	૨	૩	૪	૫	લાગુ નથી
ખરીદારીની સુવિધાઓની સુરક્ષા	૧	૨	૩	૪	૫	લાગુ નથી
નાણાંનું મૂલ્ય	૧	૨	૩	૪	૫	લાગુ નથી

મહેરબાની કરી દરેક લાઈન પર આપના કરારના સ્તરને દર્શાવતી સંખ્યા પર ગોળાકાર બનાવશો.

સ્થાનિક લોકો :	મહત્વ વગરનું	કંઈક અંશે મહત્વપૂર્ણ	મહત્ત્વપૂર્ણ	વધુ/ખૂબ મહત્વપૂર્ણ	અતિ મહત્ત્વપૂર્ણ	લાગુ નથી
સ્થાનિક થાઈ લોકોની મૈત્રી	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક થાઈ લોકોની સહાયતા	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક થાઈ લોકોનું દિશા નિર્દેશન/સૂચન આપવાનું જ્ઞાન	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક પર્યટન માર્ગદર્શક:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
સ્થાનિક પર્યટન માર્ગદર્શક દ્વારા બોલવામાં આવતી અંગ્રેજી ભાષા	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક થાઈ પર્યટન માર્ગદર્શકની સહાયતા	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક થાઈ પર્યટન માર્ગદર્શકનું જ્ઞાન	૧	૨	૩	૪	૫	લાગુ નથી
સુવર્ણભૂમિ હવાઈમથક:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
હોટલ/શહેર સુધી સુવર્ણભૂમિ હવાઈમથકથી સગવડ	૧	૨	૩	૪	૫	લાગુ નથી
સુવર્ણભૂમિ હવાઈમથક પર ઉપલબ્ધ સુવિધાઓ અને સેવાઓ	૧	૨	૩	૪	૫	લાગુ નથી
સુવર્ણભૂમિ હવાઈમથકે દાખલ થવાની અને બહાર નીકળવાની ઝડપ	૧	૨	૩	૪	૫	લાગુ નથી
હવાઈમથકની સ્વચ્છતા	૧	૨	૩	૪	૫	લાગુ નથી
કસ્ટમ/ઈમીગ્રેશનનાં અધિકારીઓનો સદ્વ્યવહાર	૧	૨	૩	૪	૫	લાગુ નથી
કસ્ટમ/ઈમીગ્રેશનનાં અધિકારીઓની સહાયતા	૧	૨	૩	૪	૫	લાગુ નથી
પ્રવૃત્તિઓ:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
સાહસપૂર્ણ રમતગમત (ઉદા. પેરાસેલિંગ, બનાના રાઈડ, નોર્કેલિંગ)	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક પર્યટન (ઉદા. કાંચનાં તળિયાવાળી હોડી દ્વારા કિનારાનાં દર્શન/હાથીનો કાર્યક્રમ)	૧	૨	૩	૪	૫	લાગુ નથી
બાળકો/પરિવારને માટેની પ્રવૃત્તિઓ	૧	૨	૩	૪	૫	લાગુ નથી
નાઈટ લાઈફ/બાર્સ/નાઈટ કલબ (ઉદા. કેબ્રેનો કાર્યક્રમ, લ્કાઝારનો કાર્યક્રમ)	૧	૨	૩	૪	૫	લાગુ નથી
આકર્ષણો:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
સંસ્કાર/તહેવારો/ઘટનાઓ (ઉદા. થાઈ નૃત્ય, થાઈ સંગીત)	૧	૨	૩	૪	૫	લાગુ નથી
ઐતિહાસિક બાંધકામો/રાજમહેલો/પૌરાણિક ખંડેરો/મંદિરો	૧	૨	૩	૪	૫	લાગુ નથી
કુદરત/દરિયાકાંઠાઓ	૧	૨	૩	૪	૫	લાગુ નથી
પર્યટનનાં આકર્ષણનાં સ્થળોએ આધુનિક સુવિધાઓ (ઉદા. બાથરૂમ)	૧	૨	૩	૪	૫	લાગુ નથી
સંપૂર્ણ મુસાફરીમાં આકર્ષણોની સ્વચ્છતા	૧	૨	૩	૪	૫	લાગુ નથી
પર્યટક યોગ્ય માહિતી:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
પર્યટક યોગ્ય માહિતીની સેવાઓ	૧	૨	૩	૪	૫	લાગુ નથી
આકર્ષણનાં સ્થળોએ સહી કરવાની કે નોંધ કરવાની સુવિધાઓ	૧	૨	૩	૪	૫	લાગુ નથી
સંપૂર્ણપણે:	**ખૂબ અસંતુષ્ટ**	**અસંતુષ્ટ**	**તટસ્થ**	**સંતુષ્ટ**	**અતિ મહત્ત્વપૂર્ણ**	**ાગુ નથી**
વ્યક્તિગત સુરક્ષા અને સલામતીની ભાવના	૧	૨	૩	૪	૫	લાગુ નથી
સ્થાનિક થાઈ લોકો દ્વારા બોલવામાં આવતી અંગ્રેજી ભાષા	૧	૨	૩	૪	૫	લાગુ નથી
નાણાંનું મૂલ્ય	૧	૨	૩	૪	૫	લાગુ નથી
બેંગ્કોક વિસ્તારની મુસાફરીથી મળેલ સંપૂર્ણ સંતોષ	૧	૨	૩	૪	૫	લાગુ નથી

મહેરબાની કરી દરેક લાઈન પર આપના કરારના સ્તરને દર્શાવતી સંખ્યા પર ગોળાકાર બનાવશો.

આ મુસાફરી કરતી વખતે નીચે દર્શાવવામાં આવેલ બાબતોમાંની દરેક બાબતો કેટલી મહત્ત્વપૂર્ણ હતી? (બેંગ્કોક, પટાયા, એઉતાચા, સુક હો થાઈ)	મહત્ત્વ વગરનું	કંઈક અંશે મહત્ત્વપૂર્ણ	સ્કેલ મહત્ત્વપૂર્ણ	વધુ/ખૂબ મહત્ત્વપૂર્ણ	અતિ મહત્ત્વપૂર્ણ	ઍન/એ
મારા પરિવાર સાથે હોવું	૧	૨	3	૪	૫	ઍન/એ
મિત્રો સાથે મુસાફરી કરવી	૧	૨	3	૪	૫	ઍન/એ
નવી બાબતો શીખવી	૧	૨	3	૪	૫	ઍન/એ
નવી મંઝીલો જોવી અને અનુભવવી	૧	૨	3	૪	૫	ઍન/એ
રોજિંદા જીવનનાં કાર્યોથી છૂટકારો મેળવવો	૧	૨	3	૪	૫	ઍન/એ
(નવી મંઝીલો પર) નવા મિત્રોને મળવું	૧	૨	3	૪	૫	ઍન/એ
મારો પરિવાર કે મિત્રો ન ગયાં હોય એવા સ્થળોએ જવું	૧	૨	3	૪	૫	ઍન/એ
ઘરે પાછા ફરી મુસાફરી વિશેની વાતો કરવી	૧	૨	3	૪	૫	ઍન/એ
કંઈક રોમાંચક કરવું	૧	૨	3	૪	૫	ઍન/એ
તાણ ઘટાડવો	૧	૨	3	૪	૫	ઍન/એ
આનંદ પામવો	૧	૨	3	૪	૫	ઍન/એ
ખેલ અને મનોરંજનનો આનંદ મેળવવો	૧	૨	3	૪	૫	ઍન/એ
થાઈલેન્ડ કે બેંગ્કોક જવું	૧	૨	3	૪	૫	ઍન/એ
એક મુસાફરીમાં જુદા સ્થળોની મુલાકાત લેવી	૧	૨	3	૪	૫	ઍન/એ
રમણીય પર્યાવરણ, દશ્યો, દરિયાકાંઠાનો આનંદ માણવો	૧	૨	3	૪	૫	ઍન/એ
ઐતિહાસિક સ્થળો, પૌરાણિક ખંડેરો, મંદિરો, મહેલોની મુલાકાત લેવી	૧	૨	3	૪	૫	ઍન/એ
આંતરરાષ્ટ્રિય મુસાફરીનાં અનુભવનો આનંદ માણવો	૧	૨	3	૪	૫	ઍન/એ
ટ્રાવેલ એજન્ટ/ઍરલાઇન્સની જાહેરાતનો લાભ લેવો	૧	૨	3	૪	૫	ઍન/એ
હું જીવનનાં એવા તબક્કે પહોંચી ચૂક્યો છું જ્યાં મને આંતરરાષ્ટ્રિય મુસાફરીનો અનુભવ પરવડશે	૧	૨	3	૪	૫	ઍન/એ
બધાં નિયત પર્યટન/પૅકેજ પર્યટન મારે માટે સુગમ છે (વાહન વ્યવહાર, રહેઠાણ, ખાણીપીણી અને હરવું-ફરવું)	૧	૨	3	૪	૫	ઍન/એ

મારી મુસાફરી વિશે

મેં (ભારતીય રૂપિયા) ખર્ચ્યાં ▪ ઇલેક્ટ્રોનિક્સ પર :_____ ▪ વસ્ત્રો પર : _____
▪ હસ્તકલા/સંભારણા પર : _____

➢ હું ફરી મુલાકાત લેવા **ઇચ્છીશ**

   ▪ બેંગ્કોક વિસ્તાર :   ☐ હા   ☐ ના
   ▪ થાઇલેન્ડ :   ☐ હા   ☐ ના

➢ હું મારા પરિવાર/મિત્રોને **ભલામણ** કરીશ

   ▪ બેંગ્કોક વિસ્તાર :   ☐ હા   ☐ ના
   ▪ થાઇલેન્ડ :   ☐ હા   ☐ ના

➢ મેં બેંગ્કોક વિસ્તારમાં **ખરેખર** કઈ વાતનો **આનંદ** મેળવ્યો? (મહેરબાની કરી આપના વિવરણ આપશો)

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➢ ક્યો **અણગમતો** અનુભવ મને બેંગ્કોક વિસ્તારમાં થયો? (મહેરબાની કરી આપના વિવરણ આપશો)

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➢ કઈ **ભલામણનું** સૂચન આપ ભારતીય મુસાફરોને બેંગ્કોક/થાઇલેન્ડની મુસાફરીનાં અનુભવને સુધારવા આપશો?

_____

આપના સમય અને ધીરજ બદલ આપનો આભાર!

प्रिय पर्यटकः

आप एक अध्ययन जिसका शीर्षक है, ''बैंकाक जाने वाले भारतीय पर्यटकों को समझनाः उत्प्रेरणा, प्रत्यक्ष ज्ञान व संतुष्टि'' में भाग लेने के लिए आमंत्रित हैं. नार्थ टेक्सास विश्वविद्यालय के स्कूल ऑफ मर्केंडाइजिंग एंड हास्पीटेलिटी मैनेजमेंट की छात्रा होने के कारण मैं अपने शैक्षिक कार्यक्रम के एक भाग के रूप में यह शोध संचालित कर रही हूं. इस अध्ययन में आपकी प्रतिभागिता शिक्षाविदों व शोधार्थियों को आपके यात्रा अनुभवों को बेहतर तरीके से जानने में मदद करेगी. आपको इस अध्ययन में प्रतिभागिता के लिए बेतरतीबी से चुना गया है और आप जो जानकारी उपलब्ध करवाएंगे वह शोध उद्देश्य में इस्तेमाल की जाएगी. इस सर्वे को पूरा करने में आपके १० से १५ मिनट जाएंगे और आपको एक मूल सिक्का मुआवजे के रूप में दिया जाएगा. आपकी प्रतिभागिता स्वैच्छिक व गुमनाम रहेगी. आपको अधिकार है कि आप इसमें शामिल होने से इंकार करें या अध्ययन के दौरान छोड़ दें. इस अध्ययन में शामिल होने के लिए आपका १८ साल या उससे अधिक उम्र का होना आवश्यक है.

आप समझिए कि यह सर्वे वापस करने के बाद आपको स्वैच्छिक प्रतिभागी के रूप में सूचित सहमति दिया जा रहा है. आप इस अध्ययन की आधारभूत प्रकृति समझते हैं. आप यह भी समझते हैं कि इस अध्ययन के सफलतापूर्वक पूरे होने पर संभावित लाभ वास्तविक हो सकते हैं. आप जानते हैं कि जानकारी एक विशेष रूप में देखी जा रही है इसलिए पहचान की आवश्यकता नहीं है जिससे गोपनीयता की गारंटी है.

सूचनाः शोध में प्रतिभागिता के प्रश्न या चिंताएं या उत्तरवर्ती शिकायतें पहले शोधार्थियों रक्तिदा सीरी व डॉ. लीसा केनन, एसोसिएट प्रोफेसर यूनिवर्सिटी ऑफ नार्थ टेक्सास, डेन्टन, टेक्सास 76203, फोन (940) 565&4257 से करनी चाहिए. इस शोध उपक्रम की समीक्षा व मंजूरी यूएनटी इंस्टीट्यूशनल बोर्ड (940) 565&3940 ने दी है. शोध सब्जेक्ट के बारे में अपने अधिकारों के बारे में पूछने के लिए यूएनटी आईआरबी से संपर्क करें.

आपकी,

रक्तिदा सीरी   डॉ. लीसा केनन
स्नातक छात्रा   एसोसिएट प्रोफेसर
हास्पीटेलिटी मैनेजमेंट डिवीजन   हास्पीटेलिटी मैनेजमेंट डिवीजन
यूनिवर्सिटी ऑफ नार्थ टेक्सास   यूनिवर्सिटी ऑफ नार्थ टेक्सास
(214) 417-7828   (940) 565&4257

<u>कृपया अपने बारे में बताएं</u>

➢ क्या आप पहली बार थाईलैंड आए हैं?
  ☐ हां   ☐ नहीं, कृपया पिछली यात्राओं की संख्या लिखें इस यात्रा को भी शामिल करें ------------

➢ बैंकॉक में रुकने का समय: --------दिन

➢ यात्रा का प्रकार (एक पर निशान लगाएं)
  ☐ पैकेज टूर   ☐ स्वतंत्र यात्रा (स्व-आयोजित यात्रा)

➢ इस यात्रा में मैं यात्रा कर रहा हूं
  ▪ ☐ अकेला
  ▪ ☐ पति/पत्नी
  ▪ ☐ बच्चे संख्या ----- आयु ---, आयु ----, आयु ----

➢ मैं हूं
  ▪ ☐ पुरुष   ☐ स्त्री
  ▪ ☐ विवाहित   ☐ अकेला
  ▪ आयु: ------------
  ▪ मातृभाषा: ------------
  ▪ निवासी ------------ भारत का नगर

➢ आपकी यात्रा का उद्देश्य क्या है? कृपया जो भी लागू हों सब पर निशान लगाएं.
  ☐ छुट्टियां/फुरसत   ☐ हनीमून   ☐ प्रोत्साहक/बोनस जीता
  ☐ व्यापार/कंपनी द्वारा प्रायोजित   ☐ सम्मेलन-बैठक में आए
  ☐ सरकार/सेना द्वारा प्रायोजित   ☐ अन्य कारण

➢ आपकी वर्तमान रोजगार स्थिति क्या है?
  ☐ रोजगार पर   ☐ स्वरोजगार (स्वयं का व्यवसाय)   ☐ सेवा निवृत्त
  ☐ छात्र   ☐ गृहणी   ☐ अन्य ----------

➢ आपने सबसे ऊंचे दर्जे की पढ़ाई कहां तक प्राप्त की है?
  ☐ हाई स्कूल   ☐ कॉलेज
  ☐ स्नातकोत्तर डिग्री   ☐ डाक्टरेट/प्रोफेशनल डिग्री

➢ परिवार की मासिक आय (एक पर निशान लगाएं):
  ☐ रु. २५,०००-५०,०००   ☐ रु. ५०,००१-७५,०००   ☐ रु. ७५,००१-१००,०००
  ☐ रु. १००,००१-१२५,०००   ☐ रु. १२५,००१-१५०,००   ☐ रु. १,५०,००१ और ज्यादा

कृपया अपनी स्वीकृति के स्तर के अनुसार हर पंक्ति पर अंकित संबद्ध संख्या पर गोल बनायें।

इस यात्रा के निर्णय के समय निम्नलिखित में प्रत्येक कितना महत्वपूर्ण था?	पैमाना					
	अमहत्वपूर्ण	कुछ महत्वपूर्ण	महत्वपूर्ण	काफी महत्वपूर्ण	बेहद महत्वपूर्ण	लागू नहीं
ट्रेवल एजेंट की सिफारिश	१	२	३	४	५	लागू नहीं
ट्रेवल मैगजीन की सिफारिश	१	२	३	४	५	लागू नहीं
व्यवसायिक विज्ञापन (टीवी, रेडियो)	१	२	३	४	५	लागू नहीं
फिल्म/टीवी सीरियल (द बीचआंग-बैंक:द थाई वारियर),	१	२	३	४	५	लागू नहीं
इंटरनेट (ईमेल, वेबसाइट)	१	२	३	४	५	लागू नहीं
परिवार या/और मित्रों की सिफारिश	१	२	३	४	५	लागू नहीं

कृपया अपनी स्वीकृति के स्तर के अनुसार हर पंक्ति पर अंकित संबद्ध संख्या पर गोल बनायें.

इस यात्रा के दौरान निम्नलिखित प्रत्येक अनुभव से आप कितने <u>संतुष्ट</u> थे?	पैमाना					
	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
होटल/रिहायश:						
होटल का बाहरी स्वरूप	१	२	३	४	५	लागू नहीं
होटल में भोजन की गुणवत्ता	१	२	३	४	५	लागू नहीं
होटलकर्मियों की सेवा	१	२	३	४	५	लागू नहीं
होटलकर्मियों की बोली गयी अंग्रेजी भाषा	१	२	३	४	५	लागू नहीं
होटल के कमरों और सार्वजनिक स्थलों की सफाई	१	२	३	४	५	लागू नहीं
होटल में सुरक्षा	१	२	३	४	५	लागू नहीं
पैसों की कीमत	१	२	३	४	५	लागू नहीं
होटलकर्मियों की सज्जनता	१	२	३	४	५	लागू नहीं
होटलकर्मियों की सहायता करने की तैयारी	१	२	३	४	५	लागू नहीं
जानकार और सुप्रशिक्षित कर्मचारी	१	२	३	४	५	लागू नहीं
कर्मचारियों ने कार्य बखूबी किया। (शिकायत की आवश्यकता नहीं)	१	२	३	४	५	लागू नहीं
होटल में भारतीय भोजन	१	२	३	४	५	लागू नहीं
होटल में शाकाहारी भोजन	१	२	३	४	५	लागू नहीं
होटल में पाश्चात्य भोजन	१	२	३	४	५	लागू नहीं
स्थानीय परिवहन:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
बैंकॉक मेट्रो (उदाहरण के लिए बस, बीटीएस)	१	२	३	४	५	लागू नहीं
टैक्सियां	१	२	३	४	५	लागू नहीं
यातायात परिस्थितियां	१	२	३	४	५	लागू नहीं
स्थानीय परिवहन व्यवस्था की साफ-सफाई	१	२	३	४	५	लागू नहीं
पैसों की कीमत	१	२	३	४	५	लागू नहीं
स्थानीय रेस्तरां/बार/होटल के बाहर भोजन:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
रेस्तरां/बार/भोजन की सफाई और स्वच्छता	१	२	३	४	५	लागू नहीं
होटल सेवाकर्मियों की स्वच्छता और साफ सफाई	१	२	३	४	५	लागू नहीं
भोजन प्रकारों की की विविधता (उदाहरण के लिए शाकाहारी)	१	२	३	४	५	लागू नहीं
थाई भोजन	१	२	३	४	५	लागू नहीं
पैसों की कीमत	१	२	३	४	५	लागू नहीं
शॉपिंग:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
अंतरराष्ट्रीय/बड़ी दुकानें (उदाहरण के लिए गूसी, लाकोस्टे)	१	२	३	४	५	लागू नहीं
बड़े स्टोर/मॉल (उदाहरण के लिए सेंट्रल वर्ल्ड प्लाजा, सियाम पैरागॉन)	१	२	३	४	५	लागू नहीं
रात्रि बाजार/बार्गेन शॉपिंग/स्थानीय दुकानें (उदाहरण के लिए एमबीके)	१	२	३	४	५	लागू नहीं
कपड़े/हस्तकला	१	२	३	४	५	लागू नहीं
इलेक्ट्रॉनिक उत्पाद	१	२	३	४	५	लागू नहीं
शॉपिंग स्थलों की सुरक्षा	१	२	३	४	५	लागू नहीं
पैसों की कीमत	१	२	३	४	५	लागू नहीं

कृपया अपनी स्वीकृति के स्तर के अनुसार हर पंक्ति पर अंकित संबद्ध संख्या पर गोल बनायें।

स्थानीय लोगः	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
स्थानीय थाई लोगों का मित्रवत व्यवहार	१	२	३	४	५	लागू नहीं
स्थानीय थाई लोगों की सहायता करने की तैयारी	१	२	३	४	५	लागू नहीं
मार्गदर्शन/सुझाव देने में स्थानीय थाई लोगों का ज्ञान	१	२	३	४	५	लागू नहीं
स्थानीय यात्रा गाईड	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
स्थानीय यात्रा गाईड की बोली गयी अंग्रेजी भाषा	१	२	३	४	५	लागू नहीं
स्थानीय यात्रा गाईड की सहायता करने की तैयारी	१	२	३	४	५	लागू नहीं
स्थानीय थाई यात्रा गाईड का ज्ञान	१	२	३	४	५	लागू नहीं
सुवर्णभूमि हवाई अड्डाः	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
सुवर्णभूमि हवाई अड्डे से शहर/होटल तक सुविधा	१	२	३	४	५	लागू नहीं
सुवर्णभूमि हवाई अड्डे पर सुविधाओं और सेवाओं की उपलब्धता	१	२	३	४	५	लागू नहीं
सुवर्णभूमि हवाई अड्डे पर चेक-इन और चेक-आऊट की गति	१	२	३	४	५	लागू नहीं
हवाई अड्डे की साफ सफाई	१	२	३	४	५	लागू नहीं
कस्टम/इमीग्रेशन अधिकारियों की सज्जनता	१	२	३	४	५	लागू नहीं
कस्टम/इमीग्रेशन अधिकारियों की सहायता करने की तैयारी	१	२	३	४	५	लागू नहीं
गतिविधियां:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
रोमांचक खेल (उदाहरण के लिए पैरासेलिंग/बनाना राईड/स्नोरकेलिंग)	१	२	३	४	५	लागू नहीं
स्थानीय यात्राएं (उदाहरण के लिए ग्लास बॉटम बोट कोरल्स व्यूइंग/एलीफंट शो)	१	२	३	४	५	लागू नहीं
बच्चों/परिवार के लिए गतिविधियां	१	२	३	४	५	लागू नहीं
नाईट लाईफ/बार/नाईट क्लब (उदाहरण के लिए कैबरे शो, अल्जार शो)	१	२	३	४	५	लागू नहीं
आकर्षण:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
संस्कृति/उत्सव/कार्यक्रम (उदाहरण के लिए थाई नृत्य, थाई संगीत)	१	२	३	४	५	लागू नहीं
ऐतिहासिक वास्तु/महल/प्राचीन खंडहर/मंदिर	१	२	३	४	५	लागू नहीं
प्रकृति/समुद्र तट	१	२	३	४	५	लागू नहीं
पर्यटन स्थलों पर आधुनिक सुविधाएं (उदाहरण के लिए बाथरूम)	१	२	३	४	५	लागू नहीं
कुल मिलाकर यात्रा स्थलों की साफसफाई	१	२	३	४	५	लागू नहीं
पर्यटक सूचनाः	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
पर्यटन सूचना सेवाएं	१	२	३	४	५	लागू नहीं
पर्यटन स्थलों पर सूचना देने वाले बोर्ड एवं नोटिस	१	२	३	४	५	लागू नहीं
संपूर्णता में:	बहुत असंतुष्ट	असंतुष्ट	तटस्थ	संतुष्ट	बहुत संतुष्ट	लागू नहीं
निजी संरक्षण एवं सुरक्षा की भावना	१	२	३	४	५	लागू नहीं
स्थानीय थाई लोगों की बोली गयी अंग्रेजी भाषा	१	२	३	४	५	लागू नहीं
पैसों की कीमत	१	२	३	४	५	लागू नहीं
संपूर्णता में बैंकॉक यात्रा का संतोष	१	२	३	४	५	लागू नहीं

कृपया अपनी स्वीकृति के स्तर के अनुसार हर पंक्ति पर अंकित संबद्ध संख्या पर गोल बनायें.

इस यात्रा के निर्णय के समय निम्नलिखित में प्रत्येक कितना महत्वपूर्ण था? (बैंकॉक, पट्टाया, अयुट्टाया, सुखोथाई)	पैमाना					
	अमहत्वपूर्ण	कुछ महत्वपूर्ण	महत्वपूर्ण	काफी महत्वपूर्ण	बेहद महत्वपूर्ण	लागू नहीं
अपने परिवार के साथ होना	१	२	३	४	५	लागू नहीं
मित्रों के साथ यात्रा करना	१	२	३	४	५	लागू नहीं
नई चीजें सीखना	१	२	३	४	५	लागू नहीं
नई मंजिल(लें) देखना अनुभव करना	१	२	३	४	५	लागू नहीं
जीवन के नियमित कार्यों से दूर होना	१	२	३	४	५	लागू नहीं
नए मित्रों से मिलना (नई मंजिल में)	१	२	३	४	५	लागू नहीं
उन जगहों पर जाना जहां मेरे मित्र/संबंधी नहीं गए हैं	१	२	३	४	५	लागू नहीं
घर आने पर यात्रा के बारे में बात करना	१	२	३	४	५	लागू नहीं
कुछ उत्तेजक करना	१	२	३	४	५	लागू नहीं
तनाव घटाना	१	२	३	४	५	लागू नहीं
मजे लेना	१	२	३	४	५	लागू नहीं
शो व मनोरंजन का आनंद लेना	१	२	३	४	५	लागू नहीं
थाईलैंड व बैंकॉक जाना	१	२	३	४	५	लागू नहीं
एक ही यात्रा में विभिन्न स्थान देखना	१	२	३	४	५	लागू नहीं
सुंदर वातावरण, दृश्य, बीच का आनंद लेना	१	२	३	४	५	लागू नहीं
ऐताहासिक स्थानों, प्राचीन खंडहरों/मंदिरों महलों की यात्रा करना	१	२	३	४	५	लागू नहीं
अंतर्राष्ट्रीय यात्रा का आनंद लेना	१	२	३	४	५	लागू नहीं
ट्रैवल एजेंट/एयरलाइन प्रमोशन का लाभ उठाना	१	२	३	४	५	लागू नहीं
मैं जीवन में ऐसे मुकाम पर पहुंच गया हूं	१	२	३	४	५	लागू नहीं
आल इंक्लूसिव टूर/पैकेज टूर मेरे लिए आसान है (परिवहन, रहना, भोजन, व घुमाना)	१	२	३	४	५	लागू नहीं

मेरी यात्रा के बारे में

मैंने यह रकम (भारतीय रुपये) खर्च की इलेक्ट्रॉनिक्स पर:......................... कपड़ों पर........................... हस्तकला/स्मृतिचिन्हों पर......................

➢ मैं फिर से जाना चाहूंगा:
  ▪ बैंकॉक क्षेत्र: ☐ हां ☐ नहीं
  ▪ थाईलैंड: ☐ हां ☐ नहीं
➢ मैं अपने मित्रों/परिजनों को यहां जाने की सलाह दूंगा:
  ▪ बैंकॉक क्षेत्र: ☐ हां ☐ नहीं
  ▪ थाईलैंड: ☐ हां ☐ नहीं
➢ अपने बैंकॉक क्षेत्र अनुभव में जो मुझे सचमुच सबसे अच्छा लगा (कृपया अपनी टिप्पणी दें)

➢ अपने बैंकॉक क्षेत्र अनुभव में जो मुझे पसंद नहीं आया (कृपया अपनी टिप्पणी दें)

➢ बैंकॉक/थाईलैंड आने वाले भारतीयों के या अनुभव को निखारने के लिए आप क्या सुझाव दें सकते हैं?

आपके समय और सब्र के लिए धन्यवाद !

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