A STUDY OF TOURIST LEVEL OF SATISFACTION AND ITS EFFECTS ON THAILAND'S TOURISM

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Abstract

The growth of tourism industry has increased in the competition of international tourist destination specifically in Southeast Asia where the beaches, rich cultures, and friendliness of people are widely known. In accordance, overall satisfaction of a destination could be a key indicator for choosing a destination to revisit and be referred to others. This study aims to 1) to evaluate the tourist satisfaction during their stay in Thailand, 2) to examine any differences in travel satisfaction among tourists with different demographic profiles, 3) to assess the dissimilarities in tourist satisfaction between first time and repeat visitors in Thailand, and 4) to analyze whether tourist satisfaction affects the intention of travellers to revisit Thailand. A total of 300 questionnaires were distributed to international tourists who were taking a rest at the Temple of the Reclining Buddha and Saphan Taksin pier in Bangkok, Thailand from March 1-3, 2015 starting from 11:00 AM to 7:00 PM. Descriptive statistics, independent sample mean t-test, and ANOVA, were used to analyze the data that were collected. It was found that there is a significant difference in the level of satisfaction between tourists from now and tourists from more than 10 years ago.

Keywords: tourist satisfaction, revisit intention, referrals, first time and repeat visitors, Thailand

Introduction

Thailand has been one of the most visited countries in the world. According to The Daily Telegraph UK (2014), Thailand was the tenth place in having the most tourist arrivals in the year 2013 with 26.5 million tourists which is 18.8 per cent increased from their previous year. Although late 2013 until early 2014, Had been a rocky road for Thailand due to the political unrest, Bangkok, the capital city of Thailand was recorded as the third most visited cities in the world in the year 2013, while Phuket and Pattaya were ranked 15th and 18th place as published by The Daily Telegraph UK (2015).

Thailand is known as the country which was never colonized by a Western country as compare to its neighboring countries in Southeast Asia. This results into their preserved culture that is prevalent in the country until the present time. In relation to this, major tourist attractions of Thailand have always been related to its magnificent culture and rich history such as Grand Palace, Ayutthaya, and Bridge over the River Kwai.

As tourism grow in Thailand, lots of internationally acclaimed hotel and resort chains expanded and shifted their productions in Thailand. With lower lodging rates as compare to their branches abroad, tourists and locals can experience high quality services, facilities, amenities, and other offerings of these hotel and resort chains in Thailand without having to worry about the price. Moreover, Thailand has local brand hotels and resorts that are highly recognized by international tourists that can compete with the international hotel and resort chains giving a wider choice of accommodation to visitors in Thailand.

However, there has been an increase in competition for Thailand as its neighboring countries such as Laos and Myanmar open their doors to tourists. According to Nirattakun (2013), market research director of Tourism Authority of Thailand, "Thai tourism has been developing for more than two decades, while some neighbouring countries such as Laos and Myanmar just opened their doors; so many people say these countries look like young women while Thailand is like a lady aged over 30." This threat urges for preventive measures in Thailand as tourism is the main contributor of Thailand's GDP. In order to combat this, the Tourism Authority of Thailand has to focus on encouraging repeat visitors. As stated by Black (2012, p. 26), "the only way to combat running out of visitors in the long term is to encourage people to come back," In relation to this, satisfaction level is a good indicator and greatly beneficial in attracting visitors to revisit a destination, as according to Rittichainuwat, Qu, and Mongkhonvanit (2002), "Since retaining tourist are as important as attracting new ones, it is necessary to understand international traveler satisfaction to design promotional campaigns and tour packages to attract and retain tourists." Unfortunately, there are few researches that solely focus on tourist satisfaction in Thailand as stated by Rittichainuwat et al. (2002), "Most of the empirical studies on travel satisfaction have focused on North American, European, Australian, and East Asian countries. Nevertheless, there are a few empirical research studies about the tourism in Indo China, specifically, Thailand." This study will examine whether there are changes on the travel satisfaction level of tourists from the research of Rittichainuwat et al. (2002) compared to the present time.

Purposes

This study has four major purposes. First is to evaluate the tourist satisfaction during their stay in Thailand. Second is to examine any differences in travel satisfaction among tourists with different demographic profiles. Third is to assess the dissimilarities in tourist satisfaction between first time and repeat visitors in Thailand. And fourth is to analyze whether tourist satisfaction affects the intention of travellers to revisit Thailand.

Benefit of Research

This research benefits include 1) identifying the attributes that cause either satisfaction or dissatisfaction in order to provide better services to tourists, and 2) knowing the current needs and wants of the tourists to increase their level of satisfaction. This research will benefit the Tourism Authority of Thailand, service providers, tourism marketers, and other tourism-related agencies in Thailand.

Hypothesis

There is a difference between the level of satisfaction of tourists in Thailand from the past 13 years and the present.

Literature Review

Customer satisfaction has long been used by different industries in order to gauge the experience of the consumer whether they were delighted or displeased with the product or service. The importance of satisfying the consumers has been studied by many researchers. According to Devashish (2011, p. 41), "Customer satisfaction is directly related to the performance of products and services supplied by a specific company in terms of customer expectation. In today's competitive market place where different brands are competing for share in the market, customer satisfaction is one of the key differentiators. It is also a key result area of business strategy." Moreover, Hill, Roche, and Allen (2007, p.1) stated that, "Customers whose need are met or exceeded by an organisation form favourable attitudes about it." They also added that, "it's fantastic if organisations can delight their customers and even better if they can make customers feel some kind of emotional attachment to them. However, those feeling are no more than descriptors for the type of attitudes customers hold at the highest levels of satisfaction, just as disgust could describe extreme dissatisfaction and indifference the mid-range of the satisfaction spectrum." (Hill et al., 2007, p. 2)

In tourism, customer satisfaction can highly impact on destination success or failure. Bowen and Clarke (2009, p. 139) noted that, "Tourists are no longer shackled by a lack of choice and so need not return to where they have been dissatisfied - with regard to transports, accommodations, attractions, tour operators or travel agents, web site or destination organizers or any other tourism providers." Since travelling can be considered a risky purchase, consumers are more deliberate when choosing tourism products or services. However, if tourists are satisfied or delighted, the impact on the destination would be greater. As Devashish claimed (2011, p. 41), "Tourism is all about experiences and taking back memories. Each tourist destination aspires to make tourists so satisfied and happy that not only do they decide to back again but also motivate others to visit that destination." Moreover, Mat Som and Badarneh (2011) stated, "Satisfaction affected positively the short-term re-

visit intention." They also added that "Satisfaction could be represented as post-trip evaluation by both repeaters and first-timers" (Mat Som and Badarneh, 2011). In addition, Cole and Illum (2006) stated that "It is commonly believed that high level of service quality will produce satisfied visitors who are more likely to spread positive word-of-mouth, and to be repeat visitors." Furthermore, Thrane (as cited in Jago and Deery, 2006) had noted that, "higher levels of intentions to recommend were associated with higher levels of satisfaction."

Research Process

This study uses a self-complete questionnaire to measure the satisfaction of international tourists during their visit in Thailand. On March 1-3, 2015, the authors went to the temple of the Reclining Buddha (Wat Pho) and Saphan Taksin Pier in Bangkok, Thailand starting from 11:00 AM to 7:00 PM to distribute the questionnaires to a convenience sample of international tourists who were taking rest at the temple and pier.

The authors asked tourists to fill out the questionnaires and asked further questions about their level of satisfaction during their trip in Thailand. For the elderly tourists, the authors read the questions and filled out the questionnaires for them based on their answers. The questionnaire took approximately 5-10 minutes. A total of 300 out of 412 distributed questionnaires were returned, yielding a response rate of 72.8 percent.

Population and Sample

The population of this study was international tourists who visit major attractions in Thailand. A convenience sample of 300 tourists at major tourist attraction places in Bangkok was surveyed.

Among all the tourists who participated in the survey, two-thirds of the respondents were leisure tourists who visited Thailand for relaxation and fun and one-third were business tourists and most of them were young adults. A total of 300 out of 412 distributed questionnaires were returned, yielding a response rate of 72.8%

Instruments

The questionnaire was derived from Ritti-chainuwat et al. (2002). It aims to find out the level of tourist satisfaction about Thailand and to help Thai tourism industry to provide products and services to serve the tourists better in the future. The questionnaire consists of three parts. The first part is to collect the tourists' characteristics including their revisit intention and likelihood of recommending Thailand. The second part is to examine the level of satisfaction of tourists visiting to Thailand with a 5-point likert scale, ranking from 1 (strongly dissatisfied), 2 (dissatisfied), 3 (neutral), 4 (satisfied), 5 (very satisfied), as well as the overall satisfaction. The last part of the questionnaire includes the demographic profile of the respondents.

Data Analysis

Descriptive statistics including frequency distribution, independent sampling mean t-test and ANOVA were used to analyze the data. First, frequency distribution was used to describe the travel characteristics of the international tourists and the demographic profile of the international tourists. Second, descriptive statistic was used to identify the level of satisfaction of Thailand evaluated by international tourists. Third, independent sampling means t-test was used to identify any differences in the destination image between first timers and

repeat visitors, male and female, marital status, and education level. Lastly, ANOVA was used to identify any mean difference level of satisfaction according to their age group, occupation, and their continent of origin.

Results

Table 1 shows the demographic profile of the respondents. Based on the sample, there was an almost equal distribution between male (45.8%) and female (54.2%) and most of them were young adults (68.2%). The other respondents were middle-aged adults (20.7%), senior adults (3.7%), and adolescence (7.4%). Moreover, more than half of the respondents were single (62.7%) while 37.3% were married. The ability of the English language was needed in answering the questionnaire which results to most of the respondents coming from western countries including 60.5% from Europe, 12.8% from the Americas, 6.4% from Oceania, while 18.9% were from Asia and 1.4% came from other countries. The sample also shows that almost three-fourths of the respondents were part of the workforce while the others were students (22%), retired, unemployed and housewife (6.3%). Moreover, most of the respondents were highly

Table 1: Demographic Profile

Items	Category	Frequency	Percent
Gender	Male	137	45.8
	Female	162	54.2
	Total	299	100
Age Group	Adolescence	22	7.4
	Young Adult	204	68.2
	Middle-aged Adult	62	20.7
	Senior Adult	11	3.7
	Total	299	100
Marital Status	Single	188	62.7
	Married	112	37.3
	Total	300	100
Continent of Residence	Asia	56	18.9
	Europe	179	60.5
	The Americas	38	12.8
	Oceania	19	6.4
	Others	4	1.4
	Total	296	100
Occupation	Employed	215	71.7
	Retired/Unemployed/Housewife	19	6.3
	Student	66	22
	Total	300	100
Educational Level	Non-degree Holders	60	20.2
	Degree Holders	237	79.8
	Total	297	100

Table 2: Travel Characteristics

Items	Category	Frequency	Percent
No. of visits	One time	207	69
	2-3 times	59	19.7
	4-5 times	13	4.3
	More than 5 times	21	7
	Total	300	100
Purpose of visit	Vacation / sightseeing	241	80.3
	Business	20	6.7
	Vacation and Business	15	5
	Convention / exhibition	1	0.3
	Visiting friends and relatives	13	4.3
	En route to somewhere else	2	0.7
	Others	8	2.7
	Total	300	100
Traveling with tour group	Yes	53	17.7
	No	246	82.3
	Total	299	100
Traveling with family	Yes	148	49.7
	No	150	50.3
	Total	298	100
Length of stay	3 nights or fewer	61	20.5
	4 - 7 nights	50	16.8
	1 - 2 weeks	89	29.9
	More than 2 weeks	98	32.9
	Total	298	100
Type of Information	Price	130	20
	Safety	119	18.3
	Climate	92	14.2
	Tourist Attractions	179	27.6
	Friendliness Of People	115	17.7
	Others	14	2.2
Intention to revisit	Yes	279	94.6
	No	16	5.4
	Total	295	100
If yes, when do you plan to visit Thailand again?	within one year	41	14.9
	1 - 2 years	102	37.1
	3 - 5 years	81	29.5
	More than 5 years	51	18.5
	Total	275	100
Will you recommend Thailand to your friends/relatives?	Yes	295	99.3
	No	2	0.7
	Total	297	100
Overall, are you satisfied with this visit to Thailand?	Yes	296	99.7
	No	1	0.3
	Total	297	100

educated consisting of 79.8% were degree holders while 20.2% were non-degree holders.

Table 2 examined the travel characteristics of the respondents. It shows that almost three-fourths of the respondents were first time visitors (69%) in Thailand whereas 31% were repeat travelers. The majority of the respondents were leisure tourists (84.6%), while 12% were business travelers, and 3.4% were visiting Thailand for other purposes. Most of the respondents were FIT travelers (82.3%) while 17.7% were traveling with a tour group. Moreover, there was an equal distribution between travelers travelling with family (49.7%) and travelling without family (50.3%). More than half of the respondents stayed in Thailand for more than a week (62.8%) while others stayed a week or less (37.3%). In addition, the type of information that the respondents mostly look for was 'tourist attractions' (27.6%), followed by 'price' (20%), and the least was 'climate' (14.2%). Nearly all of the respondents would like to revisit Thailand (94.6%) as opposed to the 5.4% who do not want to come back to Thailand. Half of the respondents may revisit during one to two years (52%) while the other half might come back to Thailand after three to five years or more (48%). In addition, respondents were all willing to

Table 3: Mean Differences between Tourists Level of Satisfaction of Thailand			
Items	N	Mean	Std. Deviation
Food prices	296	4.31	0.731
Type of foods	294	4.28	0.8
Attitude of Thai people toward tourists	297	4.23	0.863
Type of tourist attractions	298	4.16	0.711
Quality of foods	298	4.14	0.774
Service in hotels or guest house	296	4.08	0.784
A safe place for tourists	298	4.06	0.806
Prices of hotels or guest houses	295	4.03	0.773
Types of lodging	293	3.94	0.794
Service in restaurants	293	3.93	0.788
Quality of tourist facilities	298	3.93	0.762
Prices of fares	291	3.92	0.833
Quality of lodging facilities	294	3.9	0.753
Prices of shopping items	298	3.88	0.882
Service at tourist attractions	297	3.88	0.815
Types of local transportation system	296	3.87	0.893
Prices of tour and travel packages	294	3.85	0.861
Service of transporters	293	3.82	0.879
Convenience of local transportation system	293	3.82	0.92
Service in stores	291	3.77	0.807
Types of shopping products	296	3.77	0.856
Environment	297	3.66	0.916
Quality of shopping products	296	3.56	0.841
Cleanliness/hygiene	299	3.29	1.042
Valid N (listwise)	258		

recommend Thailand to their friends and relatives (99.3%) except for the other two respondents. Furthermore, all of the respondents (99.7%) except for one respondent were satisfied in their visit to Thailand.

Table 3 shows the mean differences between tourist levels of satisfaction in each item. Based on the figures, 'food prices' (4.31) has the highest mean score followed by 'type of foods' (4.28) and 'attitude of Thai people toward tourists' (4.23) while 'cleanliness/hygiene' (3.29) has the lowest mean score. Out of 24 items, eight items were scored highly as their mean scores were more than 4.00, while the other items have more than average mean score except for the cleanliness/ hygiene' which scored almost averagely.

Tables 4, 5, and 6 show the results of the independent sample mean t-test. Based on the figures, there was a significant difference between first timers (3.69) and repeat visitors (3.96) in 'type of shopping products'. In terms of marital status, there was a significant difference in 'type of food' between married tourists (4.45) and unmarried visitors (4.18). Moreover, the comparison between non-degree holder travelers and degree holder tourists shows that there were significant differences in 'type of shopping products' (N-D=3.66, D=3.92) and 'price of hotels or guest houses' (N-D=3.83, D=4.09).

Table 7, 8, and 9 illustrate the results of one-way ANOVA. Based on the statistics, there is a significant difference between adolescence and

Table 4: t-test Results Comparing First Timers and Repeat Visitors on their Level of Satisfaction					
	First Timers		Repeat Visitors		
	N	Mean	N	Mean	t-value
Type of Shopping Products	206	3.69	90	3.96	-2.554*

Level of satisfaction scale: 5 = very satisfied, 1 = strongly dissatisfied
* significant at p<0.05

Table 5: t-test Results Comparing Unmarried and Married Visitors on their Level of Satisfaction					
	Unmarried		Married		
	N	Mean	N	Mean	t-value
Type of Foods	184	4.18	110	4.45	-.275*

Level of satisfaction scale: 5 = very satisfied, 1 = strongly dissatisfied
* significant at p<0.05

Table 6: t-test Results Comparing Non-degree Holder Tourists and Degree Holder Tourists on their Level of Satisfaction					
	Non-degree Holders		Degree Holders		
	N	Mean	N	Mean	t-value
Type of Shopping Products	59	3.66	235	3.92	-.262*
Prices of hotels or guest houses	59	3.83	233	4.09	-.264*

Level of satisfaction scale: 5 = very satisfied, 1= strongly dissatisfied
* significant at p<0.05

Table 7: Significant Differences of Level of Satisfaction across Age Groups							
Items	Mean				F Ratio	F-Probability	Significant Difference Between Group
	Group 1	Group 2	Group 3	Group 4			
A safe place for tourists	3.52	4.11	4.06	4.27	3.704	0.012	Group 1 and Group 2 Group 1 and Group 3

Level of satisfaction scale: 5 = very satisfied, 1 = strongly dissatisfied
Group 1: Adolescence, Group 2: Young Adult, Group 3: Middle-aged Adult, Group 4: Senior Adult

Table 8: Significant Differences of Level of Satisfaction across Continent of Residence							
Items	Mean				F Ratio	F-Probability	Significant Difference Between Group
	Group 1	Group 2	Group 3	Group 4			
Service at tourist attractions	3.93	3.79	4.32	3.56	4.25	4.339	0.002 Group 2 and Group 3 Group 3 and Group 4

Level of satisfaction scale: 5 = very satisfied, 1 = strongly dissatisfied
Group 1: Asia, Group 2: Europe, Group 3:The Americas, Group 4: Oceania, Group 5: Others

Table 9: Significant Differences of Level of Satisfaction across Occupation						
Items	Mean			F Ratio	F-Probability	Significant Difference Between Group
	Group 1	Group 2	Group 3			
Prices of hotels or guest houses	4.01	3.67	4.20	3.702	0.026	Group 2 and Group 3

Level of satisfaction scale: 5 = very satisfied, 1 = strongly dissatisfied
Group 1: Employed, Group 2: Unemployed/Retired/Housewife, Group 3: Students

young adult in terms of Thailand being 'a safe place for tourists' (F=3.704, p≤.012). Moreover, there is significant difference of level of satisfaction across continent of residence. The 'service of tour' (F=4.339, p≤.002) has a significant difference between Europe and America, The Americas and the Oceania. 'Food prices' (F=4.161, p≤.003) has significant differences between the groups of Asia and others, Europe and others, as well as The Americas and others. Furthermore, the figures emphasize the significant differences of level of satisfaction across occupation. There is a significant difference between the Group 2 who were unemployed, retired and housewife, with the Group 3 who were students. The students were very satisfied with the 'price of hotels and guesthouses' while the people who have no income do not have enough satisfaction for the prices (F=3.702, p≤.026).

Discussion and Conclusion

This study examines the change in level of satisfaction of tourists visiting Thailand from Rittichainuwat et al. (2002) studies. As shown from table 10, there have been few changes in the

ranking of different attributes although three attributes stayed in the top five rankings in both studies. As compare to Rittichainuwat et al. (2002) studies, food prices and attitude of Thai people toward tourists were still in the same place, however, the type of foods increased its ranking to second highest attribute in this study. Moreover, three of the highest attributes in this study is related to food. This is not surprising as Thai food is very well known in the world. Based on the survey conducted by Rough Guides (2014), a travel guidebook and reference publisher, Thailand was voted second best cuisine in the world. One of the voters described Thai food as "favored cuisine because it's fiery-hot

with chilli, fresh with lemongrass and fragrant with coriander." Moreover, Thailand does not only offer Thai food but as well as international cuisine such as Indian, Italian, French, Mexican, etc. In addition, two of Thailand's restaurants were included in 'The World's Best Restaurants 2014' created by 'The Diner's Club' which were Gaggan, an Indian restaurant voted 17th, and Nahm, a Thai restaurant voted 13th. Furthermore, the food prices in both studies are placed the highest in all the attributes. Although almost 13 years had passed since the study of Rittichainuwat et al. (2002), the prices of food in Thailand did not increase that much while the disposable income of tourists had likely

Table 10: List of attributes with the highest mean level of satisfaction

Attributes	Rittichainuwat et al. (2002)		Attributes	Current Study (2015)	
	Mean	SD		Mean	SD
Food Prices	3.79	0.92	Food prices	4.31	0.731
Service In Restaurants	3.75	0.84	Type of foods	4.28	0.8
Attitude Of Thai People Toward Tourists	3.75	0.95	Attitude of Thai people toward tourists	4.23	0.863
Type Of Foods	3.74	0.94	Type of tourist attractions	4.16	0.711
Type Of Lodging	3.74	0.87	Quality of foods	4.14	0.774

Table 11: List of attributes with the least mean level of satisfaction

Attributes	Rittichainuwat et al. (2002)		Attributes	Current Study (2015)	
	Mean	SD		Mean	SD
Cleanliness And Hygiene	3.02	1	Cleanliness/hygiene	3.29	1.042
Environment	3.2	0.95	Quality of shopping products	3.56	0.841
Convenience Of Local Transportation System	3.39	0.9	Environment	3.66	0.916
Service Of Transporters	3.4	0.84	Types of shopping products	3.77	0.856
Types Of Local Transportation System	3.4	0.87	Service in stores	3.77	0.807

increased by now. This can be the reason why the food prices is still in the highest place as well as the mean level of satisfaction in all attributes have greatly increased as well. However, table 11 shows the attributes with the least mean level of satisfaction. Thailand has still have problems with its cleanliness and hygiene as it was still the attribute with the least mean score. Moreover, there has little increase in the mean score of the this attribute which means that this issue has been addressed but not fully as tourists still complain about this especially the cleanliness in the public places. Furthermore, the environment was also still placed in the least mean level of satisfaction although there has been a little change in the mean score which means that there have been few changes although it can still be improved by the Tourism Authority of Thailand. Wipatayotin (2015) stated that, "Authorities are coming up with measure to control the number of tourists visiting some of the Andaman Sea's famous islands in a bid to limit damage to the environment." They also added that, "Department officials informed the minister that Koh Tachai, part of Mu Ko Similan National Park in Phangnga province, is at risk of environmental degradation, in the form of spoiled coral and mounting rubbish, resulting from a surge in the number of tourists." As tourism surges, most of the natural attractions have been exploited which is hard to recover especially in Thailand where tourism is the main source of income. Furthermore, the issue about the transportation system of Thailand from the study of Rittichainuwat et al. (2002) was no longer the current issue as there was an improvement in the infrastructure in Thailand providing better modes of transportation such as BTS and MRT; however, it was replaced with issues regarding shopping prod-

ucts and service in stores. Since most of the local products are sold cheap, the quality would likely be lower as compare to international standards. However, the other two least mean level of satisfaction: types of shopping products and service in stores were not lowly scored as compare to other three attributes which were score almost averagely.

Based on the results, there has been not much of a difference between first timers and repeat visitors except for the types of shopping products. Since first timers are new to the destination, they might not be able to search easily for products that they would like to buy unlike repeat visitors who are already familiar with the destination. According to Gursoy (2011, p. 73), "The logic behind this proposition is that if a traveller has been to the destination before, he/she is likely to have more familiarity and expertise on the destination than a traveller who has never been to the destination."

Based on the results, educational attainment could affect the satisfaction level of tourists. Tourists who are degree holders have higher level of satisfaction in type of shopping products and prices of hotels or guest houses than travelers who does not have a degree yet. Since degree holders would likely have higher income as compare to non-degree holders, they would likely shop in better places as well as consider the prices of hotels or guest houses affordable than the latter. As according to De Graaf (2014, p. 194), "more highly educated people simply earn more money, and, therefore, spend more as well."

The results also indicated that there were differences across age groups especially when it comes to Thailand being a safe place for tourists. According to the results, adolescence has lower

level of satisfaction on this matter as compare to young adults and middle-aged adult. Since adolescence tourists were aged 19 and below, most of them are likely to experience fear being in new surroundings. As stated by Comninellis and White (2006, p. 32), "All of us, when we meet a new person or encounter new situations, draw conclusions about them: whether the person is trustworthy or the situation is safe, for example. A particular challenge in adolescence is that new situations and first impressions are extremely common." This is common to first timers adolescence.

As shown in the results, there has been a significant difference between tourists coming from The Americas to tourists coming from either Europe or Oceania in terms of service at tourist attractions. This was quite surprising as all of these were tourists from Western countries. Although, there have been some studies that compare these western countries to each other. According to T. Egmond, and A. Egmond (2007, p. 88), "Europeans aren't that direct. Moreover, Europeans are better prepared while travelling, they know much more about the country. They know what to expect and have made enquiries in advance." This could mean that knowing what to expect could lead to lower satisfaction than not knowing to expect. Moreover, Maciamo (2012) have noted that, "Europeans are used to go "abroad" since their childhood, European countries being so small, and do not feel the whole experience to be so exceptional." Since Europeans are so used to travelling, their level of satisfaction is expected to be lower than other nationalities.

The results indicated that there were differences across occupation. As shown in the results, people that are unemployed, retired, or housewife have lower satisfaction on prices of hotels or guest houses as compare to students. An explanation for this is that students could stay in any accommodation as long as it offers a better price, unique design and tech amenities. As according to Shankman (2013), "young travellers are more concerned about price, Wi-Fi connection, online reviews, last-minute bookings, unique destination, and open work areas." Since there are a lot of accommodation such as hostels, guest houses, bed and breakfast which provides Wi-Fi connection and can be booked for affordable price, students have better choices than tourists that are unemployed, retired, or housewife who would like a better accommodation with full service that can be purchased for a limited budget.

In conclusion, it is very important to be updated on the changes of level of satisfaction of a destination in order to properly address the issues that dissatisfy tourists as well as to further improve the attributes that satisfy tourists to encourage them to come back in the destination. Knowing the differences between tourists with different demographic profile could help with the marketing promotions of the destination to correctly market to the right segment.

Recommendation

The level of travel satisfaction has great impact on attracting new visitors to a destination by recommendation of past visitors as well as retaining tourists through repeat visits. It is crucial to satisfy and delight tourists by finding out which type of services that dissatisfies them in order to improve the weaknesses and maintain the strengths of the destination. According to this research paper, most of the tourists were satisfied with the overall service of Thailand which means Thailand

has enough tourist attraction places as well as providing the great service such as transportation, culture, food, accommodation and overall facilities. Furthermore, service providers and the Tourism Authority of Thailand must make sure to provide better cleanliness and sanitation in every place especially in the public places since these are some of the most important factors that the tourists are seeking. If this issue is properly addressed, the marketers can promote Thailand as a clean and eco -friendly place which will encourage more tourists to the country. In addition, Thailand should provide great varieties of local and international food as most of the tourists are satisfied with the food in Thailand and prices of the food. Moreover, Thailand should maintain the historical places and cultural places which were one of the attributes with high level of satisfaction by tourists as these are one of the highlights when a tourist visits Thailand. Graburn and Moore (1994, p. 236) stated that "tourism is the commoditization of experience. Its products are mainly intangible." This explains that it is difficult to promote tourism products by old model so Tourism Authority of Thailand should widely redesign tourist attractions with recreational activities seeking out new adventurous experiences for both repeat travelers and potential travelers. Tourism Authority of Thailand have stated that the arrival of tourists had decreased in 2014 due to the military taking over of the country which tourists perceived as lacking safety and security. This resulted into negative effect on tourist travel intention in 2014. This study suggests that Thai government should ensure the safety of visitors by promoting peaceful image through media channel to increase the level of engagement with the visitors. In addition, Tourism Authority of Thailand should continue what they have been doing as they have proved their success with Thailand becoming more successful in international tourism industry.

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