

**INTERNATIONAL TOURISTS' SATISFACTION WITH THE QUALITY
OF SERVICE IN ACCOMMODATION IN THAILAND**

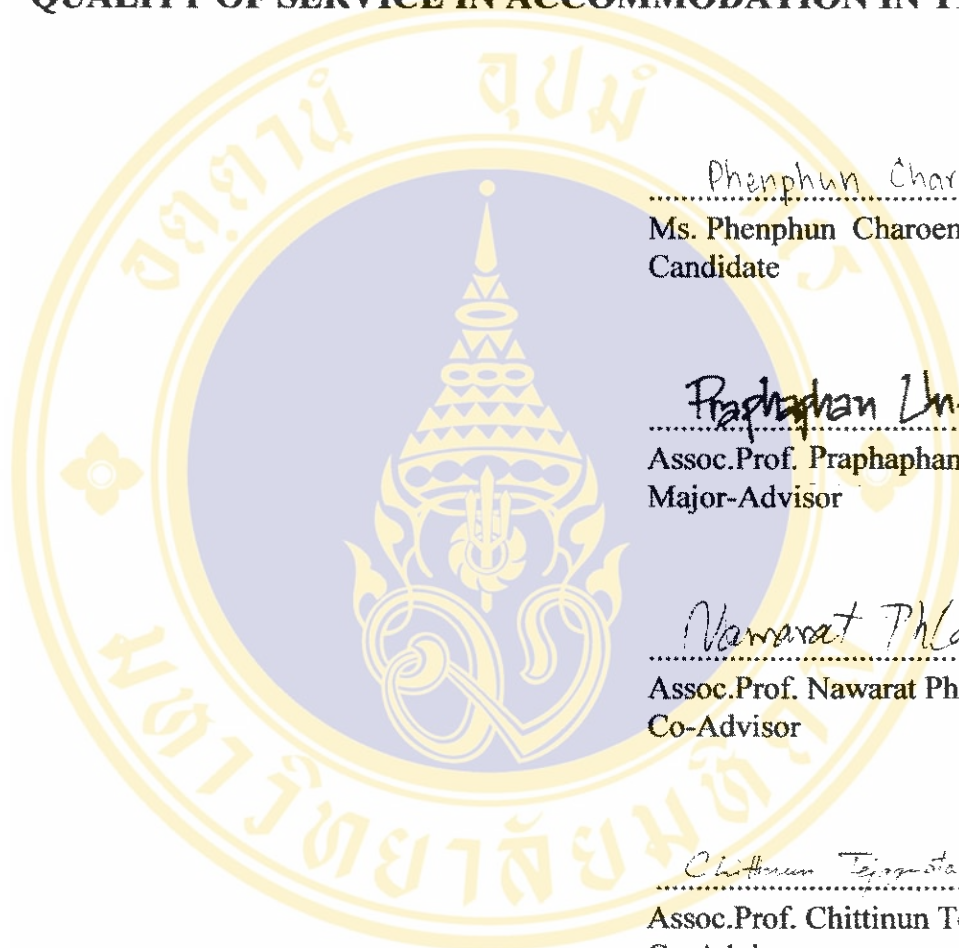


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Thesis
entitled

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QUALITY OF SERVICE IN ACCOMMODATION IN THAILAND**



Phenphun Charoenpong
.....
Ms. Phenphun Charoenpong
Candidate

Praphaphan Un-ob.
.....
Assoc.Prof. Praphaphan Un-ob, Ed.D.
Major-Advisor

Nawarat Phlainoi
.....
Assoc.Prof. Nawarat Phlainoi, Ed.D.
Co-Advisor

Chittinun Tejagupta
.....
Assoc.Prof. Chittinun Tejagupta, Ph.D.
Co-Advisor

Rassmidara Hoonsawat
.....
Assoc.Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies

Supavan Phlainoi
.....
Assoc.Prof. Supavan Phlainoi, Ed.D.
Chair
Master of Arts Programme
in Population Education
Faculty of Social Sciences and
Humanities

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**INTERNATIONAL TOURISTS' SATISFACTION WITH THE
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on
November 10, 2003

Phenphun Charoenpong
.....
Ms. Phenphun Charoenpong
Candidate

Praphaphan Un-ob
.....
Assoc.Prof. Praphaphan Un-ob, Ed.D.
Chair

Nawarat Phlainsai
.....
Assoc.Prof. Nawarat Phlainsai, Ed.D.
Member

[Signature]
.....
Dr. Tongchai Savadisara, Ph.D.
Member

Chittinun Tejagupta
.....
Assoc.Prof. Chittinun Tejagupta, Ph.D.
Member

Rassmidara Hoonsawat
.....
Assoc.Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies
Mahidol University

Suree Kanjanawong
.....
Assoc.Prof. Suree Kanjanawong, Ph.D.
Dean
Faculty of Social Sciences and
Humanities
Mahidol University

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Phenphun Charoenpong

INTERNATIONAL TOURISTS' SATISFACTION WITH THE QUALITY OF SERVICE IN ACCOMMODATION IN THAILAND.

PHENPHUN CHAROENPONG 4236933 SHPE/M

M.A.(POPULATION EDUCATION)

THESIS ADVISORS: PRAPHAPHAN UN-OB, Ed.D.(POPULATION EDUCATION), NAWARAT PHLAINOI, Ed.D.(DEVELOPMENT EDUCATION), CHITTINUN TEJAGUPTA, Ph.D. (HUMAN DEVELOPMENT AND FAMILY STUDIES)

ABSTRACT

The purpose of the study was to survey international tourists' satisfaction with the quality of service in accommodation in Thailand and the factors related to satisfaction, problems and the requirements of international tourists. The study was made using questionnaires as a tool. Four hundred European tourists who were in Thailand for the first time were studied as a purposive sample group data was statistically delineated through percentage, mean, standard deviation and stepwise regression analysis.

The results of this research revealed the satisfaction of international tourists toward quality of service was at a high level. The factors, ages, income per month and physical environment of accommodation had an impact on satisfaction at a statistically significant level at 0.05 and these could explain the satisfaction at a 52.3 percent level. The most common problems were lack of employee's knowledge and English skill, so tourists suggested language and convenient facility improvement.

Recommendations from this research are to develop employees to have more knowledge about service accommodation and language skills. Government policy suggestion recommends that the Tourism Authority of Thailand and related organizations should create and develop a curriculum and training. Accordingly they also have to focus on language skills.

KEY WORDS : SATISFACTION / INTERNATIONAL TOURIST / QUALITY OF SERVICE / ACCOMMODATION

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ความพึงพอใจของนักท่องเที่ยวระหว่างประเทศที่มีต่อคุณภาพการบริการของที่พักรวมในประเทศไทย (INTERNATIONAL TOURISTS' SATISFACTION WITH THE QUALITY OF SERVICE IN ACCOMMODATION IN THAILAND)

เพ็ญพรรณ เจริญพงศ์ 4236933 SHPE / M

ศศม ประชากรศึกษา

คณะกรรมการควบคุมวิทยานิพนธ์ ประภาพรรณ อุ่นอบ ศษค ประชากรศึกษา เนาวรัตน์ พลายน้อย กศค พัฒนศึกษาศาสตร์ จิตตินันท์ เดชะคุปต์ Ph.D.(Human Development and Family Studies)

บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาระดับความพึงพอใจของนักท่องเที่ยวระหว่างประเทศที่มีต่อคุณภาพการบริการของที่พักรวม ปัจจัยที่มีความสัมพันธ์กับความพึงพอใจ ปัญหาและความต้องการของนักท่องเที่ยวระหว่างประเทศ เก็บข้อมูลโดยใช้แบบสอบถามกับนักท่องเที่ยวระหว่างประเทศชาวยุโรปที่เดินทางมาท่องเที่ยวในประเทศไทยเป็นครั้งแรก จำนวน 400 คน ด้วยวิธีการเลือกตัวอย่างแบบเจาะจง ข้อมูลที่ได้นำมาวิเคราะห์หาค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์ถดถอยพหุแบบขั้นตอน

ผลการศึกษาพบว่า นักท่องเที่ยวระหว่างประเทศมีความพึงพอใจต่อคุณภาพการบริการของที่พักรวมโดยรวมอยู่ในระดับมาก ปัจจัยที่มีความสัมพันธ์กับความพึงพอใจต่อคุณภาพการบริการของที่พักรวมอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ได้แก่ อายุ รายได้ และสภาพแวดล้อมของที่พักรวม โดยตัวแปรทั้งหมดนี้สามารถอธิบายต่อความพึงพอใจต่อคุณภาพการบริการของที่พักรวมได้ร้อยละ 52.3 ปัญหาที่นักท่องเที่ยวระหว่างประเทศพบมากที่สุดคือ พนักงานผู้ให้บริการขาดความรู้ ความสามารถทางด้านภาษาอังกฤษ และนักท่องเที่ยวต้องการให้ปรับปรุงในเรื่องภาษาที่ใช้ในการสื่อสาร สิ่งอำนวยความสะดวกต่าง ๆ

จากการศึกษานี้มีข้อเสนอแนะในการพัฒนาคุณภาพการบริการของที่พักรวม ดังนี้ พัฒนาและฝึกอบรมให้พนักงานมีความรู้และเข้าใจงานบริการที่พักรวม ควรให้ความสำคัญในการเพิ่มทักษะด้านภาษาแก่พนักงาน การท่องเที่ยวแห่งประเทศไทยและหน่วยงานที่เกี่ยวข้อง ควรจัดหลักสูตรการฝึกอบรมที่เน้นหนักในการใช้ภาษาเกี่ยวกับการท่องเที่ยวและการโรงแรม

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CHAPTER I

INTRODUCTION

1. Background and significance of the problem

Nowadays, it is well known that human resource is the valuable factor in the development of any country in most areas. The populations of the country or human resource outlines the possibility of the better movement in country's progress. The result of the progress can also be valued by the populations control as the valuable deviation. Human resource is the important point in forming the progression in both societal and economic development. (Passorn Limanont, 1997: 1-3) Thus, in the development plan of the country, the human and economic resources are necessary to be simultaneously grown. On the account of the variety in population and social and economic change, the evolution should be upheld in accord. We can see that any country that applied oneself to the human resource development, they therefore generally have accomplished of their enhancement on society and economy sectors. Any country that obtains the fruitful natural resource but meanwhile ignored the human resource development, the quantity and quality of the population will cause the failure in social and economic development. However, when one country suffered by the lack of natural resource or by the natural disaster, they may do better. The catastrophe of the natural environment and resource, and the population's problem of unwell living standard is not only the social problem but is also the impediment in country's bettering way.

The thought about the development which succeeding to the national economic and social developmental plan, assures of the advocacy in the economic growth. The tactic in the developmental plan highlighted on the industrial part's outgrowth and the manufacture for exporting. Due to the advantage in the natural resource and human resource of the country that expanded the return basis to

determine of more income and job opportunities for nations. This tactic was considered as the ensuing appropriate method through the economy and society of the country at that time. Nonetheless, the prosperity in the general economy of the country and the entrepreneur excrescence were not the indication of the potency in the living standard of Thai people in the Thai society, on the whole. (The National Development of Economic and Society Committee, 1996: 5) The outcome from Thailand's progress in the developmental plan on economy and society of the national has restructured the agricultural output into the industrial outturn, according to the governmental policy. Through the governmental proposition in functioning by the national developmental plan on economy and society, raised numbers of state and private enterprises have been incorporated. The effect is the influence on population's employment. From this viewpoint, the growth of the labor quantity replaced the construction of the labor market by which the country's populations moved into the labor sector more. Subsequently, there is still the demand of skilled labor from employees, more each year. The worth technique in uplifting the human resource's quality in skills and labor expertise and the updated managerial superintendence would increase competence of Thailand economic system in global cycle. This way supports the economic and social developmental plan of the nation no.8, which disclosed of the human resource development. The previous concept about the economic development as the fundamental method was substituted with the idea of human as the centralized evolution. Since people is the foundation that indicates the effect of the nation's development in any area. The economic development implemented the generation in people's satisfaction and additional improvement of the living quality. And the nation had done with the only economic development's condition since this is not the ultimate goal in the national development. (The National Development of Economic and Society Committee, 1996: 5)

In these days, many state or private enterprises are minded by human resource as importance factor in the organization. It is recognized that there are several units or departments of many establishments that directly responsible for the human resource management. For instances, the personnel administration department, the human resource department, training office for skilled and knowledge course. The

training is regularly specified with training programs of personality, adjustment and creativity by ways of education, training and development provided from either organizational or personal arrangement. The objective is to improve of the conception, knowledge, intellectuality, personality and applicability of the trainees at profession. (Paphavadi Prajaksupaniti, 1998: 88) At some instant, after the training, the monitoring and evaluation program is necessary applied in order to assess trainees' skills, knowledge and abilities. This is to ensure the redemption of capability and proficiency of the trainees at work and to assess whether the fulfillment of training program is completed or not. In the evaluation's process, the monitors usually are the administrators or the person in charge of the person who was evaluated. However, the evaluation process can be done without the direct evaluation on trainees. The other estimation is based on customers' satisfaction. In general, most corporations in service industry commonly provide of the skilled and knowledge training to serve customers. Nonetheless, the acknowledgement of clients' satisfaction by direct interaction demonstrates fair feedback and indicates key evaluation in implying of the finest human resource development's means. The achievement in human resource development of each organization can be evaluated by the quality of service that efficiently served customers' demand.

Tourism Industry is another service industry that contained with several kinds of businesses. The direct businesses which involved in tourism industry is transportation, hotels and accommodations, restaurants and cafes. The merchandise that directly offered to tourists is the service. In addition, the indirect service in tourism industry is agricultural manufacture and handicrafts. Tourism industry provides more work opportunities and profession's choices since it needs people who have to perform the service tasks, which specifically required in direct tourism businesses such as hotels, restaurants and tour companies. Furthermore, tourism plays a significant role in generating and applying the national resources at the excellent profit. When tourists traveled to any places, their expenses hardly could be avoided of food costs and handicrafts or accommodations' costs for after nightfall's stay. The tourists' money is not restrained in hotels but also is localized around retail farmers. This made the dramatic progress in the country's economy. The national earnings of

overseas currencies was established since 1982. The net proceeds from tourism industry became the number one national income when compared with other exported stock. (Nicom Jarumane, 1993: 5-6) The profits from tourism industry in the year 2001 had reached 299,047 millions baht (Jarinya Charoensuk, 2002: 8). Tourism industry is considered as the nationwide networking industry which the employment's numbers are compiled exceedingly. For this positive period of years, the releasing of extensive amount of annuity or income made the tourism industry as the much significant position of Thailand economic gain.

From this situation, and along with the situated society as Voravit Jareonlert asserted that the modernization theory defined the three platforms of social development which included of agricultural, social industrial and servicing society. (Maka Kittisangka & Chinarat Somsuep, 1999: 426) Moreover, when nation developed into the highest structural case, the majority of the whole population will be brought up to work for service sector. In Thailand, the labor immigration gave expeditious rise to the urban area for work eventuality in service sector. Conclusively, this revealed that servicing industry has played a significant role in Thailand's economy since the beginning of the 70's decade from 1970.

In another particular perspective, in the year 1990, the servicing industry has showed the percentage of whole laborers in the servicing sector at 27 percent from total laborers' numbers. However, the servicing sector of commerce is the branch that contained of high technology and efficient operation in processing strong exertion. For examples, the servicing in business information, and of movement from hotel and restaurants and entertainment enterprise, which is the main activity of service industry. Moreover, Thai society is growing into new society as the double idiosyncratic society. While Thailand is a developing country, in which will be propelling into industrialized country. At the same time, it is also the service industry's society. (Nikom Jarumane, 1993: 138) From the survey of laborers in tourism industry in the year 1997, it is estimated that the number of laborers in accommodating business is 249,804 individuals. There are four levels of these workers' performance, such as the non-technical skilled staffs, medium-technical employed staffs, higher level of

technical operative staffs and administrative staffs. (Tourism Authority of Thailand, 1997b: 5-8)

The accommodating business is one sector in the tourism industry which plays a significant role in the whole economic system of Thailand. Considering the entire money spent by international tourists in the year 2000, it is located that these tourists spent on goods and souvenirs at the highest proportion at 34.67 percent while secondary is accommodation's expense at 24.16 percent. (Tourism Authority of Thailand, 2000: 79-85) From the year 1998, it has displayed an increased inclination of inbound tourists' numbers. Since foreigners have traveled into the country successively. (Tourism Authority of Thailand, 2000: 1) Besides, 10,872,976 international tourists traveled into the country in the year 2002 and stopped by 7.98 days on the average. The objective in taking a trip as the rest is situated at 89.26 percent. (Tourism Authority of Thailand, 2003: 1) Most tourists from overseas required to stay overnight in the place, which chiefly positioned close to the touring locality.

The variable bearing in this millenium brought about anew world trade's rule. For examples, there is a General Agreement on Tax and Tariff (GATT), a combination of countries in the pattern of NAFTA or North America Free Trade Area and APEC or Asia Pacific Economics Cooperation Countries. The competition in reformist economic system of national and international marketing has been developing the progressive technology. The competition among most organizations became intensive. Thus, the commerce sector had to develop the proficient and effective tactic, specifically such as services, in order to suit the unlimitedly expanded and changeable world economy. (Lucus, 1966 cited by Tanint Suwongwarn, 1998: 3) The service is in force by the year 2000. Since in the progressive competition's situation, human resource is the productive factor that get exceedingly important. Organization's personnel are the important resource that support the company to go accomplished, in practices and organizational management. The personnel in any organization are the influential part in managing general work in most effective way to the accomplishment. (Louise Jampates, 1992 cited by Siriratn Suwannatat, 1999: 2) In the

national economic and social development's plan, no.8, from 1997-2001, has suggested that there is the need of cooperation between state and public sector in tourism industry, in order to eliminate the difficulties and to uplift the quality and quantity of personnel in tourism zone. Likewise, this cooperation supported the policy in developing human resource of Thai people as taking part in the tourism industry, by means of widening the competency of human resource in tertiary and vocation instruction. This human resource is required to meet the standard and settle upon the labor amount's needs of tourism industry. (Nualnit Rittirak, 1996 cited by Voravit Vipatavanich, 2000: 3)

Because of the development's policy in promoting tourism campaign from the year 1997-2003 in Thailand, the incitement in bringing forth of skilled and adequate people in tourism industry is extended to the international level. This also forwarded the policy of liberal market of service commerce and promoted more work opportunities for Thai population in tourism industry. (Tourism Authority of Thailand, 1997a: 89) Though the tourism industry brought about new technology in the development but it accordingly highlighted on human recourse as main service sustenance. (Nicom Jarumanee, 1993: 139) This demonstrated that the importance in preparation of the standard's quality in human resource development of tourism industry for present and future sufficient means.

In hotels or accommodation business, there are many personnel administrators and staffs from top level to personal ground. Each worker has different roles and duties which play the similar significant role in managing the hotel's service. Since the work attribution of service task in hotel business is different from service work in other servicing departments and businesses. The person who desired to aim of work achievement needs to develop the idiosyncrasies of service minded, welcome and active personality, patience for customers' demands, flexibility at work, good manner and politeness included with the enthusiasm in providing assistance to others. Moreover, the specific ability in assessing, managing and preparing for customers' demands in the company of proper and sincere manner, will confer of profession's fulfillment. Though these idiosyncrasies are outside factors of skills' requirement in

the job description, but the service quality's ranks are graded by customers toward the organization's personnel. The heart of the service is attended by the service provider who caters nearby to customers. These providers also need to understand the culture and language of consumers, to use correct language skill and hospitality skill, to create good attitude toward service work, to manage the need in difficult situation and to develop active personality. (Laied Silanoi, 2000: 17) The particular personality of Thai people are set specifically as friendly, helpful and joyful mannerism, which is essential for service industry. The notability of consumer comes first policy is habitually brought to bear in hotels' business. The hotels business's survival mechanism in business ordinarily depended on the satisfaction and impression of customers with the motivation to allow themselves for re-entry the service once again. (Chittinun Tejagupta, 1997: 8)

From this standpoint, hotel corporations usually ascertain of the best method in human resource development for former and new labors to contributing of efficient exertion. For instances, when a person is employed, they must be trained for general and essential work understanding. As a usual, the pattern of human resource development can be done in several designs depended on the proper objective such as to educate, to give a training course, to perform a seminar or to act of practice session. (Somdej Sittipongspittaya, 1997: 265) According to Jongpis Siriratn (1996), her study focused on the management of human resource in tourism industry in Thailand. The research investigated the hotels' performance in the North, Central and South part of Thailand which dwelled of many affluent tourist spots, which contained most capital investment in the tourism industry. Her findings revealed that all hotels agreed that the importance of personnel development is necessary. The number of 49 hotels (92.5 percent) from all hotels preferred the on-the-job training in skill development among staffs. The other training methods are orientation, skill practice session, work distribution and managerial and developing methods and other workshop which had been used for some time in the personnel development program. The study also indicated that Novotel hotel in Bangkok showed the best performance in personnel development because of their standard of quality as the work's guidance. That standard of quality named 95 Bolt which comprised of 7 factors; friendliness, standards,

commitment, recognition, consistency, value and participation. This has programmed for different staffs such as the technical expertise for the serviceable staffs to improve their pertinent ability, and furthermore, designation's skill in management and administration for executives and managers. In addition, this would improve knowledge, ability and skill in managing and develop the attitude in order to support every level's staffs for appropriate disposition relating to the type of work, work environment and organization's direction. (Sommart Sripetch, 1993: 1-2)

The studies about the service from hotel provided to customers is the comparative study between hotels in Nongkhai province and hotels in Vientiane capital. (Pensri Jareonvanich & Somjit Juengsanganpornasuk, 1997: 89-94) The finding of this study proved that there is the similarity of factors that motivated clients to request the service. Those factors are the goodness of hotel's ambience, security system, service attendance, courtesy of staffs. The satisfactory level of customers to hotel service is best at the hospitality and warm reception by hotel staffs. There were also difficulties found out of the service of hotels in Nongkhai province, that human resource are unqualified. Since staffs have no language ability in communicating with foreign tourists. Thus, there is the lack of knowledge of expertise and service. In addition, the supposing service were diverse which did not respond to customers' needs. Customers therefore were inconvenient in having an access to prepared service, which disappointed them. There are also other researches about hotel business, which mostly focused on the methodology to find out human resource in the business and studied about human resource development and training. (Terratat Kongjarn, 1998) The studies are contained only with hotel personnel's opinions, comparative study of personnel administration (Wanvimon Amrinnukroh, 1991), and the evaluation of training procedure for specific program. (Sommart Sripetch, 1993)

Another principal problem of service staffs in service business is the insufficiency in labor. The service business is necessary to get knowing, skillful and experienced workers. Though the advancement of the human resource is expanded, but there is still inadequate toward the demand. (Chusana Rungpatchim, 2001: 198) In these days, there is a study project to arrange the developing program in tourism

industry of the nation following the national socioeconomic development's plan, no.9, from the year 2002-2006. This operation needs to meet to the nation's doom and its tactic emphasizes onto upgrading of attribute and basis of the nation. The measurement is the establishment of quality assurance's system, educational standard, tourism knowledge's workshop, certain system of industrial standard, for instances, the stars given for hotels and service standard. (Tourism Authorities of Thailand, 2001: 5) Correspondingly, Tourism Authorities of Thailand or TAT is encouraging the supporting project of long stay tourism project. This targeted through Japanese, American and Scandinavian tourists, over 55 years old. This project insists them to stay in Thailand longer than general tourists. And the project is the long-term which planned to get 200,000 tourists to stay in Thailand around 10 months. It estimated that if tourists' outgo is at bottommost of 50,000 baht, the national income will be utmost of 100,000 millions baht. The tourism authority of Thailand and networking organizations has been working on the improving of facilities in most areas. For examples, the implementing of accommodation and service's standard, which is advantageous for the country. (Kanistha Pondouam, Ed., 2001: 25)

On the point of the significance and the declared problem, the researcher assume that the quality of business's service for tourist customers is very important. Though the personnel quality of hotel business is in the pleasing level. But tourists still may compare the service to overseas' service of accommodating business since they traveled to many countries. The human resource development is thusly needful. Once tourists have an impression, they will come back again. (Chartchai Tebpang, 1995 cited by Pravit Saithongkam, et al., 1998: 2) Each accommodation in many areas has developed the human resource in different modes for sometimes ago. It is suggested that the evaluation of satisfaction from tourists toward the service is practicable. Since this is the assessment that reflective the service's outcome whether it has been served customers enough or less. The result from the evaluation from tourist customers is rewarding since it reflects the performance of workers by the observation of tourist customers. Moreover, this is another method that given a chance for customers to evaluate the finished service so that other service's requirement may be suggested. This information is the advantageous to the human resource development in

accommodation's business, in the form of giving instruction, skill training and behavioral improvement of the staffs to meet the efficiency. The evaluation's program and system mechanic were accomplished if tourists indicated superlative satisfaction to the quality of the service. On the contrary, if tourists reveal the general disappointment of the service, this will display the failing in human resource development of accommodation's service. The finding from this study can improve the service to become more effective. Because of developing human quality in accommodation business is a human resource development, employee should to have more knowledge skills and capability to get more efficiency for getting higher satisfaction of tourists. These human development as same as population development is develop for suitable current situation of Tourism Industry.

The researcher emphasize on the study of the satisfaction of international tourists toward the service quality by accommodation's business in Thailand. I also investigate the satisfactory level and relevant factors toward the service quality. Determinants of problems and demands of tourists is also analyzed in order to determine the implementation and recommendations for quality's development in the service of accommodation for tourists. Considering the survey result of hotel and guesthouse's visitors in the year 1999, it indicated that the total numbers of guests are 37.7 millions people. Bangkok is the city where most tourists visited at 37.7 percent of total numbers. While tourists visited the south of Thailand at secondly of 20.9 percent of total numbers. The comparative result between Thai visitors and foreigners displays that 48.8 percent of total hotel guests are Thai people and 51.2 percent are foreigners out of total numbers. In view of each part of Thailand, more than half of the hotel and guesthouse's visitors in Bangkok and in the south of Thailand are foreigners. (The Prime Minister's Office, 2001: 13) The information of lodgings in touring areas in the years 2000 confirmed that the foreigner visitors are 18.3 millions individuals (53.67 percent) while 15.8 millions people (46.33 percent) out of total visitors are Thais. (Tourism Authorities of Thailand, 2000: 4) Most international tourists have experienced in traveling to many countries, thus they can see the opposite sides of Thailand's accommodation's service when compared with other's excellent. Specifically, European customers seem to travel a lot since it is the notability of their

way of life. So, the researcher have selected to study only the recruited participants who are European tourists who entered Thailand for the first time visiting. Because first time visitors have never been serviced by any accommodation in Thailand and the service cannot be compared with the previous service. The result from the finding is expected to reveal the validity of the satisfaction for service quality of the accommodation.

2. Research objectives

2.1 This study evaluates the satisfactory levels of international tourists toward the service quality of accommodations in Thailand.

2.2 This study examines the factors related to international tourists' satisfaction toward the service quality of accommodations in Thailand.

2.3 This study analyzes the problems and the demands of international tourists toward the service quality of accommodations in Thailand.

2.4 This study implementation and suggestions the development's concepts toward the service quality of accommodations in Thailand.

3. Research questions

3.1 What are the satisfactory levels of international tourists toward the service quality of accommodations in Thailand?

3.2 What are the variables that related to the satisfaction of the international tourists toward the service quality of the accommodations in Thailand?

The assumed variables are the personal characteristic such as

- Sex
- Age
- Race
- Educational level
- Occupation
- Income

The factors of traveling characteristics

- Traveled objective
- Traveled arrangement
- Traveled duration
- Traveled experience

The factors of the services

- Location of the accommodation
- The accommodation category
- The external communication
- The physical environment of accommodation

3.3 What are the problem and the demand of international tourists toward the service quality of the accommodations in Thailand?

3.4 What are the implementation and suggestions the development's concepts toward the service quality of accommodations in Thailand?

4. Research hypothesis

4.1 The personal characteristics of each international tourists is related to the satisfactory level toward the service quality of accommodation in Thailand. The subsequent assumptions display particular explanations.

4.1.1 Sex of international tourists is related to a satisfaction of quality of service accommodation in Thailand.

4.1.2 Age of an international tourists is related to a satisfaction on quality of service of accommodation in Thailand.

4.1.3 International tourists' race is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.1.4 The level of the international tourists' education is related to a satisfaction of quality of service in accommodation in Thailand.

4.1.5 International tourists' occupation is related to tourists' satisfaction on the quality of service toward accommodation in Thailand.

4.1.6 International tourists' incomes is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.2 The traveling characteristics of international tourists is related to their satisfactory level of the service quality from accommodations in Thailand. The subsequent assumptions illustrate particular clarification.

4.2.1 The traveled objective of international tourists is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.2.2 The traveled arrangement of international tourists is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.2.3 The traveled duration of international tourists is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.2.4 The traveled experience of international tourists' is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

4.3 The factor of the service in favor of international tourists is related to their satisfactory level of the service quality from accommodations in Thailand. The subsequent assumptions illustrate particular clarification.

4.3.1 The location of accommodation of international tourists is related to tourist satisfaction on the quality of service toward accommodation in Thailand.

4.3.2 The accommodation category is related to tourists satisfaction on the quality of service toward accommodation in Thailand

4.3.3 An external communication of international tourists is related to tourist satisfaction on the quality of service toward accommodation in Thailand.

4.3.4 Physical environment of accommodation is related to tourists satisfaction on the quality of service toward accommodation in Thailand.

5. Scope of the study

This research is the exploration of the international tourists' satisfaction toward the service quality of accommodations in Thailand. The research method is the survey of information from international tourists which particularly recruited only for European tourists who traveled to Thailand for the first time visit. The recruitment of participants for this research is done at the Bangkok airport by which selected only European tourists who were leaving Thailand after the first time visiting period.

6. Limitation of the study

The researcher collected data from European tourists at international terminal departure. This was the several times to flight to Amsterdam and Frankfurt. That was why we found that most of tourists was netherlander including of some of tourist was not use English as the main language so, the researcher could not derived data from all of tourists. In other words, the researcher collected data from International Tourists who can speak english only. Moreover, the time to collected data was in the night that's maybe made tourist unpleased to cooperate because they were tired all the day. Therefore, the researcher choose only tourists who please to do questionnaire as well.

7. Operational definitions

7.1 International tourists are defined as foreigners who are Europeans who traveled to Thailand for the first time. These international tourists must stayed overnight or longer in Thailand. Their travel purposes are varied such as for travelling rest, visiting the relatives, business reasons or other interests which they would not get paid by the traveled visit from anyone in the Kingdom of Thailand.

7.2 The satisfaction of the service quality means the feeling or the satisfactory level of international tourist clients toward the quality of the service from their accommodations. The service are distributed into five types such as the front office, guestrooms' work, food and beverage service and other services. According to the though to Parasuraman, Zeithaml & Berry. (1990) these five services must contain their quality of groundwork, responsibility, feedback to customers, customers' reliance, knowledge and understanding of the customers' nature. The satisfaction is separated into five levels included of very good, good, average, poor and very poor.

7.2.1 Tangibles appearance of physical facilities, equipment, personnel, and communication materials.

7.2.2 Reliability ability to perform the promised service dependably and accurately.

7.2.3 Responsiveness willingness to help customers and provide prompt service.

7.2.4 Assurance knowledge and courtesy of employees and their ability to convey trust and confidence.

7.2.5 Empathy caring, individualized attention the firm provides its customers.

7.3 Accommodations means the locations which accommodate rooms and boards, food and beverages and other facilities for tourist customers. This included of accommodation which are hotels, guesthouses, resorts and other lodgings as well. If tourists stay in any accommodation more than one place, the chief longest stay will only be weighed.

7.4 Service is clarified as any activities that produced by the accommodation's staffs due to their given responsibilities to serve customers' needs of convenience and satisfaction toward the service divided in 4 parts as follows;

7.4.1 The front service is outlined as the customer service since clients came into the accommodation such as reception, baggage/ luggage carrier.

7.4.2 The room service means housekeepers' work which looking after the cleaning of the guest's rooms and public areas.

7.4.3 Food and beverage service means the customer service that attending to clients of hotel's restaurants. The service is expected to be active, convenient and hygienic. The staffs of this service must have language ability other than Thai language to communicate with clients.

7.4.4 Other services are the other service for customers such as conference's room or healthcare facilities, for examples, gymnasium and swimming pool.

7.5 Personal factors means the information about tourists, for examples, sex, age, race, educational level, occupation, income.

7.5.1 Sex is divided as male or female individual tourists,

7.5.2 Age is concerning with the full life span of a tourists.

7.5.3 Race is referred to the countries in Europe where international tourists come from.

7.5.4 Educational level is the highest level of education of tourists which divided as high school level, college degree, undergraduate and postgraduate.

7.5.5 Occupation is the current employment/job of tourists.

7.5.6 Income per month is the money which tourists receive in average per month before deducted by the expenses.

7.6 The factors of traveling characteristics mean the information of tourists' traveling style, such as, traveled objective, traveled arrangement, traveled duration and traveled experience.

7.6.1 Traveled objective means the main objective of taking a trip which divided as for business purpose, official affairs, conference and travel rest. The objective will be chosen only by current travel on the condition that tourists used to visit Thailand before.

7.6.2 Traveled arrangement is defined as the way of taking a trip of tourists by taking into account of individual travelers and travelers with tour company.

7.6.3 Traveled duration is referred to the number of days when international tourists stay in the accommodations.

7.6.4 Traveled experience is related to the number of times which tourists travel in overseas countries excluding Thailand.

7.7 Service's factor means the information about the service from the accommodation. These included of the location of the accommodation, the accommodation category, the external communication and the physical environment of the accommodation.

7.7.1 The location of the accommodation is the location or the located field where international tourists have used the service. There are two areas: Bangkok metropolitan area and provincial area.

7.7.2 The accommodation category means the sorts of hotels where international tourists stay which categorized as 5 groups by the indication of the prices' rates of room and board and its standard. (Tourism Authority of Thailand, 2000: 9) The division of those five sets is the following description.

Group 1 Prices ranged from over 2,500 baht.

Group 2 Prices ranged from 1,500-2,499 baht.

Group 3 Prices ranged from 1,000-1,499 baht.

Group 4 Prices ranged from 500-999 baht.

Group 5 Prices ranged from under 500 baht.

7.7.3 The external communication of accommodation means the advertising, public relation and the information technology's communication of the accommodation via tourist customers.

7.7.4 The physical environment of accommodation means the environmental decoration of the accommodation which is clean, tidy and orderly neat for servicing tourist customers.

8. The outcome to be obtained

8.1 The research will demonstrate the level and relevant factors of tourists' satisfaction toward the service of accommodation in Thailand to be a guideline for improving quality of service to gain more satisfaction of tourists in the future.

8.2 This study will display the realization of problems' nature of services from accommodation by tourist customers' opinions to improving any services as same as tourist requirement.

8.3 This research will present the implementation and suggestion in improving the service quality of the accommodation for future tourists. Moreover, it is useful for developing knowledge, training skills and employee's behavior to have more efficiency operation.

9. Conceptual framework

Independence variables for this study derived from literated on satisfaction concept, accommodation service and related researches such as Bhirom Boonradpanit (1988), Saowanich Tuntrakul (1990), Apiwat Giengkwa (1991), Meung Promkesa (1996), Pimchanok Sunsanee (1997), Norasak Hemnithis (1998), Prapassara Kasemsuwan (1998), Pithi Hunjuy (1998), Soungtip Wongphan (1998), Lalita Jiasiripongkul(1999), Tanaporn Metaneesadudee (2000), Yaowaree Charoensa wat (2000). For the major theoretical for this research was theory of quality of service from Parasuraman, Zeithaml & Berry (1990) as the framework show on figure 1.

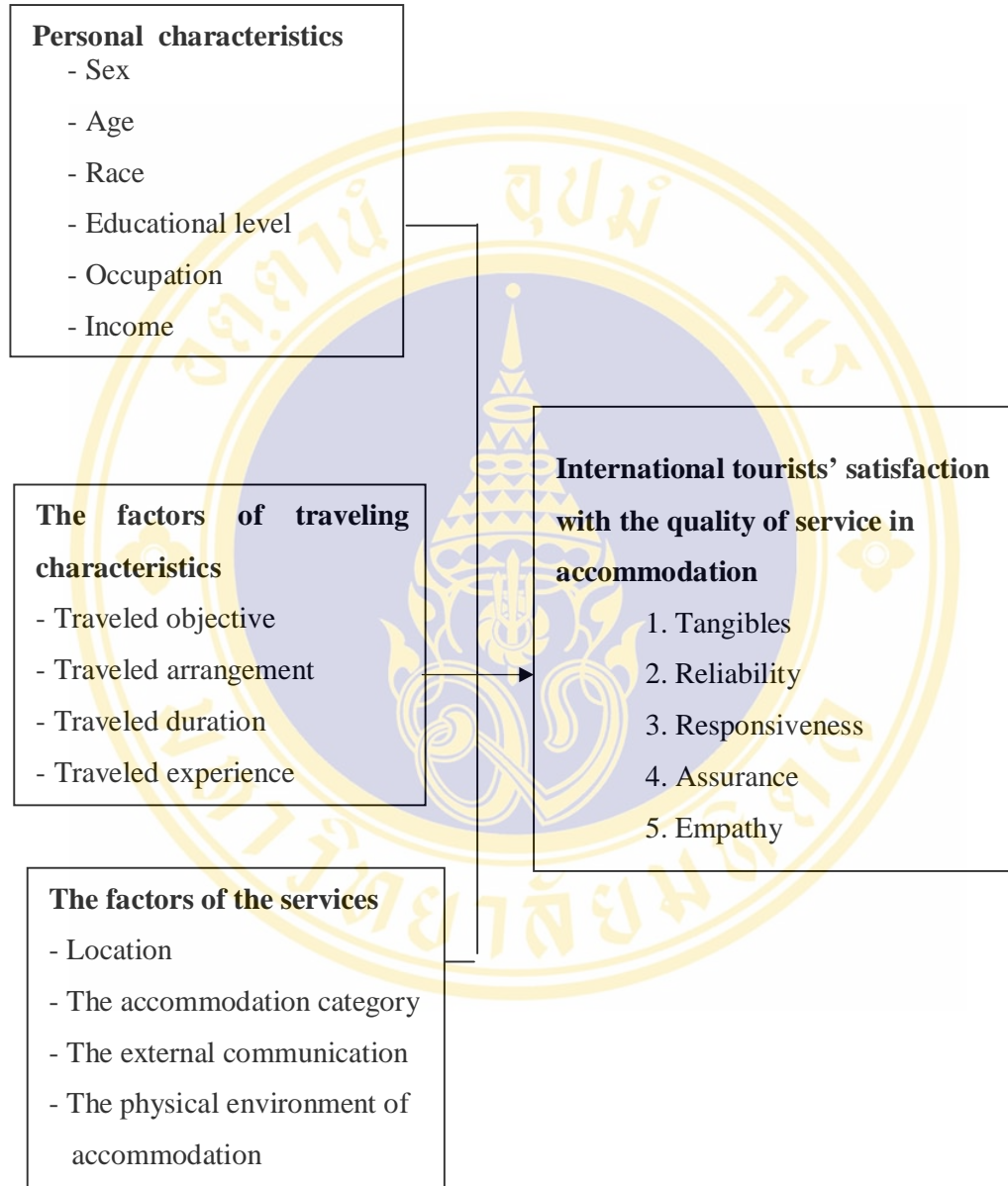


Figure 1 Conceptual framework

CHAPTER II

LITERATURE REVIEW

In regards to the studies of the concept, theory and academic researches, the satisfaction of international tourists toward the service quality of accommodation in Thailand is delineated as the following particular fine points.

1. The concept about satisfaction.
2. Accommodation service's concepts.
3. Concepts and theories about human resource development.
4. Related researches.

1. Concept and theory of satisfaction

In general, the studies about the satisfaction in human is represented as the two-dimensional analysis. The job satisfaction and service satisfaction referred in this study are the explication of the proportions of the service's contentment.

1.1 The definition of contentment

Vroom (1964 cited by Yaovaree Jareonsawad, 2000: 25) declares that the terms of attitude and satisfaction toward one action can be used interchangeably. These two words are implied as the result of perception by means of the one's active participation. The positive attitude illustrates of the satisfactory status and the negative attitude shows the dissatisfaction.

In addition, Tiffin and McCormic (1965 cited by Janee Nachpongs, 2000: 26) asserts that the satisfaction is the motivation of human which originated by the basic needs. It is also connected firmly with the accomplishment and incentive, besides, it linked with the avoidance of human toward undesired circumstances.

Stuarts (1984: 177) The major theoretical conceptions of job satisfaction are the following:

Expectancy theories consider satisfaction to be determined by how fully one's expectations are matched by one's achievements, while dissatisfaction is caused by failing to meet one's expectations.

Need theories view satisfaction as a function of the degree of fulfillment of a person's needs, including both physical and psychological needs. Needs are conceptualized as objective human requirements, similar for all people, whereas values are viewed as subjective desires, which vary from person to person.

Value theories see job satisfaction as determined by whether the job allows attainment of the individual's own personal values.

Vimolsit Horayangurn (1983: 174) asserts that the satisfaction is the valuation at the hand of human feeling which related to the world vision system concerning the meaningful of environment. The human feeling's value toward environment of each individual, of course, is different. For examples, the good or bad feeling, being satisfied or discontented, interested in or unconcerned with something.

Louis Jampatates (1990: 8-9) defined the word 'satisfaction' (Thai translation) as 'need' of accomplishing the goal. The subsequent behavior of satisfaction can be observed by eyes/verbal expression and gesture.

Conclusionally, 'satisfaction' means the positive feeling of any individual toward anything. The satisfaction is occurred when the personal needs have been responded and purposely achieved. In this research, the researcher, define the term of satisfaction as the feeling of international tourists toward the service of their accommodation.

1.2 The satisfaction of service

Chittinun Tejagupta (2001: 27) states that the satisfaction of service is the assertion of the customer's positive feeling toward service, by using comparative evaluation between perceived service and expected service in general situation.

Danai Tienput (2000: 26) also affirms that the customer satisfaction is the creating of gratified experience for customer to come again in order to buy service.

Naumann & Giel (1995) offered the idea about satisfaction on the point of three main components of customer's past experience. (Orapin Chaipayom, 1999: 15)

1. Quality product and service: is influential to customer's perception. If the product and service is in a good quality, the customer will assure of the product and service's quality. In general, clients will look at the characteristic of details given or sampling service.

2. Price is the second segment that will get customer's satisfaction. If a customer compares the impartiality of the price with the makeup of products and the proper price is indexed, the satisfaction will be occurred. In contrast, when the price is unacceptable through the medium of product's quality, the satisfaction will then be desolated.

3. Corporate Image: is the third part which contained the co-operative recognized image of general business, morality and social responsibility.

The data collection of satisfaction toward the service is customarily done as quantitative compilation. Thus, on account of the evaluation's forms comprise of several variations, such as the different basis, time, predicament, emotion and personal difference, the information given is affected by these factors.

Johnston & Lyth (1991) declared that the satisfaction of customers is excluded of any particular factors but is a combination of various factors. And this variation is, from time to time, contained with the important factor that defines the appropriate method to gain customers' satisfaction.

Chittinun Tejagupta (2001: 27-28) demonstrates the concept about the customer's satisfaction as the following description.

1. The factor that is apposite to the customer satisfaction

1.1 Service's product; customer satisfaction is ensured when the qualified service is offered. The level of service has also passed the customer needs. In accordance, the attendance of service worker and the thought of service quality are the significance in generating customer satisfaction.

1.2 Service's price; customer satisfaction is rooted by customer's agreement and consideration concerning the appropriateness of service quality's price. The willingness to pay of clients are different through the acquiescence of customers toward the price and quality of service.

1.3 Service's place; customer satisfaction of service is pertaining to the easy access of customer to service. The location and the bifurcation of service for customers' convenience is very important.

1.4 Service's promotion; customer satisfaction of service is caused by the cognizance of information by words of mouth communication regarding the commendable quality of service. If the given information determined one's belief, it is likely that a person is motivated to purchase the service as needed.

1.5 Service providers; these are people who play a significant role in service profession in order to originate the customer satisfaction. The administrators, who form the service quality specification that chiefly influenced by customer needs, will satisfy customers certainly.

1.6 Service's environment; the environment and atmosphere of the service is effectual to the customer satisfaction.

1.7 Service's process; the presentation of service in the process of its, is the substantial method. The structure of customer satisfaction and the effectiveness of service system management energized the expertise of the completed and competent service to customers.

2. The satisfaction of customer is divided into two level, which are the following explanation.

2.1 The purposely achieved satisfaction; is the presence of the pleasant feeling of customers when expected service is given.

2.2 The purposely supremely accomplished satisfaction; is the bearing delightful feeling or impression of customer when perceived service is given more than expected service.

Regarding the dissatisfaction, this is the feeling of disappointment or disturbance due to the expected service is not fulfilled. Such as when customers ordered food and became irritated when waited for over a long period of time. From this instance, the relevant factor toward the customer satisfaction is the place and environment of the service. Thus, in this study, I as the researcher will explore on the variation of the accommodation and its environment as the limitless variation.

1.3 Conceptual model of service quality (Chittinun Tejagupta, 2001: 38-39)

The occurrence of satisfaction in servicing process is not caused by one particular factor. Nevertheless, various factors in each stage of the servicing process are connected with the satisfaction of customers and the finite gap between service providers and receivers. According to Parasuraman, Zeithaml & Berry. (1985), the figure of 'the conceptual model of service quality', illustrated of several factors in servicing process and the obstacle within the boundaries of satisfaction of service quality.

The researcher would like to present 7 Gaps as Parasuraman, Zeithaml & Berry defined in 1985. (Lewis & Chambers, 2000: 42-43) as follow;

Gap 6 gap between service delivery and external communication: Firms often make promises in their advertisements that are difficult to live up to or that imply something that is not fulfilled. Holiday Inn's "No Surprises" campaign of a few years ago is an example. The implication was that everything would be "fight". It soon became apparent that this promise could not be delivered and the advertising campaign was dropped after angering a lot of customers.

Gap 7 gap between expected service and external communication: This is one of the most serious gaps caused by advertising claims and puffery. Gap 7 is more blatant advertising intentionally builds expectations that are knowingly not realistic, or that are unlikely to be fulfilled. This gap could also arise because of any or all of the other gaps as show on figure 2.

Customer

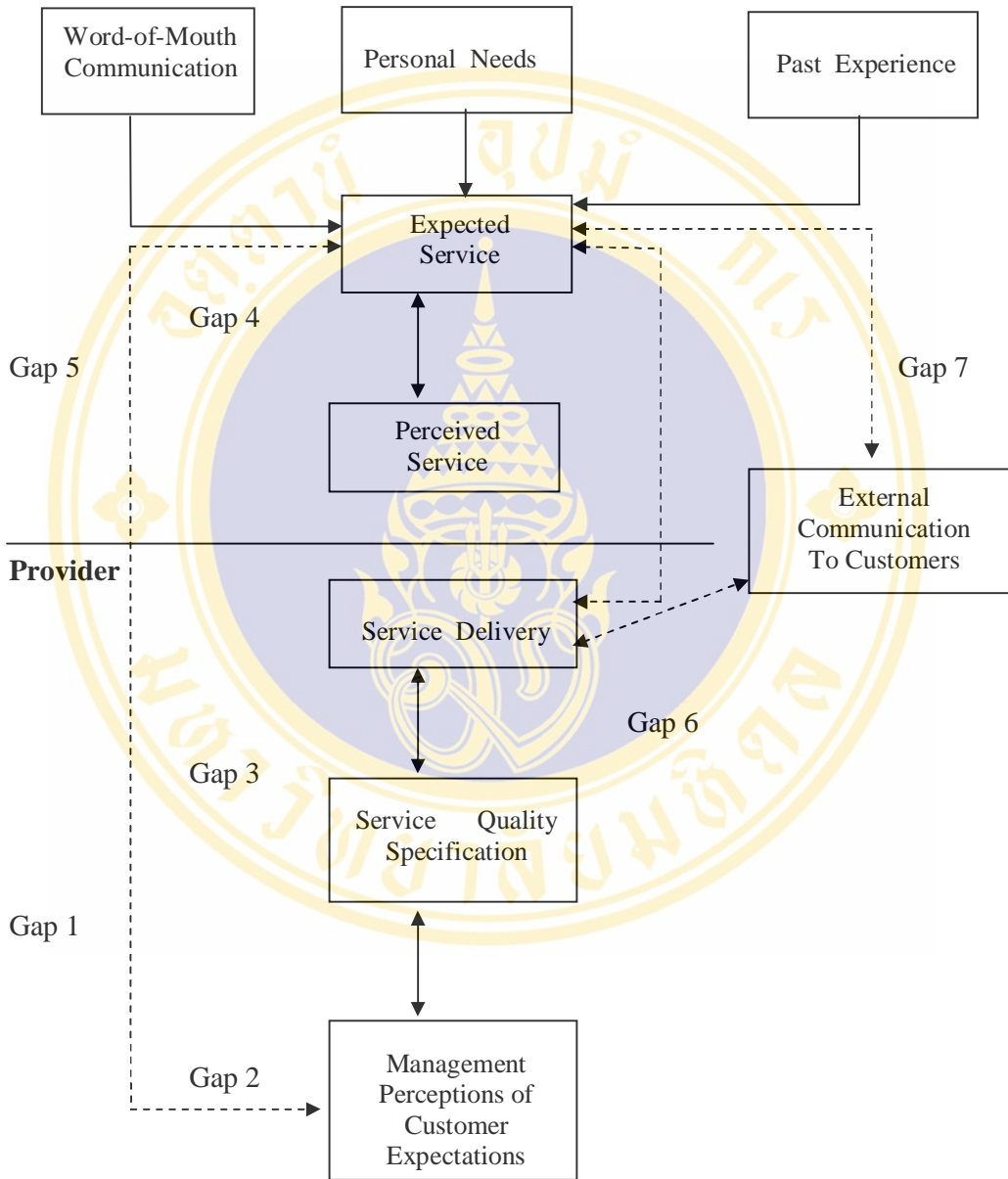
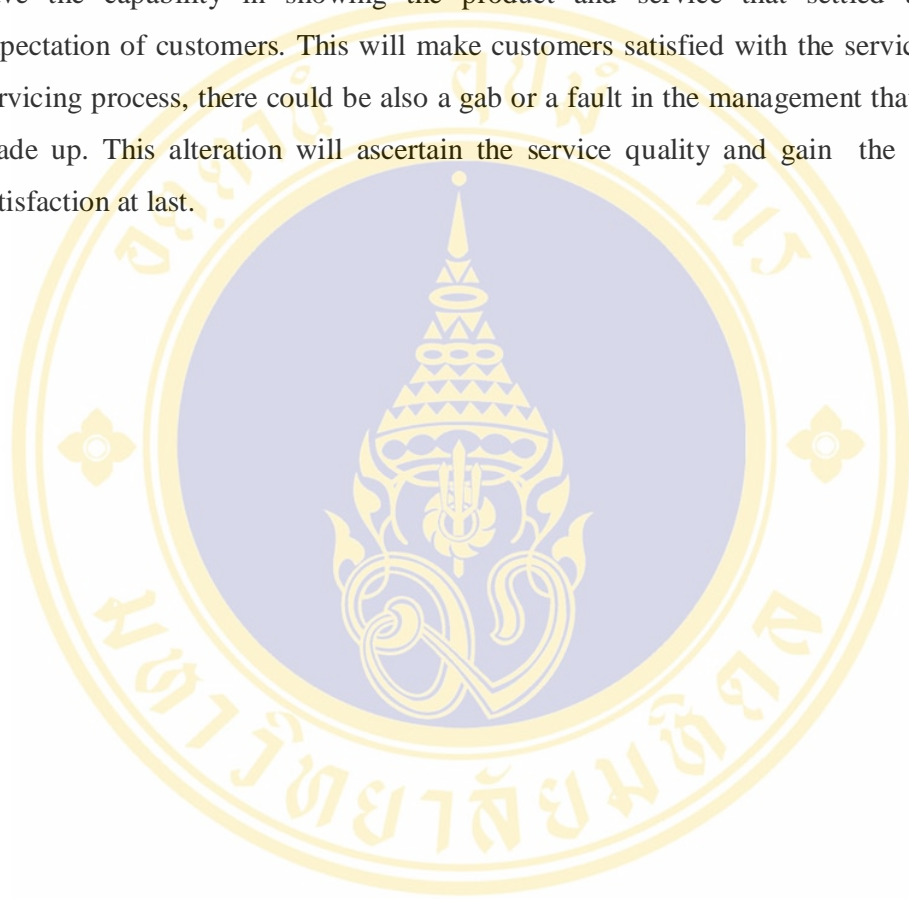


Figure 2 Conceptual model of quality service.

Source: Parasuraman, Zeithaml & Berry. (1985: 42).

In 1990, Parasuraman, Zeithaml & Berry. decreased the gaps from 7 to 5 so figure 3, we can see that three main articles included of the word of mouth communication, personal needs and past experience in using products and services, caused the expectation of customers. It is necessary that the service provider must have the capability in showing the product and service that settled upon the expectation of customers. This will make customers satisfied with the service. In the servicing process, there could be also a gab or a fault in the management that must be made up. This alteration will ascertain the service quality and gain the customer satisfaction at last.



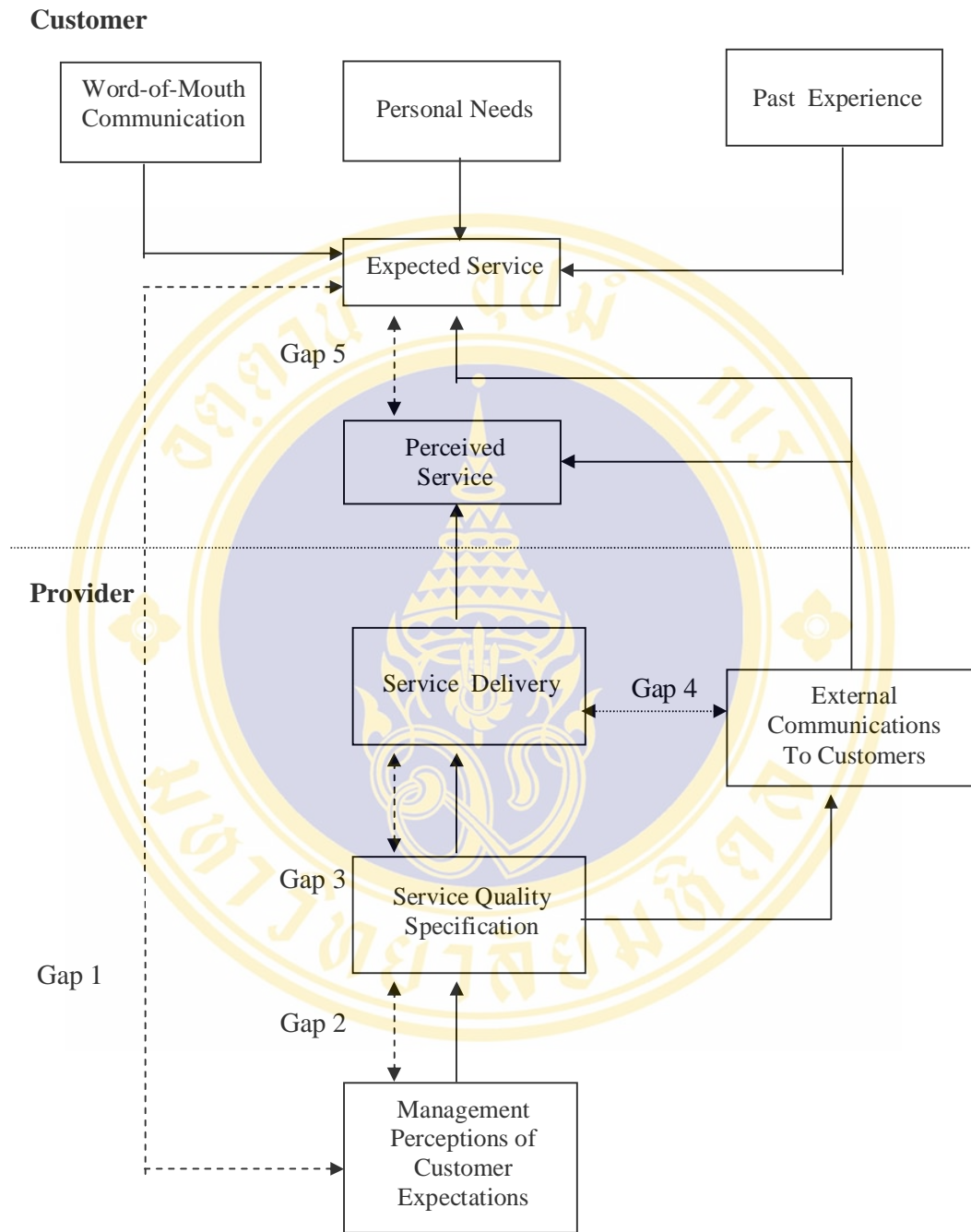


Figure 3 Conceptual model of service quality

Source : Parasuraman, Zeithaml, & Berry. (1990: 46).

The gap in the service is the mistake in service management and the obstacle in obtaining the service quality.

Gap 1 is turned out when the opposite understanding between the service administrators and the expectation of clients.

Gap 2 is transpired on the occasion that the explication of the administrator's understanding regarding the servicing policy is deflected since the use of unclear statement, which can be interpreted in different ways.

Gap 3 is caused during the delivering process of goods and service which is not fitting with the assuming method or designed framework. This brought about errors in quality control of service.

Gap 4 is chanced in the middle of goods and service's delivering process that objected to the agreed information providing for customers. This has caused the difference between real service quality and the contracted information that consumers received and prepared for.

Gap 5 is happened while delivering the goods or service that contrasted with the anticipation of the consumer. The result is the less satisfaction of the customer afterward.

It is therefore necessary for executives to fill these gaps by focusing exceptionally on the satisfaction of customers eminently. The satisfactory level of customers is regularly depended on the offered service and the customer's anticipation. The similarity between the offered service and the confident expectation of customers creates the basis of satisfaction. In as much as, the customers expect to the degree that the service must be given pleasantly. When customers have received deficient offered service to the standard, they became dissatisfied. The dissatisfaction can lead to doubt and anger finally. So, the negative image of the organization could remain on the customers' memory for a long time. In the contrary, when the provider performed better than the agreed information and above the customers' anticipation, the satisfaction is developed into the delightfulness and the impression for a limitless period. see below figure 4.

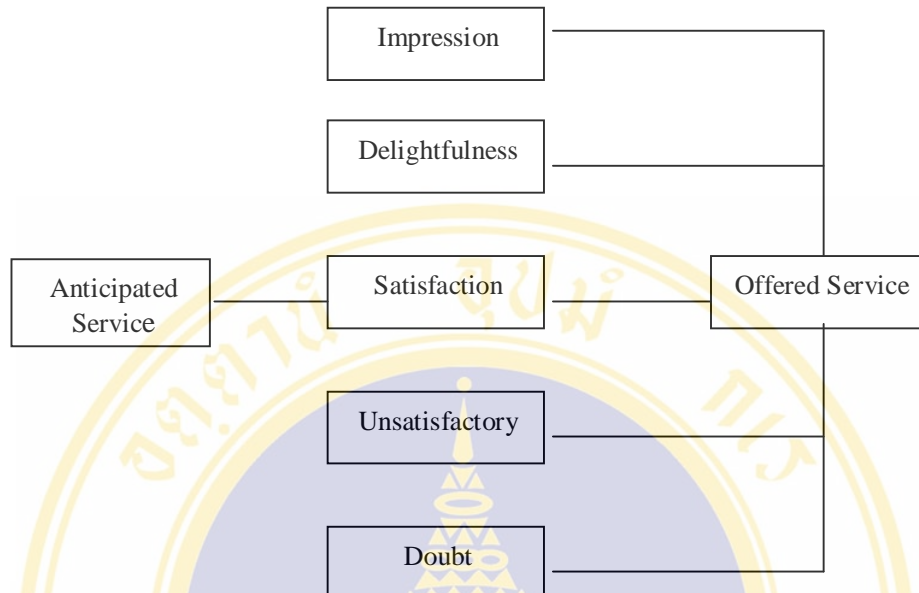


Figure 4 The satisfaction level of the consumers

In this study, the researcher investigate the satisfaction of the consumers by examining their evaluation of the service According to Parasuraman, Zeithaml & Berry. (1990), the satisfaction is another standard to measure the service's quality. The researcher of this study will apply the result from external communication with customers which caused the fault of the service's quality. The misconception between real service and the intercommunication of message toward the consumers is the uncontrolled variation in this research.

2. Accommodation service's concept.

2.1 The concept of the service

The word 'service' is defined in the royal institute's dictionary as 'the action of serving and providing convenience'.

Smit Satchukorn (2000: 13-18) states that the service is the process of the work which connected with the consumers and benefits most partaking people in some ways, several attempts and methods. From this point, service is the assistance the given to many persons which is divided by the grounds of its features.

1. The service is the individual behavior, which acted toward others.

This behavior can be seen by the action as facial expression, eyes contact, gesture, voice tone and the statement. The behavior of action appears in immediate result which is constantly and changeably redone.

2. The service is the reflection of the sentiment and intellect

The style of the service is depended on the providers' thought which express of emotion, feeling, belief, desire and value of the service's giver.

3. The service is the personal action that linked with the benefit of the consumers.

Danai Tienput (2000: 11) defines the word 'service' as the benevolence in theoretical and subjective description in the representation of convenience, effectiveness with the basis of versatility. The service is deliberated by 3 types of grounds attended by good will 1) anger 2) reason 3) The good service must have the understanding of human behavior and eminently based on the satisfaction of customers. The provider must have the readiness of physical, mental function and own deserving intellectual and intelligent personality at all time.

2.1.1 Principles of service delivery. (Samit Satchukorn, 2000: 173-174)

2.1.1.1 Meet the demand of the recipients

The recipients are the most important factor. Their demand should be set as a requirement for service delivery. Services will prove useless if they do not gain any attention from the recipients.

2.1.1.2 Satisfy the recipients

Quality is the customers' basic satisfaction. Service delivery therefore needs to generate customers' satisfaction and be set as a major principle for evaluation. The number of services are merely quantitative. It is satisfaction from the customers which determines quality of services.

2.1.1.3 Be flawless

The obvious characteristic of service delivery that satisfies the recipients is that it needs to be flawless. This is because should any mistakes occur, it

is hard for services to fully satisfy the recipients. Words of apology deserve only sympathy in return.

2.1.1.4 Respond well to different situations

Quick services and punctuality in service delivery are regarded as essential. Any kinds of delay would lead to inappropriate services. Apart from this, services must respond to customers' urgent need and go beyond their expectation.

2.1.1.5 Avoid causing problems to others

Any kinds of services must be operated thoroughly. Not only do they aim at the benefits among customers and providers, but they also need to consider the effects which may be produced on others.

Armistead & Clark (1994 cited by Chusana Rungpajchim, 2001: 193) compare the needs of service recipients to the 'input' that the service providers need to consider in particular by giving them the best 'output' of happiness and satisfaction which leads to the progress in business as illustrated in figure 5.



Figure 5 The relationship between service recipients and service delivery

It can be concluded that good service delivery results in the recipients' positive attitudes towards the service providers and the organizations offering services. Service delivery thus is essential for every organization.

2.1.2 Nature and characteristics of a service

A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.

2.1.2.1 Intangibility. Services are intangible. They cannot be

seen, tasted, felt, heard, or smelled before they are bought. Service providers can do certain things to improve the client's confidence. First, they can increase the service's

tangibility. Second, service providers can emphasize the benefits of the service rather than just describing its features. Third, service providers can develop brand names for their service to increase confidence. Fourth, service providers can use a celebrity to create confidence in the service.

2.1.2.2 Inseparability. A service is inseparable from its source whether the source is a person or machine. But a physical product exists whether or not its source is present.

2.1.2.3 Variability. Services are highly variable, as they depend on who provides them and when and where they are provided.

Service firms can take two steps toward quality control. The first is investing in good personnel selection and training. Airlines, banks, and hotels spend substantial sums to train their employees in providing good service. One should find the same friendly and helpful personnel in every Marriott Hotel. The second step is monitoring customer satisfaction through suggestion and complaint systems, customer surveys and comparison shopping, so that poor service can be detected and corrected.

2.1.2.4 Perishability. Services cannot be stored. The perishability of services is not a problem when demand is steady because it is easy to staff the services in advance.

It could be concluded about good services that have to realize the customer requirement as the main concept. These was resulted to achieve positive feeling such as satisfaction so, services are valuable for any organization to emphasize and realize as well.

2.2 Framework for service quality

2.2.1 Definitions of service quality

Service quality is the ability to respond to the need of customers. It is intangible, contains a variety, and cannot be kept. Therefore, service quality is assessed in terms of process and outcome. Interaction between service providers and service recipients is sometimes particularly more significant than the outcome of service when it comes down to the quality assurance of service (Parasuraman, 1985 cited by Supatra Liamvarangkul, 1997: 25)

Kotler (1994 cited by Supatra Liamvarangkul, 1997: 28) defines service quality from the marketing perspective that in terms of service business competition, the service providers need to deliver services that live up to or are beyond the customers' expectation. Customers' expectation for service quality arises from their former experience, words of mouth, advertising, public relations and impression from services earlier delivered. Frequently, the service recipients compare what they receive from real services to what they earlier expected. If the outcome turns to be that the services they receive are less satisfactory than the ones they expected, they are likely not to ask for this kind of services again.

Penchan Sanprasarn (1996 cited by Dusdee Yairuangstri, 1998: 22) defines service quality as a means to satisfy customers. Also, it is a kind of services going well with the customers' needs, steps of service delivery. Service quality needs to meet the basic needs as well as customers' expectations.

Verapong Chalermjirarat (1996: 14) defines that service quality is associated with the needs of service recipients, the capacity level of responding to their needs and the level of satisfaction from the recipients after service.

Verawat Pannitamai (2001: 234) explains that service quality is both a tangible and intangible attribute of services that the customers perceive that it live up to or is beyond their expectations through various means.

Danai Tianput (2000: 26) describes service quality as the process to obtain flawless goods, products and services, which creates customers' satisfaction.

Siriwan Serirat (1994: 218-219) cites that service quality plays an important role in creating differences in service business i.e. the level of service delivery which is superior to that of the opponents. This is presented through the quality of services that live up to the customers' satisfaction. The customers can obtain the information on services from words of mouth, advertisements.

It can be concluded from the mentioned frameworks that service quality is the response to the customers' expectation and need which is assessed from processes in service delivery and after service.

2.2.2 Types of assessment index for service quality (Verawat Pannitamai, 2001: 250-251)

Index indicates whether or not service quality is up to standard. The assessment index is both qualitative and quantitative, for example service-minded quality of servers in the restaurants, quick services, and reasonable prices. The index can be perceived in two ways; from the recipients and providers.

2.2.2.1 From the service providers: The index indicating excellent service quality needs to:

- 1) Live up consistently to the customers' expectation (with standard services and reasonable costs)
- 2) Possess the criteria for service behavior and an appropriate service system (with standard services within organization, reasonable costs, and satisfactory income)

2.2.2.2 From the service recipients: Even though the characteristic of service quality varies according to types of services and types of service recipients, the following three criteria can be set as indicators of service quality.

- 1) Faster: Services are convenient, easy to get, less time-consuming, and not complicated.
- 2) Cheaper: The recipients often consider how much they pay for that kind of service.
- 3) Better: It is difficult to indicate better service quality. It depends on the perception, interpretation and experience of both service providers and recipients including how service is delivered.

2.2.3 Dimensions of service quality

Parasuraman, Zeithaml & Berry. (1983) have expressed an extreme interest in the study of service quality and measurement of service quality since 1983. During that time, there were no studies of these two topics but several studies of goods quality. However, a number of processes in controlling the quality of goods cannot be applied to service quality because service delivery is different from goods in three main aspects: manufacturing processes, consumption, and assessment.

They have been interested in three central questions:

What can organizations do to solve these problems and improve their service?

What is service quality?

What causes service quality problem?

Parasuraman, Zeithaml & Berry then started doing research to figure out the answers to the three questions above by conducting exploratory research on service quality that is divided into four phases.

Phase 1: Doing qualitative research about service providers and recipients from different companies and using the results of the study as a means of improving patterns of services.

Phase 2: Doing research using patterns of services gained from phase 1 to focus on service recipients. Later a research tool called “SERVQUAL” was used to improve the criteria in determining service quality from service recipients’ perception and expectation.

Phase 3: Doing research as in phase 2 but aiming at furthering results of the research to cover more organizations. Several steps were proceeded starting with doing research in five leading companies having 89 branches. Then, researches of the three phases were co-studied through a seminar of both service providers and recipients and an in-depth interview of executives.

Phase 4: Studying the expectation and perception of service recipients.

Parasuraman, Zeithaml & Berry applied frameworks of service quality in marketing areas by emphasizing response to the needs of customers and making them feel more satisfied with the services.

The factors which can generate service quality start from information the customers receive from other people, individual needs, and past experience. Because of the fact that advertising and public relations lead to the recipients’ expectation for service quality, the gap between perception of services and expectation needs to be considered. The customers then will determine how much their expectation are responded.

The results of the fourth-phase research show that high-quality management is the creation of balance between the recipients’ expectation and

perception. Parasuraman, Zeithaml & Berry believe that the creation of service quality is a way to narrow the gap between the recipients' expectation and perception. The results also indicate which step causes the gap or the burden of non-quality services and how they occur. The effort to deal with organizational problems of non-quality services produces an understanding of those problems as shown in figure 3. The gaps of service delivery can be divided into five gaps namely gap1 to gap 4 are internal gaps explaining how organizational gaps are derived and gap 5 is the external gap having a direct effect on perception as mentioned in the model of service satisfaction.

Parasuraman, Zeithaml & Berry identified ten general criteria or dimensions and labeled them tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the customer.

1. Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability: Ability to perform the promised service dependably and accurately.
3. Responsiveness: Willingness to help customers and provide prompt service.
4. Competence: Possession of the required skills and knowledge to perform the service.
5. Courtesy: Politeness, respect, consideration, and friendliness of contact personnel.
6. Credibility: Trustworthiness, believability, honesty of the service provider.
7. Security: Freedom from danger, risk, or doubt.
8. Access: Approachability and ease of contact.
9. Communication: Keeping customers informed in language they can understand and listening to them.
10. Understanding the Customer: Making the effort to know customers and their needs.

In addition, Parasuraman, Zeithaml & Berry decreased quality of service's criteria into 5 aspects due to they found that they had overlapping in some aspects towards quality of service's dimensions called "SERVQUAL".

1. Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials
2. Reliability: Ability to perform the promised service dependably and accurately
3. Responsiveness: Willingness to help customers and provide prompt service
4. Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence
5. Empathy: Caring, individualized attention the firm provides its customers

The researcher chooses the theory of Parasuraman, Zeithaml & Berry as a framework for the study and service quality of accommodation services as a dependent variable for the following reasons.

1. Parasuraman, Zeithaml & Berry has studied service quality profoundly and thoroughly since 1983.
2. The theoretical framework of service quality established by Parasuraman and the others can be applied to all kinds of business services.
3. The theory by Parasuraman, Zeithaml & Berry is widely recognized and referred to in a number of researches, for example Pritchard & Howard, 1977, Schneider & Cox (1992 cited by Chatruedi Sookplang, 2000: 27) who use the questionnaire adapted from SERVQUAL by Parasuraman, Zeithaml & Berry are Thanin Suwongwan (1998), Suangtip Wongpan (1998), and Supatra Liamvarangkul (1997).

2.2.4 Customer service standard (Danai Tianput, 2000: 34-35)

The settlement of a service standard that is apparent, tangible, and practical helps to establish a goal in service delivery, communicate what is expected by customers, integrate management tools to support the services like business, training, performance assessment. It also includes expected services such as the ability to launch a 24-hour goods-delivery service. In addition, a behavioral standard of the

service providers like attitudes, human relations, and communicative skills needs to be precise and clear to everyone. For an example show on figure 6 that AMEX had a different services in other packages follows by any other customers groups.

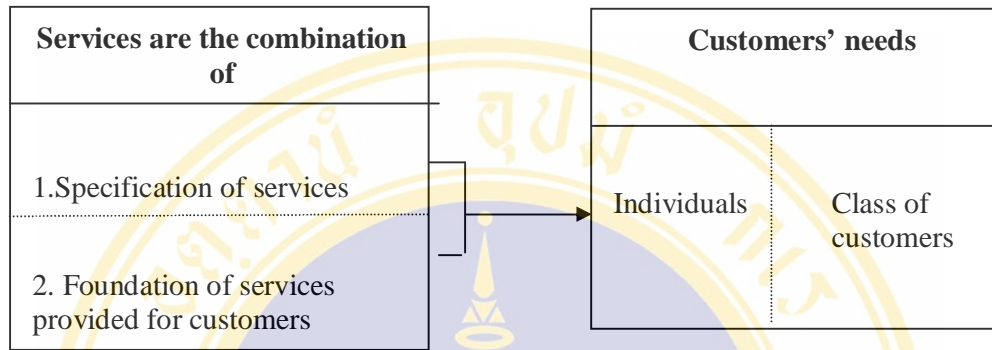


Figure 6 customer service standard

A good standard of services consists of RATER with R for reliability, A for assurance, T for tangibles, E for empathy, and R for responsiveness as illustrated in Table 1.

Table1 A sample of accommodation service cycle

Quality dimension	Service quality standard
R (Reliability)	-24-hour telephone pick-up within five ringing sounds
A (Assurance)	-Telephone operators can inform customers about everything in the menu and the price of all types of rooms.
T (Tangibles)	-The description of each item is well presented. Food is delivered without delay.
E (Empathy)	-The hotel staffs remember the name of all customers, treat them with sincerity, and take their order with respect.
R (Responsiveness)	-The staffs are pleased to deliver services and give special things to the customers.

A service standard is normally considered in two aspects: Work performance standard (Sales/Services) and Work standard or behavior. It can then be concluded that a customer service standard is a part of service standard.

However, the customers' expectation needs to be clearly defined or explained in terms of behavioral objectives. These objectives must be clearly specified in order that the staffs understand and treat their customers without hesitation (Nicom Jarumane, 1993: 145) as shown in Table 2.

Table 2 Steps in customer service standard

Standard of practice	Behavioral objectives
Quick services	<ol style="list-style-type: none"> 1. Provide seats for customers within 2 minutes after arrival. 2. Take customers' order within 5 minutes after seats are provided.
Polite services	<ol style="list-style-type: none"> 1. The servers treat customers with smile. 2. The servers talk politely to customers. 3. The servers say thank you to customers for their service support.
Precise services	<ol style="list-style-type: none"> 1. The servers always repeat what the customers order. 2. The servers come back to the table to take care of customers every three minutes after taking their order.
Recommendation and presentation	<ol style="list-style-type: none"> 1. The servers recommend a special menu of the day to customers. 2. The servers need to be familiar with the menu and able to answers all customers' questions about the menu correctly. 3. The servers recommend beverages and desserts to customers.

2.3 Significance of accommodation services

The Hotel Act of Thailand 1935 (Section 3) defines hotel as any places established to serve travelers or people who want a place to live or stay. It is also mentioned in section 25 that any residences used as lodgings or as a place for at least an overnight stay with the owners of the residences not selling food and drinks are not considered “hotel.” It can thus be concluded that any accommodation called “hotel” needs to include food and drinks services for customers (Boonserm Hutapaet & Manoon Kalapat, 1999: 121). Also, Preecha Dangroj (1994: 200) defines hotel industry as the conventional and systematic business of serving travelers or people who would like a place to stay with accommodations like rooms, food and drinks.

Accommodation and tourism businesses have brought a lot of income to the country, creating a job opportunity to many people and decentralizing income and prosperity to the rural areas. Hotels in other provinces have greatly benefited from these two businesses. This brings about prosperity and improvement of more convenient and secure communication and transportation. During the past ten years, there have been a great number of foreign tourists coming to Thailand. In 2000 alone, there were 9,578,826 tourists and the average number of days of staying in Thailand is 8, which brought a lot income to the country and enhanced economic progress (Tourism Authority of Thailand, 2001: 1). Nonetheless, the situations of accommodation business are also dependent on many surrounding factors, for instance the political situations in the country, the world economic state, or even the security state of some countries that have an influence upon the world economic system.

The significance of accommodation services can be cited in two ways i.e. the significance to the economic, social, and cultural systems and the significance to guests (Boonserm Hutapaet & Manoon Kalapat, 1999: 121).

1. Significance to the Economic, Social, and Cultural Systems

1.1 Economic: The growth of accommodation and tourism businesses creates income and employment in the country. Apart from expense on accommodation, income from tourists includes food, sources of entertainment in the hotel. New kinds of services then emerge to serve the customers’ needs.

1.2 Social: The fact that accommodation services bring about income and employment produces an effect on the quality of life of people in society. Income

has spread to different parts of the community especially the one where there are many tourist sites through various ways like selling foods, local products, or souvenirs. In terms of employment, it decreases the problem of unemployment and migration to the urban areas.

1.3 Cultural: Thai people are famous for their generosity and smile which create an impression to tourists. Good service providers should possess good Thai manners and traditional Thai shows like theatricals, music, carvings should be presented as a means to preserve Thai culture.

2. Significance to Guests

Service delivery of accommodation varies according to price rate, different types of services, variety of services. This is provided as an alternative for the recipients to choose the service that suits their purpose. The significance is presented as follow:

2.1 Accommodations: Guests are currently able to choose a variety of services provided by the hotel such as catering service, wedding venue, seminars, laundry service.

2.2 Feel-like-home atmosphere: Many hotels provide home-like services to get rid of the guests' feeling of discomfort while they are away from their home. All kinds of services aim at giving guests an extreme satisfaction with hope that they would be attracted by the services and come back or recommend them to others.

2.3 Entertainment and relaxation: In almost all the hotels, there is an entertainment zone that includes bar, club, or food and beverage corner. Besides, new relaxing kinds of services like massage, mineral bath are meant to satisfy the guests at most.

It can be said that as long as travelling to other places for different purposes is still going on, accommodation services are always there to support and serve the travelers' needs. Especially in the globalization era, it is more sensible for people to travel and that makes accommodation services enlarge and prompts service providers to improve better services that satisfy the customers the most.

2.4 Types of accommodation services

It is a hard task to categorize the hotels or other kinds of lodging because hotel enterprises appear in various forms. It is thus impossible to put one form in a specific category. However, the criteria for such categorization are based upon hotel sizes, target markets, service standard, meaning that one hotel can be put in more than one categories (Anupan Kitpanpanich, 1995: 10-15).

2.4.1 Hotel sizes

This is the most common way of categorizing hotels. Generally, hotels are categorized into four groups based upon the number of rooms.

- Less than 150 rooms
- 150-299 rooms
- 300-600 rooms
- More than 600 rooms

2.4.2 Target markets

Modern hotels need to determine their target markets by setting their goals to specific types of customers. The focus is mainly on minor groups within larger target markets and it is the duty of the hotels to provide satisfactory services for customers from different countries who seek different kinds of services. Target markets enable the hotel business to enlarge, especially hotel chains. Most hotels do not aim at only one target market. Actually, target markets can be sorted into the following:

2.4.2.1 Commercial hotels are located in business areas. This kind of hotel appears in greatest number and businessmen are their target group.

2.4.2.2 Airport hotels are situated near the airport. Most hotel guests are businessmen and passengers who need to stay overnight.

2.4.2.3 Suite hotels provide only suite rooms i.e. the living room is separated from the bedroom. In some hotels, a small kitchen is included. This kind of hotel offer home-like atmosphere.

2.4.2.4 Residential hotels are hotels for guests who stay alone for a long period. They offer more limited services when compared with other types of hotels.

2.4.2.5 Resort hotels are located near the mountains, on the island and are surrounded by beautiful, natural scenery.

2.4.2.6 Bed and breakfast hotels are small houses or buildings used as places for an overnight stay. The proprietor stays at the hotel and is responsible themselves for breakfast. The price rate for one room is then reasonable.

2.4.2.7 Time-share and condominium hotels give the guests the full right of possession for some periods. During that period, the owner has a right to own and make use of their room. In most cases, they can open their room for rent via the arrangement of the hotel executive. Services are like those in general hotels.

2.4.2.8 Casino hotels offer gambling services. Most hotel guests stay in the hotels for specific purposes i.e. gambling and entertainment.

2.4.2.9 Conference centers are venues for major conferences and seminars. They also offer rooms and other essential facilities for conferences. However, they are not as well-equipped as other types of hotels because their focus is more on conference organizers than participants.

2.4.2.10 Convention hotels are generally larger than other hotels because the services and facilities need to accommodate large and major conferences where there are a number of participants. The hotels are also equipped with exhibition rooms, ballrooms, many medium-sized and small conference rooms, and different types of hotel restaurants. Most of the hotel guests are businessmen.

2.4.2.11 Other types of accommodation are for example vehicle parks and camp grounds where areas are rented for an overnight stay.

Aside from that, the hotels are categorized based upon affiliation (Boonserm Hutapaet & Manoon Kalapat, 1999: 131-136) as follow:

1) Chain hotels

(1) Franchise hotels

(2) Company-owned hotels

(3) Referral hotels are managed by the call

center of a grand chain which is responsible for room reservation in other chain hotels.

2) Independent hotels are independently managed by the proprietors.

(1) Deluxe/ Luxury hotels are small to medium-sized hotels with the number of rooms from 100-400. They are located in big cities where an economic condition is stable. They are surrounded by beautiful scenery. Services are delivered by well-trained staffs to satisfy the guests at most. The room rate is quite expensive and the hotels are managed by high-experienced, professional executives.

(2) Motels and budget motels are small hotels with approximately 10-150 rooms. Services are quite limited due to a small number of staffs. Guests use the hotels as only places where they stay overnight before traveling to other places.

(3) Guesthouses are residences which the proprietors spare for tourists. They are normally situated in big, tourists cities. Tourists use them as places to sleep whereas during the day they spend most of their time outside the guesthouses. The room rate is inexpensive. Nowadays, guesthouses are much improved in terms of facilities and services for instance, every room is equipped with air-conditioners, food and drinks services are provided, facilities are offered in each room.

2.4.3 Room rate

According to the survey of hotel situations in 2000, the hotels are categorized based upon the rate of standard rooms (Tourism Authority of Thailand, 2000: 9).

Group 1	More than 2,500 baht
Group 2	1,500-2499 baht
Group 3	1,000-1,499 baht
Group 4	500-999 baht
Group 5	Less than 500 baht

When considering the number of check-in registrations for hotels in Group 1-3, it is found that the total number of rooms are 85,220 or 40 percent of the total rooms for tourists and in all regions except in the Northeast, the percentage of hotel check-ins is more than 50. In the Northeast, most of the guests are local tourists and those from nearby provinces. Most of them prefer a one-day tour whereas most foreign tourists are from Laos who sell their products near the border.

2.4.4 Hotel standard and star rating system (Anuphan Kijpanpanich, 1995: 16-19)

The hotels are grouped based upon the service standard. The service standard is not connected with the size or type of hotels. Different classes of services can be available in one hotel and the service standard can be assessed from the room rate.

Not only does hotel business aim at tangible products such as clean beds or tasty food, it also gives importance to intangible services which are a real attraction for tourists, for instance ways to treat the guests, politeness, generosity, and hospitality. Many hotels try to create an image of good services as a tangible trademark. Nevertheless, it proves more difficult to maintain such service standard. This can be achieved through the cooperation of all hotel staffs.

In the United States of America, there are several organizations that evaluate and rate the hotel services as well as others stuffs for travelers. The most renowned ones are The American Automobile Association (AAA) and The Mobil Travel Guide. The hotels given the highest rate by AAA are given 4 or 5 diamonds whereas the Mobil Travel Guide gives 4 or 5 stars to highest-rated hotels. In England, there are many organizations that group the hotels and restaurants by assigning “star” or “a mark of quality” as a guideline for tourists to decide which hotel is the most appropriate for them. Such organizations are such as Automobile Association (AA). The rating system launched by AA can group the hotels while in the same time is regarded as a mark of quality for each group of hotels. The star rating system is as follow:

One-star hotels are small hotels with simple facilities and furniture. All rooms are equipped with hot and cold water. Bathrooms and toilets are provided (shared by guests in many rooms). Food and drinks services are offered for guests but not for others.

Two-star hotels are hotels with higher standard than those of one star. Some rooms have their own bathrooms inside and they are also equipped with telephone and television service. There is a more variety of food provided but all services are provided for only hotel guests.

Three-star hotels are well-decorated hotels with large rooms and more facilities. Most rooms are with the bathrooms inside as well as bathtubs. More comprehensive food service is provided. However, it is not available for non-hotel guests at noon and on the weekend.

Four-star hotels are generally large and very-well decorated with high standard in terms of service and other accommodations. For some hotels, there are more than one restaurants.

Five-star hotels are large and luxurious hotels with highest international standard in all aspects e.g. rooms, food, services, and facilities.

Apart from the above two criteria, hotels can be largely grouped into three types namely world-class or first-class hotels, medium-class or second-class hotels and economy-class or third-class hotels. For world-class hotels, deluxe or luxury hotels that are given 4 or 5 diamonds or are 4 or 5-star hotels are also included in the category.

World-class hotels or luxury hotels mostly welcome world-class businessmen, superstars, high-class politicians. There are many restaurants in each hotel and the rooms are luxurious and expensive with excellent services. Each room is equipped with high-quality facilities.

Personal attention is what such hotels put greater emphasis on. Thus, the number of hotel staffs per hotel guests are greater because they have to offer many special services to the guests. The concierge who is multi-lingual is responsible for excellent services to the guests for example hotel registration, car service, movie or play ticket booking.

Medium-class hotels are the most popular among hotel guests. Although they are not as luxurious as the world-class ones, they are well-equipped with truly essential facilities. Most hotel guests are businessmen, people who come with their family. The room rate is lower than that of the world-class hotels but they are the favorites among the conference organizer.

Economy-class hotels are now gaining more popularity because of clean and convenient rooms, inexpensive room rate, basic facilities which meet the demand of guests who prefer cheap hotels. Most hotel guests are people who come with their family, tourists who take the car tour, businessmen, tourists who are on their

vacation, retired people, and seminar or conference groups. These hotels do not offer comprehensive restaurants. There is only inclusive breakfast available.

2.5 System and structure of accommodation business (Boonserm Hutapaet & Manoon Kalapat, 1999: 139-146)

There are several types of accommodation business. Each type has its different structure. For example, small hotels or resort hotels located near natural tourist sites have fewer work divisions than large hotels. The following are factors affecting different systems and structures of the business.

2.5.1 Organization in accommodation business

There are different organizations in an accommodation business, for example in a hotel business, full services with modern facilities are offered such as services in restaurants, bookshops, department stores, fitness centers, beauty salons, including flower services, parking services, health services and tour guide services. However, such services are limited in small hotels. There are no specific kinds of services like in large hotels where staffs are well-trained to deliver excellent services. Major work components are as follow:

2.5.1.1 Administration: This department is responsible for the management of the hotel business including any profitable activities or affairs. It also controls the production costs and launch future plans of the business.

2.5.1.2 Rooms division. This department is responsible for the management and registration of rooms for hotel guests including reservation, frontal service and housekeeping work.

2.5.1.3 Food and beverage. This department offers food and catering services both inside and outside the hotel. It is also responsible for room services as well as the preparation of food and beverage.

2.5.1.4 Engineering: This department is responsible for the management and the maintenance of hotel buildings as well as the environment control, the maintenance of hotel appliances and facilities, and the security system in the hotel.

2.5.2 Factors affecting administrative systems

2.5.2.1 Location is an important factor that controls or shapes the number of hotel staffs and organization of the hotel. For example, airport hotels accommodate the guests who intend to stay for a short period of time while waiting for further trips. Resort hotels are often situated near the tourist sites. Convention hotels are located in suitable areas for holding conferences for a large group of people. Small hotels in rural areas offer services to only a small group of people.

2.5.2.2 Types of entrepreneurs play an important role in the management system and the employment of staffs. For instance, chain or franchise hotels have a clear management and administrative system. However, the management system of small hotels is often set by the entrepreneur.

2.5.2.3 Size of the hotels has an effect on the number of hotel staffs. For example, large hotels with a number of rooms need a number of housekeeping staffs to clean and tidy the rooms.

2.5.2.4 Types of enterprises affect the management of the hotels. The hotels that accommodate a number of guests with large conference centers need a number of staffs to carry and take care of the guests' luggage whereas small hotels or motels need only one or two staffs for this.

2.5.2.5 Services for guests appear in various forms and are so delicate and complicated that competent staffs are required. Besides, a souvenir service must be ready to accommodate hotel guests. For this reason, most hotels lease some areas in the hotel for private souvenir shops.

2.5.2.6 Management fund is essential for the administration of a hotel business because the hotels need a large sum of money to construct, renovate, maintain and run the business.

All factors above are related. The change in one factor affects others. For instance, types of enterprises are in connection with services and management fund is associated with the size of business.

2.5.3 Structure and management of accommodation business

2.5.3.1 Small business: Services are limited and not comprehensive for small hotels with the number of room of 35. These hotels are often run by the family and do not offer food and beverage services. The staffs do not wear

uniforms. The decoration of the rooms is similar to that of the ordinary houses. Some facilities are provided such as private rooms, air-conditioners, telephones, and televisions. The housekeeping staffs clean the rooms every day and there are plenty of parking spaces for the guests. This leads to the inexpensive room rate. The garden section in the hotel building is then reduced in size. Some hotels may give importance to the graceful decoration or provide a swimming pool but do not provide telephones or televisions in every room. Major responsibilities of small hotels are the following:

1) Administration: The proprietor is the sole administrator and controller of the business. The vice-manager is the assistant who is responsible for booking the rooms, producing receipts, financial records. They also look after the whole business when the proprietor is away.

2) Room section: The staffs are responsible for welcoming guests. The manager and the vice-manager identify the job description of the staffs who are reservationists and telephone operators, accommodate the guests upon arrival, produce receipts, and offer other kinds of services. The staffs do not wear uniforms and mostly the guests need to carry their belongings by themselves.

3) Housekeeping department: This department consists of one housekeeping staff or more. For small hotels, the manager and proprietor of the hotels supervise the housekeeping responsibility by themselves. For motels, two staffs are responsible for four departments namely, administrative, room, housekeeping, and engineering departments.

For larger enterprises, more staffs are hired for full-time jobs or they can work overtime, for instance 30-room motels supervised by the proprietor need only 2 full-time housekeeping staffs, 2 maintenance staffs: one a full-time staff, the other an overtime staff. In addition, the auditor works together with the administrative staffs at the front office. In case of further responsibilities in room department, one full-time or overtime staff can be hired.

4) Maintenance department: This department deals with the maintenance of the building and hotel facilities such as water pumps, electricity, drainage system around the hotel. For the maintenance of facilities that requires specific techniques and skills, the staffs from the private company are hired in order to cope with this.

2.5.3.2 Medium business: There are more divisions in the medium business than the small one. The management is under the supervision of the administrative departments such as room, food and drink, guest services, housekeeping, marketing and sales, accounting, security, and engineering departments.

2.5.3.3 Large business: Large hotels like resort complex hotels offer complicated and delicate services which include rooms, conference rooms, business contact centers, restaurants. Recreational facilities are also included such as golf courses, tennis courts, retail shops like souvenir shops, boutique shops, beauty parlor. Such perfect environmental settings and a variety of excellent services need the contribution of a great number of employed hotel staffs. The management of large hotels is dependent upon the administrative department and job divisions are such as the room section that includes the housekeeping department, the food and beverage section, guest services, the marketing and sales departments, the accounting, security, and engineering departments.

2.6 Scopes of responsibility of staffs in accommodation business (Boonserm Hutapaet & Manoon Kalapat, 1999: 150-158)

Major responsibilities in terms of services can be sorted into two areas i.e. guest services both direct and indirect. Direct guest services are such as the responsibility of staffs like receptionists and bell attendants at the front office. They are the first group of staffs who offer the guests services upon arrival. Indirect guest services are such as the responsibility of housekeeping staffs who can never meet the guests but offer them services by cleaning and tidying their rooms or the responsibility of engineering staffs who maintain and take care of the hotel building and hotel facilities. Another area covers the supporting sections which are responsible for the planning, analysis, budgeting, and human resources. These sections are considered the parts of administration.

It can be said that the front office offering services to the guests can be compared to the nerve center of the business whereas the supporting section to the brain which generates quality and efficiency to the business.

2.6.1 Front office consists of the following staffs:

2.6.1.1 Front office manager supervises and controls every thing in the department. They observe the policy of the management department and are responsible for the training of newly-employed staffs. Also, they play a role in the staff development in order to achieve work efficiency.

2.6.1.2 Assistant front office manager contributes to the achievement of the goal, policy and work plans under the supervision of the front office manager.

2.6.1.3 Supervisor is responsible for the supervision of hotel work and the creation of work quality and efficiency.

2.6.1.4 Reservationsists are responsible for advanced hotel reservation and room booking through telephone, facsimile as well as the personal information of the hotel guests.

2.6.1.5 Front desk representative or receptionist welcomes the guests upon their arrival They are also responsible for the rooms that are not reserved in advance, the registration, the room number, the room key, and the guests' luggage by coordinating with the bell captain or other staffs. Besides, they provide information, mail the letters, take message, take notes, and report the check-in and check-out statistics of the guests.

2.6.1.6 Front desk cashier or front office cashier records guests' payment by producing receipts or daily notices. They also receive money from the guests and take care of the money from all sections of the hotel.

2.6.1.7 Telephone operator is responsible for the telephone contact, the supervision of the hotel sound system, and the morning call.

2.6.1.8 Night auditor examines the record of guests' payment and offers services to the guests upon their check-in and check-out at night.

2.6.2 Guest services are responsible for two things: luggage service and concierge service.

2.6.2.1 Guest services manager or concierge always stands by at the desk near the lobby to offer helps and advice and solve the guests' problems. They need to have good knowledge of the hotel and the major tourist sites in the city where the hotel is located. They also need to be fluent in at least one foreign language.

2.6.2.2 Bell captain is mainly responsible for the guests' luggage.

2.6.2.3 Bell attendant takes the hotel guests to their room after they are informed about the room number and are given the room key. Sometimes, they need to answer or inform the guests about other hotel services. They also need to find things upon the guests' requests.

2.6.2.4 Door attendant is always at the front door and is the first person to greet and welcome the guests. They take care of the guests' bags and have some similar scopes of responsibility to the bell attendant.

2.6.2.5 Parking value is responsible for the parking services, especially in large hotels. For medium hotels, this scope of responsibility is undertaken by the bell attendant.

2.6.3 Housekeeping, engineering, and security department.

Housekeeping department is responsible for cleaning the rooms, corridors, and halls.

2.6.3.1 Executive housekeeper plays a significant role in hotel services. Their scope of responsibility includes the supervision of work performance of the staffs in the department. The main duty of the executive housekeeper is to build up the hotel standard and make it a clean and sanitary place.

2.6.3.2 Housekeeping staffs are divided into the following:

- Floor supervisor is responsible for the work performance of housekeeping staffs, bell attendants, infrastructure staffs

- Room supervisor checks for the room after the housekeeping staff cleans and tidies it. They also write down the list of room facilities that need to be fixed. In some hotel, the floor supervisor and the room supervisor are the same person.

- Housekeeping staff is responsible for the daily cleaning of the rooms, the change of sheets, pillowcases, towels, and other appliances and the making of daily reports.

- House persons are responsible for the cleaning of public areas in the hotel.

- Infrastructure staff in some hotels responsible for the repair and maintenance of some appliances.

In terms of the laundry service, large hotels have their own laundry room but small hotels need to depend on the laundry shops. The hotels offering laundry services have staffs in reserve for the cleaning of clothes things such as sheets, pillowcases, and towels.

2.6.3.3 Engineering department is responsible for the supervision of the energy and electricity systems in the hotel. The chief engineer looks after five major scopes of work i.e. electricity system, water pumps, air-conditioning system, areas in and around the hotel building. Electricians and carpenters are also included in this department.

2.6.3.4 Security department is responsible for the security system in the hotel since the first day of construction. In some hotels, there is only one security staff but in large hotels, both security staffs in uniforms and in plain clothes are employed. The scope of responsibility is ensuring security and taking good care of hotel and guests' belongings.

2.6.4 Food and beverage department is divided into five scopes of responsibility food supply, food production or preparation, food service, beverage service, and banquet or catering service. The staffs for each scope of responsibility are as follow:

2.6.4.1 Food and beverage manager is responsible for the supervision of food and beverage department as well as the staffs' work performance.

2.6.4.2 Food supply staffs are responsible for buying raw materials and ingredients for food preparation.

2.6.4.3 Food production or preparation staffs are commonly known as chefs in small hotels. They are responsible for creating a daily menu, preparing food and figuring out the food costs.

2.6.4.4 Food service staffs are under the supervision of food services manager. They are responsible for two types of hotel restaurants: a main restaurant and a coffee shop and they belong to the three sections namely restaurant, coffee shop and food delivery sections.

2.6.4.5 Beverage service staffs are under the supervision of the beverage service manager. They are responsible for the beverages provided for hotel

guests, services in the bar or cocktail lounge, a catering service, beverage costs and the bartenders who make, pour and serve drinks upon the guests' requests.

2.6.4.6 Banquet or catering staffs are responsible for the preparation of food and beverage at the banquet or at the seminar both inside and outside the hotel.

According to the mentioned scopes of responsibility of the staffs in different departments, the researcher has an intention to study the tourists' satisfaction with the service quality of the hotels by categorizing into different departments i.e. front office, room service, food and beverage departments and other services like conference room service, health services such as fitness center, swimming pool. Because such services have both direct and indirect effects on the guests, the front office includes the bellstand, room service. There are no organizations in small hotels whereas in large hotels, staffs are assigned different scopes of responsibility to offer direct services to the hotel guests. This extra service aims at accommodating the guests. It is generally known as "concierge service."

2.7 Labor in accommodation business

In comparison with other modes of production, the need for the vast amount of qualified labors in accommodation business, particularly hotel business with various kinds of services, has been in greater consideration as supported by the expense on for the hotel officers' wages approximately 15 percent of total expense. This responds to the fact that the relationship between hotel business and tourism industry is intensively associated, and the tourism industry presently generates a vast quantity of national income each year. (Boonserm Hutapreat and Manoon Kalapat, 1999: 169-170)

According to the survey of labors in tourism industry in the year 1997 (Tourism Authority of Thailand, 2000: 1-33) that merely focused on the main production sectors directly associated with tourists i.e. accommodation business, travel agencies, restaurant business, souvenir business, transportation business, entertainment business, car-rent business and exchange business, it is found that 47 percent of total employment comes from accommodation business which suggests not only the highest proportion of employment in tourism industry but also the highest number of labors in

average per business unit (52.46 officers per unit). Accommodation hence is regarded as labor intensive and it can be estimated that there are 249,804 labors in this business. More than half of the labors are non-technical labors while middle-range technical labors and specialized labors are of 34 and 10 percent respectively. It was found about General data of labour in accommodation business, half of all (50.19 percent) were male, ages between 21-30 years (50.43 percent) and had education level in highschool the most (28.04 percent). Most of all (84.00 percent) stayed at their domicile. With regard to the amount of labors in average categorized by types of accommodation, more than 100 officers are employed in 3-star accommodations or higher, particularly accommodations rated 2,500 baht or higher whose average amount of officers are 335 per business unit. On the other hand, there is a low employment rate in lower-rated accommodations i.e. there are only 18 officers in accommodations rated 500 Baht or lower and 66 in those rated between 500-999 Baht. In conclusion, the average amount of labors per business unit depends upon the size of accommodations (the number of rooms) and kinds of services. High-rated accommodations often get along with a large number of rooms and various kinds of services as well as the vast quantity of employment. Regarding the outline of labor development, most entrepreneurs have agreed to focus on specialization rather than generalization of work performance. Because most of the labors in tourism industry are non-technical, more than 70 percent of them have never changed their jobs or positions. Hence, developing the specialized skills, rather than the generalized ones, seems to be efficient for work performance in accommodation business.

The introduction of labors into tourism industry is now blocked by the problem of labor quality that is partially due to the non-readiness of labor training institutes e.g. the problems within organization, the lack of trainers in terms of both quantity and quality, the lack of unity among labor training institutes with labors of different sets of standard, and the lack of follow-up as well as the lack of sufficient coordination among business units for human resource production.

2.8 Distinctive characteristics of hotel work

Anupan Kijpanpanich (1995: 27-37) has concluded the distinctive characteristics of hotel work as the followings:

2.8.1 Hotel work is teamwork: Because all divisions are interconnected, so no divisions can carry out their work by themselves e.g. kitchen division needs to coordinate with food and beverage division and reception division with housekeeping division.

2.8.2 Unusual working hours: Unlike ordinary business hours, working hours in hotel business are around the clock leading to the work shift system with two types of staffs: staffs who have just started working and those who have not finished their work yet. During the continuation period between two types of staffs, it is very useful for the latter to clarify and assign their incomplete jobs to those who have just arrived for the sake of customers' satisfaction and impression. Because hotel business needs to deliver 24 hour services without holidays, it is in dire need of many staffs and the extension of working hours without prior notice is sometimes unavoidable for hotel staffs if their assignment is incomplete or if there are a lot of customers at that moment.

2.8.3 Pressure of work: Hotel work is a kind of work that needs to compete with time in order to serve customers' needs and satisfaction as well as to prevent customers from unexpected dissatisfaction. One of distinctive characteristics of hotel work is the inconsistency of the number of hotel customers at a moment. Pressure of work toward hotel staffs, then, is unavoidable and often leads to stress.

2.8.4 Communication is vitally important: The success of hotel work is based on the effective communication. All sections must depend upon mutual information. The front office division is regarded as the reservation and information center and the cashier. Due to this, front office staffs must notify the housekeeping, restaurant, and kitchen divisions of any kinds of guests' information. The information that is notified back is also important. For example, more rooms can be sold by the front office division as long as the housekeeping division informs that the damage in the rooms has been repaired and ready to be in service. Besides working as a teamwork, the effective communication among divisions in the hotel is also one of main factors that leads to customers' satisfaction. There are 3 procedures for effective communication: 1) gathering information and keeping it in a safe place. When it is needed, it can be retrieved immediately 2) transmitting correct information for

collective understanding and 3) properly responding the acquired information and implementing what is necessary.

2.8.5 Dealing with all sorts of people: Working in a hotel business is a good opportunity for staffs to deal with all sorts of people, both local and foreign from different places and backgrounds, with different needs, communicative skills and personalities. In this respect, customers therefore can be generally divided into 2 groups: Those who are satisfied with the service and those who are not. “Customers are always right” principle is what hotel staffs should keep in mind in case of having an argument with the hotel guests. Thus, the distinctive characteristics the hotel staffs must possess are calmness, tolerance and forbearance.

2.8.6 Prepared for unexpected problems: Hotel work is not a routine work because unexpected problems and circumstances may occur to challenge the staffs at any time. The ability to deal with such problems is required for hotel staffs.

2.8.7 Courtesy is the answer. Apart from effective performance and service, hotel work needs courtesy to create an impression to hotel guests because everyone, regardless of nationality, likes to be paid respect. As a result, to be generous and sympathetic as well as a good listener when hotel guests are facing any trouble are what hotel staffs should possess.

2.8.8 Instant compensation: In spite of the fact that hotel work creates pressure, service tips seem to be an instant reward for hotel staffs e.g. the Bellstand may receive more service tips than other divisions so the staffs sometimes get paid more than their usual salary. Tipping is a foreign tradition and it becomes so common that the guests should be responsible for tipping. Therefore, foreign guests’ tipping does not always indicate that they are satisfied with the services except for tipping results in a huge amount of money. However, it can be guaranteed that the service tips from Thai guests can be more or less an expression of their satisfaction with the service. This is because if they are not satisfied with what is provided, tipping is out of question.

2.8.9 Full of life and warmth. This is because:

2.8.9.1 The hotel is such a beautiful place with luxurious decoration and is abundant with trees and flowers. Nice dressing also brings about the feeling of liveliness and charm.

2.8.9.2 The hotel is lively. Generally speaking, loneliness will never occur in the hotels full of customers and guests.

2.8.9.3 The hotel gives the feeling of warmth. The warmth and intimacy often occur in the hotel work owing to teamwork and interconnection of divisions.

2.9 Staff development in hotel business

Because hotel business is a business providing various facilities and services to customers e.g. accommodations, food or entertainment, the recruitment of qualified and specialized staffs for hotel work is highly needed. And because the success of hotel business is marked by providing the customers with extreme satisfaction and impression, service-minded skills and specialization are unavoidably required for the staffs dealing with customer contact.

2.9.1 Significance of staff development in hotel work (Chittinun Dechakhup, 1997: 7-9)

Staff development in hotel work means any procedures that strengthen the potentiality of hotel officers' work performance in every level in terms of knowledge, skills, attitude, and appropriate performance with effectiveness and efficiency for the staffs' better quality of life and the success of hotel business. To achieve the desired characteristics of service work, the significance of staff development can be categorized as follows:

2.9.1.1 Significance to customers

1) Satisfaction with service: The customers' satisfaction will rise if they perceive that the service offered by service-minded staffs who rely on the customers come first' principle is excellent. The hotel staffs, both at the front office division and at the rear one, who have been well-trained will perform services with effectiveness and consistency. Effective intra-organizational coordination will also have an effect on the customers' satisfaction.

2) Quality of service: The customers have always expected quality services from the qualified hotel staffs who offer services with good attitudes, friendliness, responsibility, and the capacity to serve the customer's needs.

3) Reliability of service: Unlike other ordinary merchandises, hotel services are intangible. In order to make customers feel more reliable as well as less anxious about the quality and efficiency of hotel services, it is necessary for experienced and specialized hotel staffs to offer good services at best.

2.9.1.2 Significance to hotel officers

1) Development of individual potential: The opportunity to learn and experience new things will result in the development of hotel staffs' performance with great potential, attitudes and ability to improve.

2) Increase of individual value: Hotel work is a kind of work that requires specialization in each scope of responsibility. When the hotel officers gain more knowledge and useful skills, their work performance will improve and, at the same time, will increase the individual value of hotel staffs to deserve a qualification to gain more income.

3) Increase of career promotion: The hotel staffs who have been trained and are able to develop better work performance may not only meet the opportunity to be higher promoted but also to gain more confidence in work performance. Besides, this can strengthen their confidence and create great relationship among staffs.

2.9.1.3 Significance to hotel business

Hotel officers, particularly the qualified and effective ones, are the most important resource for the survival of hotel business. As a result, personnel development is vital to the hotel business in terms of the growth of business, the good image, the efficiency promotion of officers and the maintenance of business stability.

2.9.2 Types of staffs in hotel work

According to the staff development in hotel work, hotel staffs can be categorized into 3 types based on the criteria of status and level of work performance in the organization: 1) technical staffs, including inexperienced and new-coming staffs 2) division or department heads and 3) executives or administrators

2.9.2.1 Technical officers in hotel business are of 2 types:

1) Newly graduated staffs: Before starting to work, a training preparation program is necessary for the staffs to prepare themselves for the

work performance. There are different kinds of staff development, for example, pre-service training, orientation or inductive training. The objective of such training are to familiarize them with the workplace in order to realize their rights and scopes of responsibility, and understand the goals of the organization as well as to provide them with knowledge, attitudes and skills that best suit the needs of the organization.

2) Technical staffs: The training preparation program is also organized for this type of staffs who have been permanently enrolled into the organization. Such training program aims at familiarizing the staffs with the organization and the scopes of work in order that they understand their rights, scopes of responsibility, the objectives and goals of the organization. After trained, those staffs will then perform their assigned work. Because the achievement of work performance depends greatly on the staffs' knowledge and capability, regular staff development through training programs is highly required. Consequently, planning for staff development to achieve their specialization and specific skills must be in consideration.

2.9.2.2 Division or department heads: When technical officers perform their work with full of skills and specialization under a period of time, their career will be promoted as chiefs for supervision and direction of the performance of officers under the line of command and responsibility. Normally speaking, those who are promoted as chiefs must be responsible for the assignment, interested in their work and self-development.

2.9.2.3 Executives. Hotel business executives must have broad and deep knowledge, skills, capacity and experience especially in the globalization era that the advanced technology in the hotel business and performance becomes very popular. Room and food reservation by computer-based technology is nowadays very convenient. Thus, executives must be aware of the important role of such technology and prepare themselves for any changes.

Large hotel business often has several branches. The famous hotel business, for instance, Marriot, Hyatt, Dusit Thani, Regent, Novotel, now has branches worldwide. To be a worldwide-branched hotel business may be a reason that makes officers of such business tend to be faster promoted into the higher lever of work performance than officers of local hotel business.

All three types of officers dealing with hotel work mentioned above have to use three following skills to perform their work: technical skills, human skills, and conceptual skills. Although each type of officers needs different skills and capacity according to the different level of work performance, all of three skills above for every level of hotel officers still prevail (Wichian Lertpokhanon, 2540: 80-81) as the followings:

1. Technical skills are the skills on the methods of work performance and the utilization of tool and equipment with specialization. This type of skills tends to be more essential for technical officers than chiefs and executives because of daily work performance and the solution toward immediate problems.

2. Human skills are the ability of communication of officers in the organization, the ability of making good relationship, the ability of coordination, and the satisfaction of officers' community. This sort of skills is vital to any level of chiefs as well as executives to gain respect and coordination from other division heads and technical officers.

3. Conceptual skills are the ability of thinking and realization of organization's work processes and procedures in bird's eye view and the ability of coordination and merging of job assignment, activities, purposes and objectives of the organization in order to attain the organization's goal. This kind of skills may become much more essential achievement factor if beginning chiefs are promoted to executives.

Table 3 The differences of the mixture of personal skills in each level

Executive level			
Chief level	Technical skills	Conceptual skills	Human skills
Officer level			

According to three types of skills as told earlier, Michael & Frank say that officers in any level of organization need skills for their work performance. Human skills and conceptual skills are indispensable for chief and executive level according to administrative priority and significance. As shown in Table 3, the most important

skills for executives are conceptual, human, and technical respectively. Human skills, on the contrary, play the major role for chiefs while conceptual skills and technical skills are regarded as supporting skills. As for technical officers, totally unlike executives, technical skills seem to be the most vital meanwhile conceptual skills play the least important role. However, it is found that human skills become equally predominant in every level of officers in the organization.

2.9.3 Forms of personnel development in the hotel (Chittinun Tejagupta, 1997: 36-40)

Forms of personnel development in the hotel will cover education, training and development. Each of them will serve for specific purpose of personnel development i.e. education puts emphasis on each individual by indoctrinating specialization learning with standardized and systematic learning process. The purpose of education is the applicability to work performance. Training, nevertheless, focuses on work by strengthening the learning for work improvement whereas development puts much importance on the organization by the learning for the enhancement of work potentiality under situational changes both internal and external organization. Here are the details of widely used forms of training

Training is the vocationally oriented learning activity that can be in practices at once. The objectives of training are to change the trainees' behavior into the desired direction. Types of training can be classified as follows:

1. Pre-performance training is the basic preparation of work performance for officers.

- 1.1 Orientation is the formal training held for new coming officers. Its activity is about the introduction of the organization, the assignment, chiefs, colleagues and environment of working for smooth performance with colleagues and adaptation toward the new organization. Generally speaking, the contents of orientation often consist of procedures, administrative policies, rules and regulations, standards of performance, responsibilities of each position and environment of working. Orientation, in most cases, takes one or two days.

- 1.2 Coaching is the informal training by direct personal-to-personal learning of work performance from their chiefs. The new coming officers often have to work with experienced officers for direct and faster learning.

2. Interval-performance training is the training for strengthening knowledge and skills of routine job and work improvement of officers.

2.1 On-the-job training is the training that goes along with the real work performance simultaneously. The method of such training is that the chiefs will become the trainers so that the dissatisfied results and unexpected bad outcomes of work performance caused by deficient skills shall be alleviated or, in the other word, improved e.g. the chief of food service suggests their subordinates, or trainees, observe and refill the water of customers' glass without any demand. This kind of training is suitable for a short of period of time.

2.2 Off-the-job training will often be held when officers are off their duties. The forms of this training are training course, seminar or multimedia teaching kit due to appropriateness. Besides, the invitation of experts with various knowledge and experience and the short-time training matched by the interest of hotel work are other methods of the off-the-job training as well.

2.3 Through-the-job training is the training with the purpose of increasing new skills paralleling with routine work by the manner of job rotation and job reshuffle from simple to more complicated work. Furthermore, job enlargement and job enrichment are also the methods of the learning and skills enhancement in order to decrease the boredom of job assignment. Such training will improve knowledge, skills, abilities and working behaviors for career promotion and self-development

Contents of training is the kind of training courses that serve organizational need. The objectives, program contents and the category of trainees can be sorted as the followings:

1. General skills training emphasizes officers' personal skills regarding teamwork, adjustment toward changes, efficient work productivity. This training will also cover the development of learning, interpersonal skills, negotiation, teamwork, decision-making of problem solutions, creativity, goal setting, development of self-confidence, customer relations and basic management skills. The difficulty of contents for each training program will depend upon the level of trainees.

2. Technical training puts importance on the increase of knowledge and abilities of technical officers in terms of work performance how-to and

implementation e.g. the training program for cleaning officers on how to use the vacuums to clean the hotel rooms, or how to use the computers for food order and calculation.

3. Supervisory skills training highlights the increase of knowledge and skills on how to be good chiefs in division, management of the subordinates, performance assessment of the subordinates, immediate problem solution, and decision-making, for instance, the training program on the exercise of authority and command to the subordinates with effective and thorough communication skills.

4. Management development training spotlights the increase of knowledge and skills of organization management of executives relating to tactical management procedures, exercise of authority and command, labor relations management, personnel administration and manpower planning, financial and accounting management, organization assessment, information technology management of the organization, problem analysis and decision-making.

Generally speaking, the training aims at the learning in four features:

1. Knowledge is the well-rounded principles and facts that lead to the application proper to performance and responsibilities. Knowledge, then, can be listed into four types as the followings:

1.1 Occupational basic knowledge is the fundamental knowledge of the individual from educational institutes and family. Although such knowledge is likely or, at worst, not likely to fit the work performance, it is still useful more or less.

1.2 Occupational experienced knowledge is the experienced knowledge from work, training and suggestion of chiefs, learning from colleagues by observation, or operational seminar held by organization with purpose of work improvement when new tools or products arrived.

1.3 Organizational knowledge is the knowledge of organizational recognition about history, fame, policy, philosophy, administrative system, executives and partner agencies, objectives, rules and regulations as well.

1.4 Self-development knowledge is the knowledge that outlines self-development of flexibility to situational changes and work performance ability with intention and proper behaviors.

2. Skills mean the ability that needs practice for specialization and expertise until the officers are capable of performing dexterously. Skills are able to classify into three types:

2.1 Technical skills mean the ability to develop technique necessary to effective work performance by each step of procedures or methods of work performance

2.2 Interpersonal skills mean the ability of sociable adjustment, co-existence, smooth co-working, and good relationship-making in colleagues.

2.3 Conceptual skills mean the ability of thinking and realization of problem-solving and decision-making based on the rational.

3. Attitudes mean the degree of personal feelings, either positive or negative, toward some extent. Attitudes to work, thus, mean the personal feelings toward work. However, attitudes that need to be promoted are positive attitudes to the assignment and responsibility, work confidence, enthusiasm, diligence, and punctuality, etc.

4. Behaviors mean the combination of knowledge, skills and attitudes that has an effect on personal behaviors in specific way. Consequently, hotel officers must be those know well of goods and services. At the same time, they have to be of ability, industriousness, as well as awareness of serving good services with tenderness. Proper behaviors, hence, will bring about the satisfaction and impression of customers.

In sum, the training is the practice and development in knowledge, ability, attitudes and behavior that results in effective and competent work performance and repositibility

3. Concepts of human resource development

Human resource development is the process of accumulating individual's well-rounded knowledge, skills and ability for better and more efficient performance. According to economics, human resource development is the kind of increasing human capital as well as the investment for economic development.(Supapinya Jantharasathoon, 1989: 12-13)

As the definition mentioned above, it is expressed that the definition of human resource development can be differentiated into two levels: macro level and micro level. As for macro level, it regards human resource development in the national level e.g. human or population development by tactics and measures of the criteria regarding the population rate of birth and death, education, and employment for effective national economic and social development. Such criteria and measures are the accumulation process of knowledge and skills of human resource development proper to the employment need in the national level. Again, macro-level human resource development is the development that makes manpower demand and supply in equilibrium. On the contrary, micro-level human resource development is the kind of human resource development in the organizational level by the position of employees or officers of the organization. Its substance is about the enhancement of personal skills, knowledge, and ability in order to perform their work in the organization. To the extent that the officers are able to perform their work effectively and efficiently depends upon personal realization of his/her ability, the nature of work, the nature of organization, the outcomes the organization needs to attain, and the learning of both horizontal and vertical relationship of agencies. Human resource development in the organizational level, then, aims at personal development with dynamics e.g. the movement of perception, the adaptation, and the readiness in the process of ice-breaking for the ability to work with other colleagues.

In addition, by the comparison with other factors of performance e.g. capital, raw material, mechanism, marketing and management, human resource is the most essential factor for business competition. If every organization has the same other factors but different officers and executives, the outcome of performance is due to dissimilar. (Jumnian Juangtrakul, 1993 cited by Choochai Smithikrai, 1999: 1)

3.1 Definitions of human resource development

There are many definitions of human resource development given by academics and experts as the following:

Chira Hongladarom (1998: 5) says that human resource is the value and beneficial capital. Here, this definition expresses that the consideration of quality, of

productivity efficiency of population, or the labor in terms of human capital is vitally in relation to the amount of educational investment or training.

Harbison (1973 cited by Ratchaneewan Uthaisri, 1983: 245) regards that human resource is the intrinsic energetic skill, ability and knowledge essential to goods production and effective services. This definition endeavors to reveal the tie between human and work in relation to goods production and administration that will influence national social, political and economic development.

Marshall defines the human resource as the quality improvement of skills and employment by emphasizing on the competence of human resource for more effective work performance. (Chira Hongladarom, 1998: 5)

Leonard Nadler (1980 cited by Ladda Charueksathitwong, 1991: 14-15) states that the Human resource development (HRD) not covers only the training but is also the origin of training that has been continuously evolved. HRD today plays more important role because of the enlargement of population and organizations. Nadler's HRD is due to the learning experiences that has been come about in the particular moment and has been plotted to the possibility of behavioral change. For Nadler, again, the definition of the learning experiences concerns the purpose or the content of learning with criteria, not just common learning.

According to Nadler's definition of HRD, it is the process of behavioral change by accumulating knowledge, ability, skills and attitudes of human resource in the organization with various kinds of learning covering the process of educational management, training and development for effective work performance in the present and the future.

Arun Raktham (1991 cited by Siriwan Chadraputra, 1998: 17-18) defines personal development as the process of knowledge, skills and attitudes accumulation so that officers in the organization are able to change their working behavior relating to the organizational context both in the present and the future. Also, personal development is the learning process from education, training and development, so the performers are capable of taking knowledge, skills, attitudes as well as thinking and perception into tangible advantages both personal and organizational.

Rungsan Prasertsri (1991 cited by Siriporn Kraisuwan, 1997: 9) has gathered the definitions of personal development and has concluded that "personal

development” means the educational opportunity of strengthening individual’s knowledge, aptitudes and skills. Its objective is to develop officers’ potentiality so that they are able to perform their responsibility effectively in terms of knowledge, ability, expertise and experience. In addition, personal development also means the attitude development to better work performance, work encouragement as well as the thinking of better work improvement.

Nawarat Phlainoi (1983: 93) defines the human resource development as the continuous process that makes individual full with physiological and psychological competence in every way good for himself/herself, family, society and country. Again, human resource development is likely to be the process of which purpose is the national development as shown figure 7.

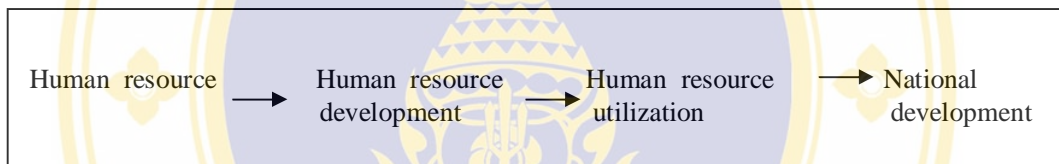


Figure 7 Human resource development process

Human resource development is not the objective in itself. Instead, the actual objective is the employment of developed human resource to perform any responsibilities for national development.

Danai Thianput (1998: 150-151) regards that human resource development means the integration of training and development, career development, organizational development for the improvement of individual, of team, and of the effectiveness of organization.

In accordance with the definitions given by academics above, human resource development means the systematic and consistent process not only to strengthen individual’s potentiality so that they are efficiently capable of performing their tasks and responsibilities but also to change personal behavior full with knowledge, skills and attitudes that leads to desired behavior or objectives good for individual, family, organization, society and country. Additionally, education, training and development is also included in this process.

3.2 System of human resource development (Choochai Smithikrai, 1998: 36-37)

Efficient human resource development must rely on good management and administration – systematic management and thorough planning. The system approach is one of concepts of efficient human resource development. The essences of the system approach are threefold. First, the system of human resource development is merely a sub-system in the organizational system and continuously interacts with other sub-systems. Second, the system approach highlights the feedback that needs for consistent work improvement, so the personnel development program must always be improved when the feedback returned in order to catch up with the situational changes. And finally, the system approach is likely to be the frame of reference for planning and the proceedings of personnel development program (Goldstein, 1993) as shown in figure 8.

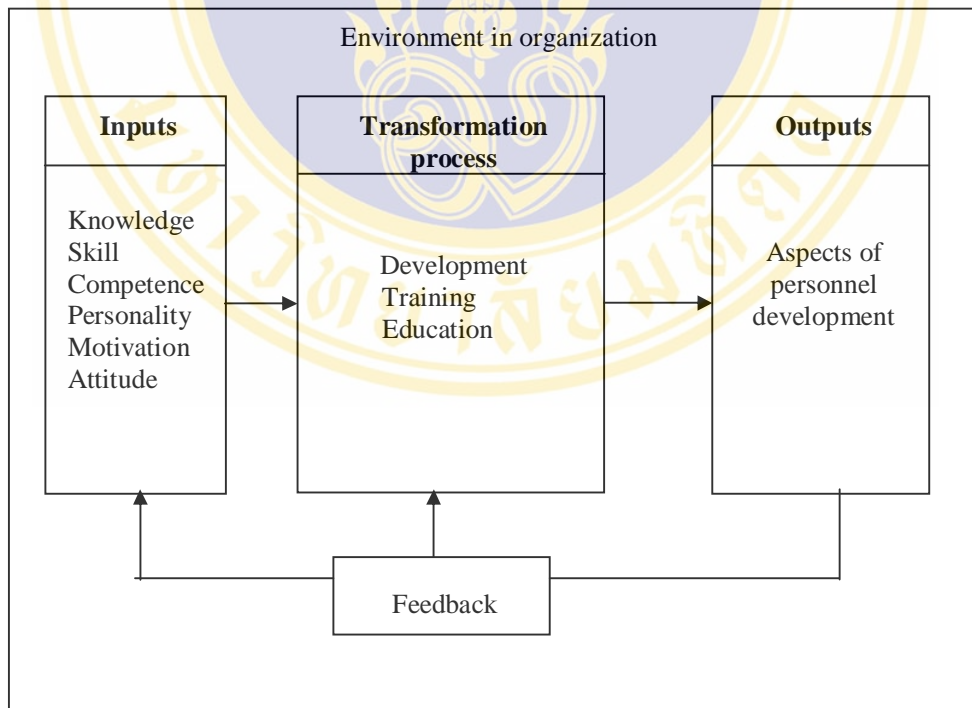


Figure 8 The system approach

Figure 8 shows the elements of the system approach i.e. inputs, the transformation process, outputs and the feedback. As seen, the transformation process will flow in the continuous and cyclical pattern by the guidance of the feedback in order to pursue desired outputs.

Elaborately speaking, the inputs in personnel development system are personnel knowledge, skill, competence, personality, motivation and attitude. The qualified officers will not only differ from different organizations but also differ from each other even in the same organization. According to the transformation process, it is about the personnel development programs held by the organization i.e. development, human resource development, and education. Such programs will play a role of improving, enhancing, promoting and supporting the changes of each individual in various aspects until they reach the satisfactory outputs or development as expected. However, the organization must be responsible for frequent assessment and audition in order to acknowledge problems, obstacles and comments needed for improvement, and then systematize all information above for the transformation of personnel development program in the future.

3.3 Human capital theory

Human capital theory is well-known today and has been originated by Schultz (1961) and Becker (1975). The basis of this theory is influenced by one of labor economics concepts - Adam Smith's concept of the difference of labor quality (1776). Smith's concept spotlights that there are a group of members in each society that try to gain knowledge by education or vocational apprentice which needs the capital. However, after accomplishing education or apprentice, those who had invested in education and apprentice will finally employ their knowledge to gain the interest to themselves and society. According to the decision-making on how much and what kind of human capital investment, Schultz explained that the individual or the consumer will make his/her decision based on net benefits. Like other kinds of investment, human capital investment has also costs both direct and indirect. Direct costs are that the investor must pay in capital such as tuition or training fees, personal expenses, etc. whereas indirect costs are that the investor does not pay in capital but it

is able to estimate value in economics term such as the opportunity cost to work during the period of studying (Sumalee Pitayanont, 1991: 104-107)

Nevertheless, Schultz has defined that the human capital investment is the activity or the behavior which will construct both direct benefits – capital benefits e.g. wages, income, bonus, over-time wages, etc. – and indirect benefits – psychological benefits e.g. honor, pride, social recognition, better living, etc. – by the activities of and the behavioral changes from human resource development. There are a number of activities or behavioral changes that are classified as the human capital investment e.g. Every level of both in- and out-school education, skill training in training center or enterprises, the allocation of time to take care of the children in the family, job seeking of the labors (Ratchanee Khunopakarn, 1999: 55).

Moreover, Schultz has emphasized that the significance of human capital is to regard the collective responsibility of members in the society and the making of prosperity toward national economy. Human capital investment can be implemented both quantitative aspect such as the promotion of working status and the quantity of employment, and qualitative aspect such as the promotion of knowledge, skill and competence. That's because human capital investment is one of the important factors that initiate productivity and economic growth (Makha Khittasangkha, 1999: 95)

Schultz has analyzed and concluded the activities of human capital investment. Training or On-the job training is a part of human capital investment as well (Boonkhong Hanchangsit, 1997: 183-184)

According to all concepts and theories of human resource development mentioned earlier, the activities or the processes of human resource development such as the training or the education held continuously and systematically by the organization can be regarded as the kinds of human capital investment to enhance officers' knowledge, skill and competence for better work performance. Nonetheless, the assessment of human resource development is supposed not to be overlooked as well. As a result, the measurement of customers' satisfaction in the accommodation is, needless to say, the method that enables to acknowledge problems, obstacles and other information necessary for the transformation process of human resource development fitting to current changes.

4. Related researches

There has not been adequate research into the satisfaction of hotel's quality service. Most of nearly related research on this matter focuses on the satisfaction of a tourists place and the satisfaction on the other services follows;

4.1 Sex

Bhirom Boonradpanich (1988: 94) studied "The impacts of crime problem toward tourism industry in Thailand case study: feeling of international tourist" It was found that tourist in different sex has different feeling on the security of crime's problem in Thailand.

Mueng Promkesa (1996: 58) studied "Foreign tourist's attitude toward policies services, A case study of Sub-division 2 tourist police" It was found that the tourism who has different sex, has different attitude on the service of tourist police at the level of statistic significant 0.05.

Pimchanok Sunsanee (1997: 107) studied "Determinants of service quality as perceived by consumers in Chiang Mai province" It was found that consumer in different sex has a different level focus on a faction which identify quality of service by statistic significant. Four types of services are private hospital services, Laundry services, Movie theater service and commercial bank service showed that each sex of consumers take an clearly different important on factors affecting quality of services.

Thus, the researcher has a hypothesis on this topic that's "Sex of tourist is related to a satisfaction of quality of service accommodation in Thailand"

4.2 Age

Metta Savettalakha (1996: 110) studied "Satisfaction of tourists with the recreation area: a case study of Dusit Zoo" It showed that the different age of tourism lead to the different satisfaction of Dusit Zoo by the statistic significant level 0.01.

Ratthawut Jiemsripong (1999: 105) studied "Tourists satisfaction regarding the environmental management of Bangsan Beach Chonburi Province" It was found that the different age of tourism lead to the different satisfaction of environment

management at Bangsan Beach by the statistic significant level 0.05 in the positive factor.

Pimchanok Sunsanee (1997: 107) studied “Determinants of service quality as perceived by consumers in Chiang Mai Province. It was found that consumer in different age will pay attention on the factors defining quality of service in the significant different level.

Norasak Hemnithis (1998: 66) studied “Factors affecting tourists’ satisfaction in service of immigration of the Bangkok international airport” It was found that the tourists’ who has a different age has a significant different satisfaction in the service of immigration in level 0.05.

Prapassara Kasemsuwan (1998: 52) studied “International visitors perception of environmental problems in Thailand” It was found that the international visitor who has different age lead to the different perception of environmental problem in statistic significant level 0.05.

Yaowaree Charoensawat (2000: 97) studied “The tourist satisfaction in Khao Yai national park for recreation purposes” It was found that age was related on the satisfaction in statistic significant level 0.01 which the move age they are, the less satisfaction they perceive.

Thus, the researcher has a hypothesis on this topic that’s “Age of an international foreigner is related to a satisfaction on quality of service of accommodation in Thailand”

4.3 Race

The Royal Institute dictionary (1987: 278) defines “race” as “persons who has the same generation”

Brace & Montagu (1977 cited by Tosapol Sompong, 1997: 320) defines race as “a group of people which can identify a physical in their own group”

Saowanich Tungtrakul (1990: 214) studied “Tourist” satisfaction Towards physical Environment of Hua Hin Beach” that’s including of Thai traveller and foreigner. It was found that the traveler who came from the different place has a different satisfaction towards physical environment of Hua Hin Beach.

Mueng Promkesa (1996: 65) studied “Foreign tourist’s attitude toward policies service, A case study of Sub-division 2 tourist police” It was found that the tourist who has a different domicile has a different attitude toward policies service of tourist’s police at a statistic significant level 0.05.

Prapassara Kasemsuwan (1998: 52) studied “International visitors’ perception of environmental problems in Thailand” It was found that the international visitor who has a different domicile has a different perception of environmental problem in statistic significant level 0.05. The visitors’ who stay in Europe and Asia perceive that Thailand has less environmental problems that visitos’ who stay in another continent.

Pithi Hunjuy (1998: 91) studied “The image of international tourist police toward attitude of tourist at Pattaya” It was found that different domiciles of international tourists in Pattaya are related on an attitude toward the image of international tourists’ police.

Tanaporn Metaneesadudee (2000: 80) studied “Tourist’s satisfaction toward video presentation: A case study of Wat Phra Chetuphon Vimolmangklaram Rajwaramahaviharn” It was found that different nationality of tourist had different satisfaction toward video presentation at statistic significant level 0.05.

In conclusion of nationality factor, most of researches found different nationality has vary dependence variable. For this researche, the researcher choose “race” instead of nationality due to most of previous research focus on “race” than “nationality” when study on the satisfaction of quality of service.

Thus, the researcher has a hypothesis on this topic that’s “International tourists’ race is related to tourists satisfaction on the quality of service toward accommodation in Thailand”

4.4 Educational level

Saowanich Tungtrakul (1990: 214) studied “Tourist” satisfaction Towards physical Environment of Hua Hin Beach” It was found that a tourist who has different in educational level has a different satisfaction towards physical environment of Hua Hin.

Narasak Hemnithis (1998: 68) studied “Factors affecting tourists’ satisfaction in service of immigration of the Bangkok international airport” It was found that the

tourists' who has a different educational level has a different satisfaction toward service of immigration on a statistic significant level 0.05.

Soungtip Wongphan (1998: 99) studied "Service quality as expected and perceived by customers attending the outpatient department of government hospital in Suphanburi Province" It was found that a customer who has a different educational level has a different expected on a quality of service.

From all above, the researcher has a hypothesis on the topic that's "The level of the international tourists' education is related to a satisfaction of quality of service in accommodation in Thailand"

4.5 Occupation

Meung Promkesa (1996: 65) studied "Foreign tourist's attitude toward policies service, A case studied of Sub-division 2 tourist police" It was found that the tourist who has a different career has a different attitude toward policies service of tourist's police at a statistic significant level 0.05.

Norasak Hemnithis (1998: 68) studied "Factors affecting tourists' satisfaction in service of immigration of the Bangkok international airport" It was found that the tourists' who has a different career has a different satisfaction toward service of immigration on a statistic significant level 0.05.

Tanaporn Metaneesadudee (2000: 80) studied "Tourist's satisfaction toward video presentation: A case study of Wat Phra Chetuphon Vimolmangklararm Rajwaramahaviharn" It was found that different career of tourist had different satisfaction toward video presentation at statistic significant level 0.05.

Thus, the researcher has a hypothesis on this topic that's "International tourists' occupation is related to tourists' satisfaction on the quality of service toward accommodation in Thailand"

4.6 Income

Nopporn Linthong (1995: 1) studied "The quality of service in international commercial department of secretary, international commercial department. It was found that incomes of consumer are related on a satisfaction of service as same as one of hypothesis that's a different income lead to a different satisfaction of service.

Lumpong Sritabtim (1992: 83) studied “Thai tourists’ satisfaction towards physical environment of River Kwei Bridge, Changwat Kanchanaburi” It was found that a tourist who had different income has a different satisfaction towards physical environment of River Kwei Bridge.

Prapassara Kasemsuwan (1998: 52) studied “International visitors’ perception of environmental problems in Thailand” It was found that the international visitor who earn 24,999 dollar’s per year (and lower) perceived that Thai has an environmental problems more than the visitors’ who earn 25,000 – 49,000 dollar’s including of 50,000 dollar and higher. It can be concluded that the visitors’ international who earn different incomes has a different perception toward environmental problem in Thailand on a statistic significant level 0.05.

Lalita Jiasiripongkul (1999: 50) studied “Factors affecting the period of stay of foreign tourists in Lampang Province” It was found that foreign tourists’ incomes are affecting the period of stay in Lampang Province.

Tanaporn Metaneesadudee (2000: 83) studied “Tourist’s satisfaction toward video presentation: A case study of Wat Phra Chetuphon Vimolmangklararm Rajwaramahaviharn” It was found that different incomes of tourist had different satisfaction toward video presentation at statistic significant level 0.05.

From all above, the researcher has a hypothesis on this topic that’s “International tourists’ incomes is related to tourists satisfaction on the quality of service toward accommodation in Thailand”

4.7 Traveled objective

Norasak Hemnithis (1998: 68) studied “Factors affecting tourists’ satisfaction in service of immigration of the Bangkok international airport” It was found that a different objective of travelling lead to a different satisfaction of immigration’s service on statistic significant level 0.05.

Lalita Jiasiripongkul (1999: 50) studied “Factors affecting the period of stay of foreign tourists in Lampang Province” It was found that foreign tourists’ objective of travelling are affecting the period of stay in Lampang Province.

Apiwat Giengkwa 1(1991: 89) studied “Visitor’s opinion on improvement and development of accommodation at Khao Yai national park” It was found that a

visitor who has different objective of travelling has a different opinion on improvement and development of accommodation. Most of the agreement of improvement and development of accommodation are visitors who came to travel and relax.

The objective of journey may lead to have different satisfactory such as visitors who came to relax should to have more convenience form accommodation than visitors who came to seminar or visit their friend.

Thus, the researcher has a hypothesis on this topic that's "The traveled objective of international tourist is related to tourists satisfaction on the quality of service toward accommodation in Thailand"

4.8 Traveled arrangement

Norasak Hemnithis (1998: 77-78) studied "Factors affecting tourists' satisfaction in service of immigration of the Bangkok international airport" It was found that a different aspect of travelling lead to a different satisfaction of immigration's service on statistic significant level 0.05. That's tourists' who came by group tour has more satisfaction than tourists who came by themselves.

A group tour are defined as a travelling of persons without appointment to pay money for tour's company to manage all of service for travel such as a vehicle, accommodation and other services by the time schedule. Anyway, tour travel maybe lack of freedom to choose the places and strictly arrange anything on schedule list. (Rattapol Chairat, 1993 cited by Tanaporn Metaneesadudee, 2000: 20). Therefore, the travelling by oneself will has more chance to choose a hotel or accommodation.

According to 2 aspects of travelling, the researcher has a hypothesis on this topic that's "The traveled arrangement of international tourists is related to tourists satisfaction on the quality of service toward accommodation in Thailand"

4.9 Traveled Duration

Lumpong Sritabtim (1992: 100) studied "Thai tourists' satisfaction towards physical environment of River Kwei Bridge, Changwat Kanchanaburi" It was found that a Thai tourist who had different period to stay in accommodation has a different

satisfaction towards physical environment of River Kwei Bridge, Changwat Kanchanaburi.

Traveled duration is one of factor affecting a satisfaction of tourist. Due to the longer to stay, the more to receive vary services. Besides, they could see problems among an employer and a quality of services too. In 2001, a mean of period to stay in accommodation of international tourist was 7.98 days (Tourism Authority of Thailand, 2003: 1)

Thus, the researcher has a hypothesis on this topic that's "The traveled duration of international tourist is related to tourists satisfaction on the quality of service toward accommodation in Thailand"

4.10 Traveled experience

Traveling experience in another conuntry may lead to different satisfaction because of most of international tourists has vary experience in many countries. The European tourist belief that a travelling is very important for their way of life. So, an experience of travelling could be exposed the comparison of quality of service as well.

Thus, the researcher has a hypothesis on this topic that's "The traveled experience of international tourists' is related to tourists satisfaction on the quality of service toward accommodation in Thailand"

4.11 The location of accommodation

Pensri Chareonwanich & Somjit Jeungsangunpornsook (1997: 92-93) studied "Hotel services: A comparative study of the hotel in Nongkai, Thailand and those in Vientiane, the people's democratic republic of Laos" It was found that employees at Nongkai Province has more satisfaction on location that's very convenience for travel than hotel at Vientiane.

This factor, the location of accommodation, could make a different satisfaction because Thailand has many places to travel such as places for ecotourism and places for culture tourism. An accommodation, generally located not far from tourists' places so tourists could decided any place to stay and maybe more than 1 place. Therefore, tourists maybe compare a quality of service in each places including of their location too.

Thus, the researcher has a hypothesis on this topic that's "The location of accommodation of international tourist is related to tourist satisfaction on the quality of service toward accommodation in Thailand"

4.12 The accommodation category

Thailand has many accommodation for tourists such as hotel, guesthouse, resort and others which different standard and prices Tourists can choose place by themselves due to an objective of travelling. Nevertheless, tourist who stay different will has different satisfaction.

So, the researcher has a hypothesis on this topic that's "The accommodation category is related to tourists satisfaction on the quality of service toward accommodation in Thailand"

4.13 An external communication

Busaya Suthitorn & Passawalee Nithikasetsoonthorn (1998: abstract) studied "Attitude and impression of foreigners for visit Thailand" It was found that a source of information they've received is not the same as they found by themselves such as a cleanliness of drinking water and accommodation.

Rungtip Wongpathibatkarn (1999: abstract) studied "The truth and image of Phuket by England tourists" It was found that English tourists who received information different source has different image on Phuket.

Thus, the researcher has a hypothesis on this topic that's "An external communication of international tourists is related to tourist satisfaction on the quality of service toward accommodation in Thailand"

4.14 Physical Environment of Accommodation

Pensri Chareonwanich & Somjit Jeungsangunpornsook (1997: 92) studied "Hotel services: A comparative study of the hotel in Nongkai, Thailand and those in Vientiane" It was found that tourists who stayed at Nhongkai satisfied on view or scenery because the location is near Khong River.

Physical environment, such as cleanliness, comfort and modern facilities, are important factors to increase tourist satisfaction.

Thus, the researcher has a hypothesis on this topic that's "Physical environment of accommodation is related to tourist satisfaction on the quality of service toward accommodation in Thailand"

Besides, the researcher literate another researchers related on quality of service as follows;

Pensri Chareonwanich & Somjit Jeungsangunpornsook (1997: 89-95) studied "The quality of service of accommodation: A comparison on accommodation in Lao PDR. (Viengchan)" It was found that the influence factors for tourist to choose an accommodation are an atmosphere, good services, good manner and safety and weaknesses of an accommodation are quality of employer, lack of skill of communication, lack of skill for work and inadequate services.

Thanin Suwongwarn (1998: 1) studied "Factors related on quality of front service on head sector perception" It was found that a value of service is related on services in positive statistic significant level 0.001. These values are proud, attending of services, a self achievement services professional and organization sector.

Pritchard & Howard (1997 cited by Chaloeplap Kanejorn Na Ayudhaya, Ed., 1999: 18) at Victoria University studied 3 types of travel; Air flight, Hotel and Golf drive on behavior and attitude measuremet on product. It was found that the employee who usually has high royalty on products and services has different 3 identities as follows;

1. They feel that quality of products and services give personal and empathetic to individuals.
2. They belief that logo of products is one of their social identity.
3. They belief that they will always have satisfaction on this products and services.

Piya Uthayo (1996: 180) studied "Customers satisfaction toward police service delivery" which was found that the behavior focus on service are related to people's satisfaction and it's affect satisfaction the most.

Supatra Leamwarangura (1997: 96-97) studied "Perceived service quality for the disabled attending the prosthetic department at Sirindhon national medical rehabilitation center. It was found that good level in overall quality of instrument

services has 7 sections such as security, capacity of services, good manner, communication, believable, trustiness and feedback of employee. Moreover, there are 3 moderate sections such as available of services, understanding employee and concrete of services.

Sooksun Songprasert (1999: abstract) studied “Tourists’ satisfaction toward police service: A case study of Pattaya Police Station” It was found that the factor affecting tourists’ satisfaction are rapidly the police’s services and police’s behavior of services.

Benjamas Sirikamonsathian (1999: 70) studied “In-patient’s satisfaction towards services of Dejudom royal crown prince hospital amphur Dejudom, Ubonratchatani” It was found that employee and quality of services are positive related on In-patient’s satisfaction.

Dusadee Yaichareovisri (1998: 72) studied “Expected service quality to correlation with satisfaction of medical services of sick Buddhist monks in the in-patient department, the priest hospital, Ministry of Public Health” It was found that expected service quality such as believable, confidentially, capability on operating and duty’s role perception are related on satisfaction of medical services of sick Buddhist monks in the in-patient department, the priest hospital.

Orapin Chaipayom (1998: 62) studied “Clients’ satisfaction towards health care service at the out patient department, Siriraj hospital. It was found that service’s skill and the art of service are related on clients’ satisfaction towards health care services that lead to employee increase their satisfaction on services.

According to information all above, including of concept theory and related research shows personal factors such as sex, age, race, education level, occupation and income. Moreover, factors of traveling characteristics aspect that means tourist’s information such as traveled objective, traveled arrangement, traveled duration, traveled experience and factors of the services such as location of accommodation, the accommodation category, the external communication and physical environment of accommodation are interesting variable because they are related to tourist’s satisfaction. So, all of factor mentioned above will be independence variables of this research.

CHAPTER III

RESEARCH METHODOLOGY

The objectives of this research is to study International Tourists' Satisfaction with the quality of service in accommodation in Thailand, including of factors related with quality of services in accommodation, have several steps of research methodology as follows;

1. Population of the study
2. Sample size
3. Sampling method
4. Research measurement and test of reliability
5. Data collection
6. Data analysis

1. Population of the study

The populations of this study were European's tourists who came to Thailand at the first time. In 2001, the totals of European's tourists were 2,327,680 persons which 1,013,578 persons was the first time to Thailand.

2. Sample size

According to the population of the study, the totals of population study were 1,013,578 persons (Tourism Authority of Thailand, 2002: 2). Therefore, the researcher calculated the sample group by Taro Yamane's formula (Yamane, 1973: 727) as follows;

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

when	n	=	Sample size
	N	=	Population size
	e	=	The error of sampling

This studied allowed the error of sampling on 0.05 so, the sample size shows as follows;

$$n = \frac{1,013,578}{1 + 1,013,578 (0.05)^2} = 399.84$$

From above, it could be concluded that the totals of sample size were 400 persons.

3. Sampling method

Accordingly, 400 European's tourist were asked by questionnaires, the researcher used purposive sampling to collect data at the International Passenger Terminal of International Airport. The sample groups were European's tourists who came to Thailand at the first time. Moreover, the researcher used purposive sampling for getting vary of accommodations.

4. Research measurement and test of reliability

4.1 Research measurement

The researcher used the questionnaire to collect data that derived from concepts, theory and related research. This questionnaire consisted of 3 parts as follows;

Part 1 Personal characteristics of informants was sex, age, race, education, occupation and income. Each question consists both closed-ended and open-ended questions.

Part 2 The factors of traveling characteristics were such as traveled objective, traveled arrangement, traveled duration, traveled experience.

Part 3 The factors of the services such as location of accommodation, the accommodation category, the external communication and physical environment of accommodation

Part 4 The level of tourists' satisfaction towards the quality of services of accommodation before leaving Thailand. The rating scales were used to measure service sections that were front service, room service, food and beverage service and other services. The informants answer by ranking level of their satisfactions in 5 scales; very good, good, average, low and very low which were different scores as follows;

Very low	=	1	point
Low	=	2	points
Average	=	3	points
Good	=	4	points
Very good	=	5	points

The translation of level ranking were analyzed follow criteria of tourists' satisfaction design by Best (1977: 174)

$$\text{The interval score of each level} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{The amount of level}}$$

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

The score among	1.00 – 1.80	mean	lowest satisfaction
The score among	1.81 – 2.61	mean	low satisfaction
The score among	2.62 – 3.41	mean	average satisfaction
The score among	3.42 – 4.21	mean	good satisfaction
The score among	4.22 – 5.00	mean	very good satisfaction

Moreover, the questionnaire consisted open-ended questions for dissatisfaction of services through others problems and requirement toward quality of services. The questionnaire was translated in English for generalization throughout any tourists.

4.2 Test of reliability

4.2.1 Content validity was tested by consulting major advisor and other thesis committee for arranging context and ordering questions which not only easily to read but also cover the objective of the study.

4.2.2 The questionnaire was tried out with 30 international tourists' at the airport. After that, the researcher analyzed discrimination power of data and reliability with Cronbach's coefficient alpha's formula as follow; (Boonchom Srisasrd, 1989: 150)

$$\alpha = \frac{K}{K - 1} \left[1 - \frac{\sum S^2_i}{S^2_t} \right]$$

When	α	=	Reliability point
	K	=	Number of questionnaires
	$\sum S^2_i$	=	Total of variance of each item
	S^2_t	=	The variance of total score

According to this formula, tourists' satisfaction toward quality of service in part 4 was 0.99.

4.2.3 The researcher completed questionnaire follows by the result from 30 trying out cases.

5. Data collection

5.1 Sending a letter sign by dean, Faculty of Social Science and Humanities, Mahidol University to Airports of Thailand Public Company Limited for asking to collect data at the airport.

5.2 The researcher oriented assistants' researcher before collecting data.

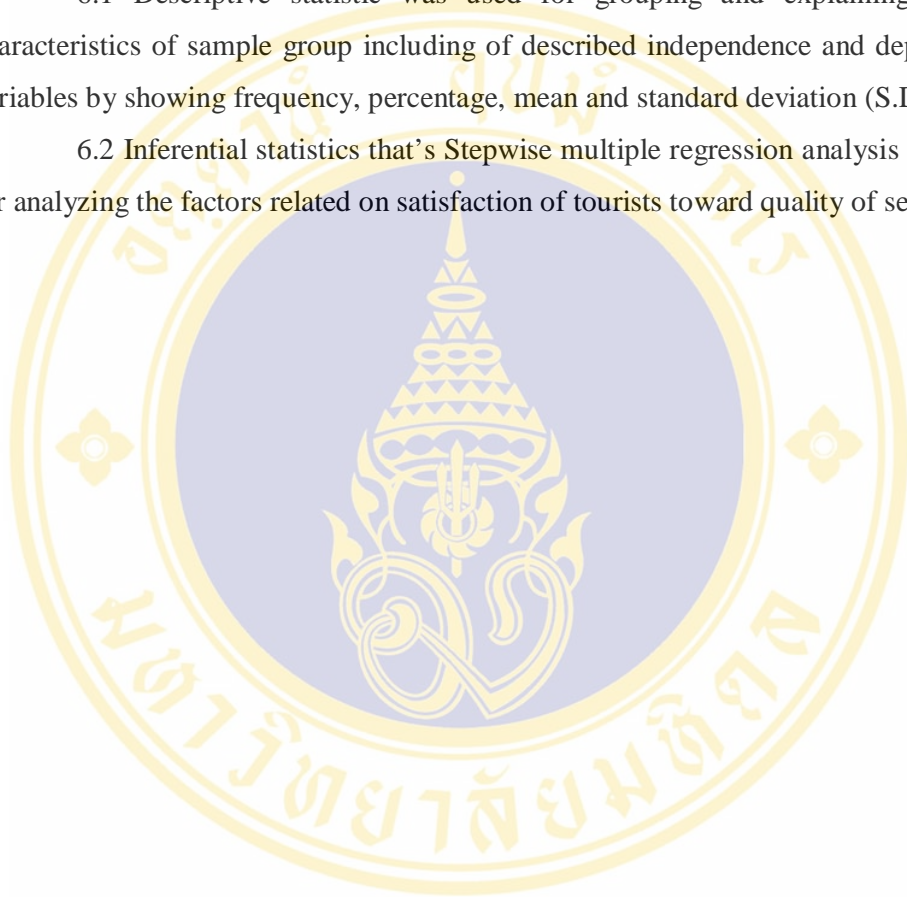
5.3 Collecting data were took place at international passenger terminal 1,2 everyday during 21.00 p.m.-02.00 a.m.

6. Data analysis

The data were analyzed by SPSS for windows program (Statistical package for the social sciences) as follows;

6.1 Descriptive statistic was used for grouping and explaining general characteristics of sample group including of described independence and dependence variables by showing frequency, percentage, mean and standard deviation (S.D)

6.2 Inferential statistics that's Stepwise multiple regression analysis was used for analyzing the factors related on satisfaction of tourists toward quality of services.



CHAPTER IV

RESULTS

They study of international tourists' satisfaction with the quality of service in accommodation in Thailand. The researcher collected data by using questionnaire attribute to European's tourists who came to Thailand at the first time. Data analysis would be show as follows;

1. General information of international tourists.
2. International tourists' satisfaction with the quality of service in accommodation.
3. Factors related to the international tourists' satisfaction with the quality of service in accommodation.
4. Problems and requirement of international tourists toward quality of services in accommodation.
5. The guideline and suggestion for improving quality of service of accommodation.

1.General information of international tourists

1.1 Personal characteristics

In this study, it was found that there are more international tourists males than females (58.3 percent) that's average ages was 42 years ($\bar{X} = 41.5$, S.D. = 14.3). The minimum of ages was 18 years and maximum was 84 years. Mostly of ages was between 25-34 years. (32.0 percent), next was 35-44 years of ages (18.5 percent). According to race, it was found that most of all was Dutch (23.5 percent) and next was England (21.8 percent). In terms of educational level, it was found that most of tourists had completed at the college (31.3 percent), next they was graduated from university (28.3 percent) and the fewest was higher than bachelor degree (13.8 percent).

According to the occupation, professional career such as doctor, lawyer, engineer, etc. (26.5 percent), next was other careers (25.5 percent). It was found about an income that the most of international tourists' had more than 200,000 bath (22 percent), next was between 80,000-99,999 bath (13.5 percent) and lower than 20,000 was the fewest (2.2 percent). The average income of international tourists was about 137,543 bath ($\bar{X} = 137,543$ S.D. = 123,513) as follows;

Table 4 Percentage distribution of international tourists by tourists' characteristics

Tourists' characteristics		Number	Percentage
Sex	Male	233	58.3
	Female	167	41.7
Age	15-24 years	35	8.8
	25-34 years	128	32
	35-44 years	74	18.5
	45-54 years	70	17.5
	55-64 years	72	18
	65 years and up	21	5.2
	$\bar{X} = 41.5$ S.D = 14.3		
Race	Austrian	9	2.3
	Belgium	11	2.8
	British	87	21.8
	Danish	11	2.8
	Dutch	94	23.5
	Finnish	17	4.3
	French	36	9.0
	German	32	8.0
	Italian	9	2.3

Table 4 Percentage distribution of international tourists by tourists' characteristics
(Cont.)

Tourists' characteristics	Number	Percentage
Race		
Norwegian	12	3.0
Spanish	5	1.3
Swiss	13	3.3
East Europe (Ukraine, Romania & the Czech Republic)	13	3.3
Swedish	41	10.3
Others	10	2.5
Educational level		
High school	107	26.8
Graduate	238	59.5
Post graduate	55	13.8
Occupation		
Professional	146	39.7
Administration and managerial	86	21.5
Commercial personnel	47	11.8
Government official	17	4.3
Agriculture	5	1.3
Housewife	22	5.5
Student	15	3.8
Others (Freelance)	102	25.5
Income (Bath per month)		
20,000 and lower	9	2.2
20,000 – 29,999	8	2
30,000 – 39,999	7	1.8
40,000 – 49,999	15	3.8
50,000 – 59,999	21	5.3
60,000 – 69,999	37	9.2

Table 4 Percentage distribution of international tourists by tourists' characteristics
(Cont.)

Tourists' characteristics	Number	Percentage
70,000 – 79,999	10	2.5
80,000 – 99,999	54	13.5
100,000 – 119,999	33	8.3
120,000 – 139,999	44	11
140,000 – 199,999	40	10
200,000 and up	88	22
$\bar{X} = 137,543$ S.D = 123,513		
Total	400	100.0

1.2 Traveling characteristics

In term of tourist's characteristic, it was found that most of tourist's (92.8 percent) traveled for relaxation and next was for business (7.2 percent). According to travelling category, it was found that most of tourists (69.5 percent) traveled follow group tour and next traveled by themselves. For traveled duration, it was found that most of tourist stayed in 8-14 days (33 percent) and next was 15-21 days (28.0 percent). Moreover, most of tourists had traveled experience on another country about 1-9 times (57.5 percent) ($\bar{X} = 8.81$ S.D = 7.96) that's 8 times was the mean and next was 10-19 times. Besides, it was found that the tourists who never came another country before was 2.8 percent as show on table 5.

Table 5 Number and percentage of international tourists distributed by traveling characteristics

Traveling characteristics	Number	Percentage
Traveled objective		
Relaxation	360	92.8
Business/seminar	28	7.2

Table 5 Number and percentage of international tourists distributed by traveling characteristics. (Cont.)

Traveling characteristics		Number	Percentage
Traveled	category		
	Group tour	122	30.5
	Non-group tour	278	69.5
Traveled	duration		
	Less than 7 days	80	20
	8 – 14 days	132	33
	15 – 21	112	28
	22 – 28	54	13.5
	29 days and up	22	5.5
	$\bar{X} = 14.95$ S.D = 8.1		
Traveled	experience		
	Never	11	2.8
	1 – 9 times	230	57.5
	10 – 19 times	109	27.3
	20 times and up	50	12.5
	$\bar{X} = 8.81$ S.D = 7.96		
Total		400	100.0

1.3 Service of accommodation

According to service of accommodation, it was found that more than a half of tourists (55.8 percent) stayed in another province such as Pattaya, Krabi, Chaingmai and next stayed in Bangkok (44.3 percent). Most of tourists stayed at rate 2,500 bath and up. (24.9 percent) and next was 1,000 – 1,499 bath and the fewest was 500 –999 bath. For an external communication, it was found that the tourists received information from tourism agency (42.3 percent) more than from their friends (19.8 percent). The greatest of tourists had got the correctly advertising information both positive and negative aspects (97.0 percent) such as the cleanness, some of tourists told that it had more beautiful than they had perceived before (such as the tourists who stay at bungalow) as show on table 6. In addition to physical environment of

accommodation, most of the international tourist's ranged in good level ($\bar{X} = 3.8$ S.D = 0.8). It was found that the tourists have satisfaction on tidiness in the "Good" level (46.5 percent) the most, next was cleanness (42.3 percent) and beautiful decorating (35.3 percent) as show on table 7.

Table 6 Number and percentage of international tourists divided by accommodation services.

Service of accommodation	Number	Percentage
The location of accommodation		
Bangkok	177	44.2
Another province	223	55.8
The classification of accommodation		
2500 bath and up	98	24.9
1500 – 2499 bath	78	19.8
1000 – 1499 bath	95	24.1
500 – 999 bath	61	15.5
less than 500 bath	62	15.7
External communication		
Service is the same as advertise		
Yes	388	97
No	12	3
Source of information		
Tour agency	169	42.3
Ambassador	1	0.3
Airline	6	1.5
Friends	79	19.8
TV	1	0.3
Newspaper/journal	7	1.8
Guide tour book	50	12.5
Internet	46	11.5

Table 6 Number and percentage of international tourists divided by accommodation services (Cont.)

Service of accommodation	Number	Percentage
Source of information		
Tourist information	11	2.8
Others (such as workplace)	30	7.5
Total	400	100.0

Table 7 Number and percentage of international tourists distributed by attitude about physical environmental of accommodation.

Physical environmental of accommodation	Level of attitude				
	Very Poor	Poor	Average	Good	Very Good
Cleanness	8 (2.0)	17 (4.3)	7.0 (17.5)	169 (42.3)	136 (34.0)
Beautiful decorating	11 (2.8)	31 (7.8)	120 (30.0)	141 (35.3)	97 (24.3)
Tidiness	4 (1.0)	15 (3.8)	91 (22.8)	186 (46.5)	104 (26.0)
$\bar{X} = 3.8$ S.D = 0.8					

2. International tourists' satisfaction with the quality of service in accommodation

From the study of international tourists' satisfaction with the quality of service in accommodation by dividing sections that's front service, room service, food and beverage's service and other service. (Due to 4 sections were not serviced tourists in the same duration, the sample group of each sections were not equal). An analysis as follows;

2.1 Front service

Overall satisfaction of quality of service in front office was very good ($\bar{X} = 4.02$ S.D. = 0.6) in most of definitely services of accommodation. ($\bar{X} = 4.08$ S.D = 0.64), next was responsive services ($\bar{X} = 4.08$ S.D = 0.65), understanding of employee’s requirement. ($\bar{X} = 3.94$ S.D = 0.68) and concretely services of accommodation ($\bar{X} = 3.88$ S.D = 0.88) as show on table 8.

Table 8 Number and mean of international tourist distributed by satisfaction of quality of service toward front services

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Tangibles						3.88 (S.D = 0.88)
Front service prepared adequate supplies	2 (0.52)	5 (1.30)	72 (18.75)	191 (49.74)	114 (29.69)	
Front service well groomed and neat	7 (2.05)	30 (8.77)	114 (33.33)	138 (40.35)	53 (15.50)	
Front service prepared interesting documents	1 (0.28)	10 (2.82)	74 (20.90)	178 (50.28)	91 (25.71)	
Reliability						4.04 (S.D = 0.65)
Front service paid attention and followed on your request	1 (0.27)	9 (2.43)	61 (16.49)	181 (48.92)	118 (31.89)	
Front service cleared any your problems	2 (0.58)	11 (3.18)	68 (19.65)	160 (46.24)	105 (30.35)	
Front service made you satisfied at the first meeting	1 (0.26)	6 (1.57)	54 (14.17)	192 (50.39)	128 (33.60)	

Table 8 Number and mean of international tourist distributed by satisfaction of quality of service toward front services (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Front service took you services on time	1 (0.28)	11 (3.11)	49 (13.84)	189 (53.39)	104 (29.38)	
Responsiveness						4.08 (S.D = 0.65)
Front service never did the mistakes of services	1 (0.29)	17 (5.00)	77 (22.65)	168 (49.41)	77 (22.65)	
Front service gave you correct information about any services	2 (0.56)	12 (3.35)	85 (23.74)	167 (46.65)	92 (25.70)	
Front service took care of your quickly	1 (0.27)	8 (2.20)	56 (15.38)	183 (50.27)	116 (31.87)	
Front service pleased to services	0 (0.00)	7 (1.85)	57 (15.08)	180 (47.62)	134 (35.45)	
Front service never refused your requests	1 (0.28)	8 (2.26)	48 (13.56)	173 (48.87)	124 (35.03)	
Assurance						4.13 (S.D = 0.64)
Front service gave you correct information about any services	1 (0.33)	7 (2.28)	62 (20.20)	154 (50.16)	83 (27.04)	
Front service made you feel safe and comfortable	0 (0.00)	5 (1.33)	47 (12.47)	183 (48.47)	142 (37.67)	
Front service have polite services always	1 (0.26)	3 (0.78)	41 (10.65)	162 (42.08)	178 (46.23)	

Table 8 Number and mean of international tourist distributed by satisfaction of quality of service toward front services (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Front service answered you question correctly and clearly	2 (0.53)	15 (3.99)	89 (23.67)	155 (41.22)	115 (30.59)	3.94 (S.D = 0.68)
Empathy						
Front service always took care of your anytime	0 (0.00)	5 (1.38)	68 (18.78)	198 (54.70)	91 (25.14)	
Front service interested in your request	1 (0.28)	12 (3.35)	85 (23.74)	171 (47.77)	89 (24.86)	
Front service paid attention while you're asking	1 (0.27)	5 (1.33)	56 (14.85)	210 (55.70)	105 (27.85)	
Front service understood your request and expectation	5 (1.31)	40 (10.50)	96 (25.20)	164 (43.04)	76 (19.95)	
	Total					4.02

2.2 Room service

Overall satisfaction of quality of service toward room service was very good ($\bar{X} = 4.03$, S.D = 0.69) in most of definitely services ($\bar{X} = 4.14$, S.D = 0.66), next was responsive services ($\bar{X} = 4.1$, S.D = 0.75), trustworthiness of service ($\bar{X} = 4.06$, S.D = 0.71), understanding of employee's requirement ($\bar{X} = 4.03$, S.D = 0.76) and concretely services of accommodation ($\bar{X} = 3.98$, S.D = 0.77) as show on table 9.

Table 9 Number and mean of international tourist distributed by satisfaction of quality of service toward room service.

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Tangibles						3.98 (S.D = 0.77)
Room service prepared your facilities such as towel, soap and shampoo , etc.	4 (1.07)	14 (3.73)	47 (12.53)	151 (40.27)	159 (42.40)	
Room service well groomed and neat	7 (2.18)	27 (8.14)	87 (27.10)	142 (44.24)	58 (18.07)	
Room service prepared interesting documents	1 (0.30)	6 (1.82)	68 (20.61)	156 (47.27)	99 (30.00)	
Reliability						4.06 (S.D = 0.71)
Room service paid attention and followed on your request	0 (0.00)	5 (1.63)	52 (16.99)	156 (50.98)	93 (30.39)	
Room service cleared any your problems	2 (0.67)	6 (2.01)	53 (17.73)	151 (50.50)	87 (29.10)	
Room service made you satisfied at the first meeting	3 (0.90)	8 (2.40)	52 (15.62)	176 (52.85)	94 (28.23)	
Room service took you services on time	1 (0.32)	5 (1.61)	48 (15.48)	156 (50.32)	100 (32.26)	
Room service never did the mistakes of services	1 (0.32)	10 (3.15)	67 (21.14)	146 (46.06)	93 (29.34)	

Table 9 Number and mean of international tourist distributed by satisfaction of quality of service toward room service. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Responsiveness						4.10 (S.D = 0.75)
Room service gave you correct information about any services	0 (0.00)	11 (3.82)	56 (19.44)	142 (49.31)	79 (27.43)	
Room service took care of your quickly	0 (0.00)	6 (1.92)	55 (17.57)	151 (48.24)	101 (32.27)	
Room service pleased to services	0 (0.00)	9 (2.80)	43 (13.40)	154 (47.98)	115 (35.83)	
Room service never refused your requests	0 (0.00)	4 (1.34)	47 (15.77)	155 (52.01)	92 (30.87)	
Assurance						4.14 (S.D = 0.66)
Room service gave you correct information about any services	0 (0.00)	5 (1.77)	53 (18.79)	142 (50.35)	82 (29.08)	
Room service made you feel safe and comfortable	0 (0.00)	1 (0.30)	56 (16.62)	147 (44.41)	127 (38.37)	
Room service have polite services always	1 (0.31)	2 (0.61)	36 (11.01)	155 (47.40)	133 (40.67)	
Room service answered you question correctly and clearly	1 (0.33)	15 (5.02)	71 (23.75)	130 (43.48)	82 (27.42)	

Table 9 Number and mean of international tourist distributed by satisfaction of quality of service toward room service. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Empathy						4.03 (S.D = 0.76)
Room service always took care of your anytime	0 (0.00)	5 (1.68)	54 (18.12)	143 (47.99)	96 (32.21)	
Room service interested in your request	0 (0.00)	7 (2.36)	58 (19.53)	140 (47.14)	92 (30.98)	
Roomd service paid attention while you're asking	1 (0.33)	3 (1.00)	48 (15.95)	162 (53.82)	87 (28.90)	
Room service understood your request and expectation	5 (1.67)	22 (7.33)	68 (22.67)	134 (44.67)	71 (23.67)	
			Total			4.03

2.3 Food and beverage service

Overall satisfaction of quality of service toward food and beverage service was good ($\bar{X} = 4.11$, S.D = 0.63) in most of definitely services ($\bar{X} = 4.16$, S.D = 0.66), next was concretely services of accommodation ($\bar{X} = 4.14$, S.D = 0.85), responsive services ($\bar{X} = 4.13$, S.D = 0.65), trustworthiness of service ($\bar{X} = 4.12$, S.D = 0.64) and understanding of employee's requirement ($\bar{X} = 4.05$, S.D = 0.73) as show on table 10.

Table 10 Number and mean of international tourist distributed by satisfaction of quality of service toward food and beverage service.

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Tangibles						4.14 (S.D = 0.85)
Food and beverage service prepared your facilities such as spoon, plates and napkins, etc.	0 (0.00)	2 (0.63)	59 (18.61)	169 (53.61)	87 (27.44)	
Food and beverage service well groomed and neat	0 (0.00)	7 (2.18)	53 (16.51)	149 (46.42)	112 (34.89)	
Food and beverage service prepared interesting documents	0 (0.00)	7 (2.25)	44 (14.15)	151 (48.55)	109 (35.05)	
Food and beverage service prepared interesting and adequate food/beverage	0 (0.00)	7 (2.18)	66 (20.56)	134 (41.74)	114 (35.51)	
Reliability						4.12 (S.D = 0.64)
Food and beverage service paid attention and followed on your request	0 (0.00)	6 (1.92)	51 (16.35)	150 (48.08)	105 (33.68)	
Food and beverage service cleared any your problems	0 (0.00)	4 (1.37)	42 (14.33)	154 (52.56)	93 (31.74)	

Table 10 Number and mean of international tourist distributed by satisfaction of quality of service toward food and beverage service. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Food and beverage service made you satisfied at the first meeting	0 (0.00)	4 (1.29)	44 (14.24)	161 (52.10)	100 (32.36)	
Food and beverage service never did the mistakes of services	0 (0.00)	15 (5.03)	51 (17.11)	145 (48.66)	87 (29.19)	
Responsiveness						4.13 (S.D = 0.65)
Food and beverage service gave you correct information about any services	0 (0.00)	5 (1.75)	56 (19.65)	155 (54.39)	69 (24.21)	
Food and beverage service took care of your quickly	1 (0.34)	9 (3.10)	42 (14.48)	151 (52.07)	87 (30.00)	
Food and beverage service pleased to services	0 (0.00)	5 (1.72)	46 (15.86)	141 (48.62)	98 (33.79)	
Food and beverage service never refused your requests	0 (0.00)	4 (1.43)	35 (12.50)	142 (50.71)	99 (35.36)	

Table 10 Number and mean of international tourist distributed by satisfaction of quality of service toward food and beverage service. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Assurance						4.16 (S.D = 0.66)
Food and beverage service gave you correct information about any services	0 (0.00)	3 (1.13)	43 (16.17)	137 (51.50)	83 (31.20)	
Food and beverage service made you feel safe and comfortable	1 (0.35)	1 (0.35)	47 (16.38)	132 (45.99)	106 (36.93)	
Food and beverage service have polite services always	1 (0.35)	5 (1.73)	25 (8.65)	136 (47.06)	122 (42.21)	
Food and beverage service answered you question correctly and clearly	1 (0.37)	14 (5.13)	59 (21.61)	120 (43.96)	79 (28.94)	
Empathy						4.05 (S.D = 0.73)
Food and beverage service always took care of your anytime	0 (0.36)	65 (2.14)	46 (16.43)	134 (47.86)	93 (33.21)	
Food and beverage service interested in your request	1 (0.36)	8 (2.87)	41 (14.70)	136 (48.75)	93 (33.33)	

Table 10 Number and mean of international tourist distributed by satisfaction of quality of service toward food and beverage service. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Food and beverage service paid attention while you're asking	1 (0.35)	7 (2.46)	41 (14.39)	138 (48.42)	98 (34.39)	
Food and beverage service understood your request and expectation	6 (2.14)	21 (7.50)	60 (21.43)	121 (43.21)	72 (25.71)	
Total						4.11

2.4 Other services

Overall satisfaction of quality of service toward other services such as conference room, fitness room and swimming pool were ranged in “good” level ($\bar{X} = 4.04$, S.D = 0.69) in most of definitely services ($\bar{X} = 4.19$, S.D = 0.62), next was responsive services ($\bar{X} = 4.14$, S.D = 0.63), understanding of employee's requirement ($\bar{X} = 4.08$, S.D = 0.70), trustworthiness of service ($\bar{X} = 4.06$, S.D = 0.65) and concretely services of accommodation ($\bar{X} = 3.99$, S.D = 0.77) as show on table 11.

Table 11 Number and mean of international tourist distributed by satisfaction of quality of service toward other services.

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Tangibles						3.99 (S.D = 0.77)
Other services had modern facilities	0 (0.00)	19 (7.76)	46 (18.78)	109 (44.49)	71 (28.98)	
Other services prepared your facilities such as document for your conference and personal accessory	1 (0.52)	11 (5.76)	33 (17.28)	96 (50.26)	50 (26.18)	
Other services well groomed and neat	0 (0.00)	7 (3.03)	33 (14.29)	114 (49.35)	77 (33.33)	
Other services prepared interesting and adequate documents	1 (0.50)	12 (5.97)	37 (18.41)	98 (48.76)	53 (26.37)	
Reliability						4.06 (S.D = 0.65)
Other services paid attention and followed on your request	0 (0.00)	2 (0.93)	46 (21.50)	106 (49.53)	60 (28.04)	
Other services cleared any your problems	0 (0.00)	4 (1.91)	47 (22.49)	100 (47.85)	58 (27.75)	

Table 11 Number and mean of international tourist distributed by satisfaction quality of service toward other services. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Other services made you satisfied at the first meeting	0 (0.00)	1 (0.46)	37 (17.05)	115 (53.00)	64 (29.49)	
Other services never did the mistakes of services	0 (0.00)	4 (1.95)	49 (23.90)	103 (50.24)	49 (23.90)	
Responsiveness						4.14 (S.D = 0.63)
Other services gave you correct information about any services	0 (0.00)	4 (1.92)	45 (21.63)	101 (48.56)	58 (27.88)	
Other services took care of your quickly	0 (0.00)	2 (0.93)	33 (15.28)	110 (50.93)	71 (32.87)	
Other services pleased to services	0 (0.00)	1 (0.46)	31 (14.29)	116 (53.46)	69 (31.80)	
Other services never refused your requests	0 (0.00)	2 (0.96)	29 (13.88)	111 (53.11)	67 (32.06)	
Assurance						4.19 (S.D = 0.62)
Other services gave you correct information about any services	0 (0.00)	1 (0.50)	31 (15.50)	107 (53.50)	61 (30.50)	
Other services made you feel safe and comfortable	0 (0.00)	1 (0.47)	30 (14.02)	101 (47.20)	82 (38.32)	

Table 11 Number and mean of international tourist distributed by satisfaction of quality of service toward other services. (Cont.)

Titles	Level of satisfaction					Mean
	Very Poor	Poor	Average	Good	Very Good	
Other services have polite services always	0 (0.00)	2 (0.92)	19 (8.72)	98 (44.95)	99 (45.41)	
Other services answered you question correctly and clearly	0 (0.00)	6 (0.47)	40 (16.82)	107 (50.47)	58 (32.24)	
Empathy						4.08 (S.D = 0.70)
Other services always took care of your anytime	0 (0.00)	1 (0.47)	36 (16.82)	108 (50.47)	69 (32.24)	
Other services interested in your request	0 (0.00)	2 (0.96)	40 (19.14)	102 (48.80)	65 (31.10)	
Other services paid attention while you're asking	1 (0.48)	1 (2.48)	35 (16.67)	100 (47.62)	73 (34.76)	
Other services understood your request and expectation	3 (1.42)	10 (4.74)	53 (25.12)	91 (43.13)	54 (25.59)	
	Total					4.04

2.5 Overall satisfaction of international tourists with the quality of service in accommodation

Overall satisfaction of quality of service in all 4 sections (Front service, room service, food and beverage service and other services) were good ($\bar{X} = 4.03$, S.D = 0.6) in most of front service section, next was other services section, room service section and food and beverage service section as show on table 12.

Table 12 Mean and standard deviation of international tourist distributed by satisfaction of quality of service toward all 4 sections.

Section	Mean	S.D.
Front service	4.02	0.60
Room service	4.03	0.69
Food and beverage service	4.11	0.63
Other services	4.04	0.69
Total	4.03	0.60

3. Factors related to the international tourists' satisfaction with the quality of service in accommodation

Stepwise multiple regression analysis was used to analyze the data. The researcher determined symbol and meaning of each variable as follow;

R	mean	Coefficient value between independence variable analyzed by dependence variable
R ²	mean	the value of R square that display the portion of dependence explained by independence variables.
b	mean	Unstandardarized coefficient regression
Beta	mean	Standardized coefficient regression that identify significance of independence variable
S.E.	mean	Standard error of coefficient regression
F	mean	value of linear regression analysis

Variable for analysis

Independence variables	Symbol	Scale	
Sex	SEX	Nominal	Scale
Age	AGE	Ratio	Scale
Race	RACE	Nominal	Scale
Educational level	EDU	Ordinal	Scale
Occupation	OCC	Nominal	Scale
Income per month	INCOME	Interval	Scale
Traveled objective	PUR	Nominal	Scale
Traveled category	TOUR	Nominal	Scale
Traveled duration	STAY	Interval	Scale
Traveled experience	EXPER	Interval	Scale
Location of accommodation	CITY	Nominal	Scale
Type of accommodation	PRICE	Nominal	Scale
External communication	AD	Nominal	Scale
Physical Environment of accommodation	ENV	Interval	Scale
Dependence variable			
International tourists' satisfaction with quality of service of accommodation in Thailand	SAT	Interval	Scale

For nominal and ordinal scale, the researcher used the technical of dummy variables to modify data followed by statistic (Stepwise multiple regression analysis). Due to the number of tourist in some variable were not adequate to analyze, so, the researcher had rearrange the variable such as race, educational level and occupation. According to race, the researcher classify by geography shad that divide Europe in 4 parts (Brandt, 1983: 8-9) as follows;

1. Scandinavia such as Sweden, Denmark, Norway, Finland
2. Western Europe such as French, Ireland, Belgium of Kingdom, Netherlands, Luxembourg.
3. Southern Europe such as Italy, Spain, Portuket, Greek, Turkey, Romania
4. Central Europe such as Switzerland, Austria, German, Poland, Hungary

As the resulted, the researcher had group 16 graces of the sample into 2 new groups that's Western Europe and other Europe. According to educational level, the researcher had group graduate and college into the same variable that's called graduate and other educational level. Dummy variables as show on follows;

1. Sex	adjust in 1 dummy variable		
SEX	Male	as	1
	Female	as	0
2. Race	adjust in 1 dummy variable		
RACE	Western Europe	as	1
	Other Europe	as	0
3. Educational level	adjust in 1 dummy variable		
EDU	Graduate	as	1
	Other educational level	as	0
4. Occupation	adjust in 2 dummy		
OCC1	Professional	as	1
	Other occupation and unemployed	as	0
OCC2	Personal commercial	as	1
	Other occupation and unemployed	as	0
5. Traveled objective for relaxation	adjust in 1 dummy variable		
PUR	Relaxation	as	1
	Other objective	as	0
6. Traveled Arrangement	adjust in 1 dummy variable		
TOUR	Group tour	as	1
	Non group tour	as	0
7. Location of accommodation	adjust in 1 dummy variable		
CITY	Bangkok	as	1
	Other province	as	0
8. External communication	adjust in 1 dummy variable		
AD	Yes	as	1
	No	as	0
9. The accommodation category	adjust in 4 dummy variables		

PRICE 1	Lower than 500 bath	as	1
	Other price	as	0
PRICE 2	500 - 999 bath	as	1
	Other price	as	0
PRICE 3	1,000 – 1,499 bath	as	1
	Other price	as	0
PRICE 4	1,500 – 2,999 bath	as	1
	Other price	as	0

The researcher used 18 variables to analyze the relation toward satisfaction of international tourist by using Stepwise multiple regression analysis. This analysis was used for test hypothesis between each of dependence and independence variables. Influence of other variables were controlled to find the relation among dependence and independence variable in both negative or positive way by considering partial regression coefficient. Besides, regression analysis basically require the interval scale so, nominal scale had to adjust in dummy variable technique. According to assumption of regression analysis, for eliminating multicollinearity the relationship of each independence variable should not had higher than 0.7 (Suchart Prasitratasin, 1994: 84) Thus, interval and ratio scale were analyzed by Pearson product moment correlation coefficient as show on table 13.

Table 13 Correlation coefficient of independent variables

Variable	AGE	INCOME	STAY	EXPER	ENV
AGE	1.000	0.140*	0.034	0.094	0.186**
INCOME		1.000	-0.103	0.091	0.171**
STAY			1.000	-0.084	-0.078
EXPER				1.000	-0.027
ENV					1.000

** $p < 0.01$, * $p < 0.05$

The result showed that it was not had relationship over 0.7. So, all of variables could be used to analyze the factors related to international tourists'

satisfaction toward the quality of service. The services divided into 4 parts that were front service, room service, food and beverage service and other services.

3.1 Factors related to the international tourists' satisfaction with the quality of service in accommodation

In addition to the analysis, it was found that 3 of 18 independence variables were related to positive way to international tourists' satisfaction in significant level 0.05 that're the physical environment of accommodation ($b = 0.492$, $p < 0.05$), income per month ($b = 0.0000001233$, $p < 0.05$) and ages ($b = 0.003539$, $p < 0.05$) which could be concluded that if international tourists had more income, ages and think that physical environment of accommodation was good, they will have more satisfy on quality of service. Moreover, the priority of independence variables could be compared with international tourists' satisfaction toward quality of service that was found physical environment of accommodation was related on international tourists' Satisfaction the most. (Beta = 0.679), next was income (Beta = 0.097) and ages (Beta = 0.084). All of the factors could be explained a variance of international tourists' satisfaction with the quality of service in accommodation in 52.3 percent ($R^2 = 0.523$) as show on table 14.

Table 14 Regression analysis of independence variable that related to international tourists' satisfaction with the quality of service in accommodation

Variables	b	Beta	t	Sig of t
1. Physical environment of accommodation	0.492	0.679	17.08	0.000
2. Income	0.0000001233	0.097	2.452	0.015
3. Ages	0.003539	0.084	2.125	0.034
(Constant = 1.941)				
	N = 324	S.E = 0.4159		
	R = 0.723	F = 116.95		
	$R^2 = 0.523$	Sig F = 0.000		

3.2 Factors related to the international tourists' satisfaction with the quality of service in front service

In term of front service, it was found that independence variables which were related to international tourists' satisfaction of quality of service in significant level 0.05 were physical environment of accommodation ($b = 0.480$) and income ($b = 0.0000001412$). According to travel arrangement from group tour ($b = 0.108$), it was related in negative way which could be explained that if international tourists think that the physical environment of accommodation was good and they have much income, they will have more satisfaction toward front service. Moreover, international tourists who came by group tour had less satisfied than by non-group tour. The priority of independence variable could be compared with international tourists' satisfaction toward front service was found that physical environment of accommodation was related on international tourists' satisfaction the most. (Beta = 0.669), next was income (Beta = 0.112) and the characteristics of traveled arrangement (Beta = -0.081). All of the factors could be explained a variance of international tourists' satisfaction toward quality of front service in 48.5 percent ($R^2 = 0.485$) as show on table 15.

Table 15 Regression analysis of independence variable that related to international tourists' satisfaction with the quality of service in front service

Variables	b	Beta	t	Sig of t
1. Physical environment of accommodation	0.480	0.669	16.398	0.000
2. Income	0.0000001412	0.112	2.752	0.006
3. Traveled arrangement by group tour	-0.108	-0.081	-2.020	0.044
(Constant = 2.162)				
N = 324 S.E = 0.4272				
R = 0.697 F = 100.624				
$R^2 = 0.485$ Sig F = 0.000				

3.3 Factors related to the international tourists' satisfaction with the quality of service in room service

In term of room service, it was found that independence variables which were related to international tourists' satisfaction of quality of service in significant level 0.05 were physical environment of accommodation ($b = 0.523$) and ages ($b = 0.005663$). According to room's price that lower than 500 bath was related in negative way ($b = -0.332$), which could be explained that if international tourists think that the physical environment of accommodation was good and they have much ages, they will have more satisfaction toward room service. Moreover, international tourists who paid room's price lower than 500 bath had less satisfied than any other price of room. The priority of independence variable could be compared with international tourists' satisfaction toward room service was found that physical environment of accommodation was related on international tourists' satisfaction the most. (Beta = 0.627), next was tourist who stayed at room's price lower than 500 bath (Beta = -0.169) and ages (Beta = 0.118). All of the factors could be explained a variance of international tourists' satisfaction toward quality of room service in 52.4 percent ($R^2 = 0.524$) as show on table 16.

Table 16 Regression analysis of independence variable that related to international tourists' satisfaction with the quality of service in room service

Variables	b	Beta	t	Sig of t
1. Physical environment of accommodation	0.523	0.627	15.195	0.000
2. Room's price that lower than 500 bath	-0.332	-0.169	-4.083	0.000
3. Ages	0.005663	0.118	2.916	0.004
(Constant = 1.813)				
N = 309 S.E = 0.4723				
R = 0.724 F = 112.028				
$R^2 = 0.524$ Sig F = 0.000				

3.4 Factors related to the international tourists' satisfaction with the quality of service in food and beverage service

In term of food and beverage service, it was found that independence variables which were related to international tourists' satisfaction of quality of service in significant level 0.05 were physical environment of accommodation ($b = 0.479$) and income ($b = 0.0000001398$). In other words, if international tourist had much income and think that the physical environment of accommodation was good, they will had more satisfied also. The priority of independence variable could be compared with international tourists' satisfaction toward food and beverage service was found that physical environment of accommodation was related on international tourists' satisfaction the most. (Beta = 0.619), next was income (Beta = 0.113). These 2 independence variables could be explained a variance of international tourists' satisfaction toward quality of service in food and beverage service in 41.9 percent ($R^2 = 0.419$) as show on table 17.

Table 17 Regression analysis of independence variable that related to international tourists' satisfaction with the quality of service in food and beverage service

Variables	b	Beta	t	Sig of t
1. Physical environment of accommodation	0.479	0.619	13.220	0.000
2. Income	0.0000001398	0.113	2.407	0.017
(Constant = 2.181)				
N = 276 S.E = 0.4806				
R = 0.647 F = 98.367				
$R^2 = 0.419$ Sig F = 0.000				

3.5 Factors related to the international tourists' satisfaction with the quality of service in other service

In term of other service, it was found that independence variables which were related to positive way toward international tourists' satisfaction of quality of service

in significant level 0.05 were physical environment of accommodation ($b = 0.481$). In other words, if international tourist think that the physical environment of accommodation was good, they will had more satisfaction in other services. Moreover, room rate which lower than 500 bath ($b = -0.616$) and traveled objective for relaxation ($b = -0.248$) were related to negative way. These could be explained that tourists who paid for room rate lower than 500 bath had less satisfied toward quality of service in other service than any other room rate, including of tourists who came to Thailand for relaxation had less satisfied than who came for business and seminar. The priority of independence variable could be compared with international tourists' satisfaction toward other services was found that physical environment of accommodation was related to international tourists' satisfaction the most ($Beta = 0.564$), next was room rate lower than 500 bath ($Beta = -0.125$) and objective for relaxation ($Beta = -0.110$). All of the factors could be explained a variance of international tourists' satisfaction toward quality of service in other service in 42.4 percent ($R^2 = 0.424$) as show on table 18.

Table 18 Regression analysis of independence variable that related to international tourists' satisfaction with the quality of service in other services

Variables	b	Beta	t	Sig of t
1. Physical environment of accommodation	0.481	0.564	10.117	0.000
2. Room rate that lower than 500 bath	-0.616	-0.125	-2.242	0.026
3. Traveled objective for relaxation	-0.248	-0.110	-2.039	0.043

(Constant = 2.415)

N = 203 S.E = 0.5253
R = 0.651 F = 36.429
 $R^2 = 0.424$ Sig F = 0.000

In conclusion, independence variables, which were related to international tourists' satisfaction, were physical environment of accommodation, income and age as the same as the assumptions.

According to front service, independence variables, which were related to international tourists' satisfaction, were physical environment of accommodation, income and traveled arrangement.

According to room service, independence variables, which were related to international tourists' satisfaction were physical environment of accommodation, room rate that, lower than 500 bath and ages.

According to food and beverage service, independence variables, which were related to international tourists' satisfaction, were physical environment of accommodation and income.

According to other service, independence variables, which were related to international tourists' satisfaction, were physical environment of accommodation, room rate that lower than 500 bath and traveled objective for relaxation.

4. Problems and requirement of international tourists with the quality of service in accommodation

4.1 Problems was found by international tourists

Lacking of skill of employee to communicate with tourists was the most problem both speaking and writing english. Next was decreasing quality of service followed by inexpensive accommodation.

4.2 The desire of international tourists' satisfaction

Recommendation for improving the quality of service of accommodation in Thailand from international tourists' as follows;

4.2.1 Services

Most of tourists suggested about improving services quality in term of an accommodation in English, especially at front service should had more skill of English or an accommodation should had more employee who can speak English well. Some of tourists European suggested that an accommodation should had employee

who can speak their languages such as French, Italian and German including of preparing any documents in their languages too.

Moreover, some of tourists European felt that they had not received good service; delayed food and beverage service and inadequate any other services. Besides, an accommodation should had more advertised for tourist too.

4.2.2 Facilities

Improving facilities of accommodation should be taken on cleanness and modernity such as air conditioner, elevator and documents. Furthermore, they should have improved an tourists guide map in both Thai and English for their convenience when they traveled by taxi.

4.2.3 Other suggestions

The other suggestions were focused on social relationship between tourist and Thai people. Due to tourist, usually perceived that Thai people rarely speak English. So, they hardly talked with foreigner. Additionally, problems were included traffic communication and overcharge price of some products.

Overall satisfaction of international tourists was good and some tourists said that if had better than they're had expected.

They were received a politeness, good personality, quickly service and good friendship from employee. In addition to accommodation, they satisfied the price and fresh food. They said Thai people were kind and have a good heart. So, they will invite their friend to come to visit Thailand next time. Nevertheless. Some of unsatisfactorily tourist strongly recommended that quality of service of accommodation could not be improved evermore.

5. The guideline and suggestion for improving quality of service of accommodation

According to the resulted of literacy from concepts, theories, documents and any researches including of problem analysis and requirement analysis from international tourists who stayed in Thailand, the researcher had guideline and had to suggestion for improving quality of service toward accommodation as follow;

5.1 Most of international tourists were satisfied accommodation tourists in “Good” level but some of them. Although, most of accommodation try to improve their employee’s skill but they should to empower them with knowledge, capability and understanding for services’ work at first met, through staying period and after been serviced also, such as paying attention to customer, quickly and impression services. Especially, in small accommodation such as guest house which had less tourists to stay but lots of any requirement. Holding business about accommodation’s services is a business, which concern on the impression from customer as well.

5.2 The most important problem was communication that’s English skill. So, an accommodation should concern in this problem seriously especially in front service. Because of these section met customer the first and any other service’s sections also. Moreover, any other languages were important too such as French and German because French and German’s tourists were found a lot too.

5.3 It should be improved cleanness, convenience and checking any facilities to be ready to serve customers including of security of accommodation for protecting customer’s belonging. To make they feel safety and increase an accommodation’s fame also.

5.4 Improving quality of service divided by any sections

5.4.1 Front service- They should to consider personality of employee such as well-dress, cleanness and tidiness. According to the manner, they should to have well friendship, smiling and kindness and in the pattern of discipline such as not gossip, not ignoring their duty and they should have capability to communicate in foreign language also.

5.4.2 Room service- They should to have friendship and have to prepare all facility to clean the room all time.

5.4.3 Food and beverage service- They should to have capability to speak foreign languages, suggest good, good manner, good discipline, good consideration and high potential to service.

5.4.4 Other services- In this section consisted of health service such as fitness room, swimming pool, massage room, sauna, tennis court, business center service and seminar room. They should to have lots of friendship and always practice for safety service.

5.5 The guideline and suggestion to develop quality of service of accommodation. The literature's review about accommodation from academic documents and Tourism Authority of Thailand's document, it was found that accommodations or hotels have varied meaning and they're not related on current situation. Because at the present, accommodations were divided by size or the number of room services, marketing vision, pattern of processing and free style such as guest house, standard of hotel and giving the star. Now, Tourism Authority of Thailand was processing standardization of hotel in Thailand but it was not cover all of our country. It depend on each hotels that desire to join this project to get standard assurance. An act of legislation of hotel in 1935 was defined a hotel as any places which was retable for traveler. The meaning were also focus on building and safety but quality of service assurance. According to lots of different hotels so, it was difficult to identify the standardization of accommodation. Lots of hotels were not allowed from an act of legislation of hotel. Thus, the Ministry of Tourism and Sports should to improve the legal of quality of service to be update and follow the changing situation of travel industry especially, the opening freedom of services such as GATS, AFTA and APEC.

CHAPTER V

DISCUSSION

As the resulted of the study of international tourists' satisfaction with the quality of service in accommodation, it could be discussed as follow,

1. General characteristics of international tourists

Most of European tourists (58.3 percent) are male with average age between 25-34 years (32.0 percent) and Dutch were found the most (23.5 percent), next was England (21.8 percent). About education level, it was found that most of them were graduated in bachelor degree (59.5 percent) and their career was professional which average income was 137,543 bath. This result is conform with Prapassara Kasemsuwan (2541) who studied about the perception of environmental's problem of international tourists in Thailand. She was found that most of international tourists (67.3 percent) are male with 30 years and lower (45.5 percent) graduated from university (20.5 percent) and have their own business (65.8 percent). Besides, this resulted was also conform with Thanaporn Metaneesadudee (2543) which studied international tourists' satisfaction toward video media services. Which was found that half of an international tourists (54.6 percent) are male and ages between 20-29 years (48.3 percent). Most of them are graduated from university (64.6 percent) and have average income per month lower than 7,000 dollars (77.5 percent). From the information above, we can compare with the statistic of international tourists which is survey by Tourism Authority of Thailand in 2002. It was found that international tourists came into Thailand 10,872,976 persons which the European are 2,475,319 people and found male the most (60.1 percent) and average ages are 40 years. The average age was between 25-34 years the most (27.6 percent) and England the most (23.4 percent) next was German (16.8 percent) and Dutch (5.8 percent). About the career, most of them were professional, next was laborers/production (17.5 percent),

administration and managerial (13.5 percent) and the last was commercial personnel (10.3 percent). Moreover, nearly half of total of international tourists came to Thailand the first time.

From general characteristics of international tourists of this study, it was found that most of them are Dutch. It may take an effect from the period of survey which are lots of flight to Amsterdam and Frankfurt (Both are in Netherlands). In addition to age which are between 25-34 years and they're graduated in bachelor degree. It would be imply that rage of age and educational level in Bachelor degree could have their own money to pay for travel by themselves including of their career and educational level lead them to have potential of spending money and capability of speaking any languages also.

1.1 Traveling characteristics of international tourists

Most of international tourists traveled for relaxation (92.8 percent) and next was for seminar/business (7.2 percent). Most of them traveled by themselves (69.5 percent), next was traveled by tour agency. According to traveling period of staying, it was found that average time to stay was about 15 days. It is due to the period of survey was in high season of European. Because of Thailand is located on tropical zone, most of tourists like to spend their vacation here and stayed about 2 weeks (for the value of long journey so, they spend long time here). From this resulted, it was conform with Papassara Kasemsuwan (2541) which was found that most of international tourists (74.0 percent) traveled for relaxation by going with group tour and their family (44.0 percent). They spend their time about 17 days and these was also conform with Thanaporn Methaneesadudee (2543) which was found that the traveled objective of international tourists was for relaxation. According to statistic from Tourism Authority of Thailand in 2002, most of European tourists came to Thailand for spending their holiday (92.3 percent), next was for their business mission (5.8 percent) and seminar (0.4 percent). Most of them traveled by themselves (70.1 percent) and traveled with tour (29.9 percent) and the period of staying is about 13.3 days.

1.2 Accommodation's service

More than a half of tourists (55.8 percent) stayed in others provinces such as Pattaya, Krabi, Chiangmai, next was stay in Bangkok. The highest room they should was 2,500 bath and up (24.9 percent) which most of tourists accepted that the services was the same as they advertized before in both positive and negative point of view such as the cleanness of room. Someone perceived that it had more beautiful than they had known before (such as the tourist whom stayed at bungalow). So, they rated the level "Good" for physical environment of accommodation ($\bar{X} = 3.8$, S.D = 0.8) and about distribution for analysis, it was found that tourists rated tidiness the most (46.5 percent), next was cleanness (42.3 percent) and beautiful decorating (35.3 percent)

From all above, it could be discussed that other country of Thailand had many travel-place, such as eco-tourism especially beach, culture-travel place which were distributed in any region of Thailand.

Generally, accommodations were located nearby travel-places and their design were harmonious through one place. Therefore, the result of this study found that more than a half of Tourist preferred spend their time to stay in other provinces than Bangkok. In addition, tourists' attitude about physical environment of accommodation were ranged in "Good" level which was conform with Charinya Chareonsuksai's studied (2002: 6) that most of favorite travel places for tourists divided by race such as South-beach (Phuket, Samui, Krabi) was famous for European Tourists. Moreover, this resulted was also conform with Prapassara Kasemsuwan (1998: 37) who's found that international tourists came to Bangkok and any other province (74.7 percent) and to Bangkok only (25.3 percent) which European tourist had higher income than any other tourists. In 2002, international tourist had average expense one person per day was 3,748 bath. Most of them paid for souvenirs and next was their room rate (Charinya Chareonsuksai, 2002: 8).

Because of they wanted to have comfortable and convenience arrangement for their holidays so, they choosed accommodation where had room rate 2,500 bath or up the most. These choosen accommodation had well employee in any part of services that was conform with the situation about accommodation in 2000 (Tourism Authority of Thailand, 2001: 9) The situation had divided room rate in 3 groups, group 1 was

2,500 bath or up, group 2 was 1,500-2,499 bath and group 3 was 1,000-1,499 bath. Besides, group 1 was the most famous rate to stay in 64.64 percent.

2. The level of international tourists' satisfaction with the quality of service in accommodation

From the resulted, international tourists had satisfaction toward quality of service in accommodation in “Good” level and this satisfaction was the same as Parasuman, Zeithaml & Berry in all sections such as front service, room service, food and beverage service and other services were ranged in assurance services. These could be seen knowledge, capability of service and poliness of employee. Therefore, tourists ensure for the best services. For external communication, which means the comparative of service that tourist receive in the real and the promotion advertisement. It was found that most of international tourist (97.00 percent) received the services as same as they know before. These was conform with theory of service quality of Parasuman, Zeithaml & Berry (1990) which was found that higher of quality of service was the equilibrium between expectation and perception of customers. That's mean if tourist receive the same as they perceive, the quality of service would be taken that make tourist satisfy the service in “Good” level as the result of this study. These resulted maybe due to the fact that most of international tourist (68.8 percent) stayed between group 1-3 or in a large-medium size of accommodation. Generally, the standardization of service could be ranged from room rate especially for accommodation in group 1 which had room rate 2,500 bath or up. This group was always in large or elate accommodation where also focused on personal development. Their employee's training, such as on the job training, developing skills and input knowledge based in all sections. This accommodation had planed the method of services clearly, which started since the first meeting until the end of services. This was conform with the result of voting famous traveled country in 2002 of Travel and Leisure journal (Vinit Rungpheung, Ed., 2003: 16) which was found that Bangkok is the first one of Asia and the third from the world. Besides, Peninsula hotel, Oriental hotel and Amunpuree hotel at Phuket were ranged in the first, the tenth and the twelfth of the world as well. Furthermore, European tourists in this research was the first visit

to Thailand so, maybe they were not recognized on the missing services and they could not compared in the previous visited too. In addition to Thai's culture which was nice and good manner, that made their had more satisfied in accommodation and service such as oriental hotel. These was conform with Pensri Chareonvanich and Somjit Chengsanguenpornsook (2540: 92) in "The accommodation's services toward the customer" which was found that customer satisfied in good level toward employee's service satisfied in good level toward employee's service such as taking care and manner. This including of Jurerat Chavachareon (2543: 9) which was said that international tourist satisfied accommodation in moderate level to good level.

3. The factors related on international tourists' satisfaction with the quality of service in accommodation.

In addition to the resulted, it was found that 3 variables were related to overall accommodation's services and in some part as the hypothesis that're age, income and physical environment of accommodation as show on follows;

Age From the resulted, it was found that the more ages they had, the more satisfaction they receive. It maybe because of almost half of international tourists (40.7 percent) had 45 years of ages and up. They always traveled along their work and they had more consideration on choosing the accommodation to stay more than the younger tourist. These was conform with marketing research project on European tourist by TAT (Jarinya Chareounsooksai, 1999: 52) which was found that the European's elder (50 years and up) always likes good, convenience and quality of service as Thai's employee were famous on quality of service and politeness.

Income From the resulted, it was found that the more incomes they had, the more satisfaction they received. It maybe because of income was the factor related to the personal status and a capability to travel. So, tourists who had more income had more chance to choose where to stay than tourists who had low income. These was conform with Thanaporn Methaneesadudee (2000) which was found that international tourists who had income between 24,000 – 40,000 dollars and the international tourists

who had income between 7,000 - 23,999 dollars had more satisfied toward video's services than international tourists who had income lower than 7,000 dollars.

Physical environment of accommodation From the resulted, it was found that international tourists who ranged physical environment of accommodation in good level had more satisfied toward quality of service of accommodation. It maybe because of cleanness and tidiness of accommodation lead them to feel good and relax. These was conform with Pensri Chareonvanich & Somjit Cheungsangnanpornsook (1997: 92) that studied on studied hotel services: A comparative study of the hotel in Nongkai, Thailand and those in Vientiane, the people's democratic republic of Laos and they were found that Nhongkai hotel's customer had more satisfied on the atmosphere and the located nearby Khong's River

4. The factors not related on international tourists' satisfaction with the quality of service in accommodation.

In addition to the resulted, it was found that 11 variables were not related to overall accommodation's services such as sex, race, educational level, occupation, traveled objective, traveled arrangement, traveled duration, traveled experience, location of accommodation, the accommodation category and external communication.

Sex According to the resulted, it was found that sex was not related to the international tourists' satisfaction with quality of service. It maybe because of both male and female at the present world could have chance gotten the information equality. So, tourists had their own different reason to decide to stay in each accommodation. Besides, the sample through this research came to Thailand the first time so, they may not see a mistake of accommodation at all.

Race It was found that race was not related on the international tourists' satisfaction with quality of service. It maybe because of the sample was European tourist which were divided into Western Europe and Eastern Europe that look like in all physical characteristics and they maybe not differ in each other. Moreover, they

had the same folkway and culture too. So, race was not related to the international tourists' satisfaction with quality of service.

Educational level and occupation From the resulted, it was found that educational level and occupation were not related to the international tourists' satisfaction with quality of service. It maybe because of educational level was related to occupation. That's mean the person who graduated in high education had better job such as professional, executive and private commercial. Anyway, although international tourist had different educational level and occupation but they had the same idea about services of accommodation. Therefore, educational level and occupation were not related to the quality of service toward accommodation.

Traveled objective According to the resulted, traveled objective was not related to the international tourists' satisfaction with quality of service. It maybe because of most of tourist (92.8 percent) was traveled for relaxation, which had been planed before going. So, they often choose the well-known places in Thailand and these places always had well services preparing. This reason was conform with Thanaporn Methaneesadudee (2000) which was found that traveled objective of tourists was not related on tourists' satisfaction toward video's service in the acceptable level significance. Therefore, traveled objective was not related to international tourists' satisfaction toward quality of services.

Traveled duration In addition to the resulted, it was found that traveled duration was not related to the international tourists' satisfaction with quality of service. It maybe because of all famous accommodation were not differ in facilities preparing and included services also, Therefore, the period of staying was not effected on their satisfaction at all.

Traveled experience According to the resulted, it was found that traveled experience was not related to the international tourists' satisfaction with quality of service. It maybe because of traveled experience in other country of each tourists were diversionary. Thus, these could not been considered toward accommodation in

Thailand. Therefore, traveled experience was not related to the international tourists' satisfaction with quality of service.

Location of accommodation In addition to the resulted, it was found that Location of accommodation was not related to the international tourists' satisfaction with quality of service. Although this research was divided the location of accommodation into Bangkok and other province, it was found that most of tourist (55.8 percent) stayed at other province such as Pattaya, Krabi, Phuket, Surathanee and Chiangmai that were well-known traveled places of Thailand. Consideration on any province they stayed, it was showed the same development that had any level of accommodations. Therefore, location of accommodation was not related to the international tourists' satisfaction with quality of service.

Accommodation category According to the resulted, it was found that accommodation category was not related to the international tourists' satisfaction with quality of service. It maybe because of room rate that lower than 500 bath to 2,500 bath and up had a vary services follow by prices rate such as small accommodation had room rate lower than 500 bath had only 1-3 employees. In the other hand, medium or large accommodations had many employees to services and they also divided services sections.

External communication External communication means the comparison between the achieved services and advertised services that perceived by international tourists. According to the resulted, external communication of accommodation was not related to the international tourists' satisfaction with quality of service. It maybe because of almost half of tourists (42.3 percent) derived accommodation's information as same as they advertised before. Thus, no matter they perceived information, the important thing was a quality of services. Therefore, external communication of accommodation was not related to the international tourists' satisfaction with quality of service.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to perceive international tourists' satisfaction with the quality of service in accommodation including of factors which were related of them and also problems and requirement toward quality of service to find guideline and suggestion for improving the service next time.

The population sample of this study is European tourists who came to Thailand at the first time and 400 tourists' targets were studied. The researcher made a questionnaire from literate through quality of services. Data collecting occurred among November 25, 2002 to December 14, 2002 at international airport by purposive sampling methodology. Analysis was performed by using frequency, percentage, mean (\bar{X}), standard deviation (S.D) and Stepwise multiple regression analysis to search for relation factors toward international tourists' satisfaction.

1. The conclusion

1.1 General characteristics

Almost half of European tourists (58.3 percent) were male which ages among 25 – 34 years the most (32 percent). Dutch was found the most and mostly graduated in bachelor degree (59.5 percent). The major occupation was professional. Moreover, mainly income per month was about 137,543 bath.

1.2 Traveling characteristics

Most of European tourists (92.8 percent) traveled for relaxation which more than a half (69.5 percent) traveled by themselves and average time to stay was 15 days. They mostly had 1-9 times experience in any countries (57.5 percent)

1.3 Accommodation's services

More than half of tourists (55.8 percent) stayed at other provinces such as Pattaya, Krabi and Chiangmai. The room rate that 2,500 and up was chosen the most (24.9 percent). As for external communication, it was found that tourist received information about accommodation from tour agency in 42.3 percent and they derived accurate information in 97 percent. physical environment of accommodation was ranged in "Good" level in cleanness (42.3 percent), beautiful decorate (35.3 percent) and tidiness (46.5 percent).

1.4 International tourists' satisfaction with the quality of service in accommodation

All four sections of services were satisfied by tourists in high level that're front service (average point is 4.02), room service (average point is 4.03) food and beverage service (average point is 4.11) and other services (average point is 4.04). Moreover, five part of services, tangibles, reliability, responsiveness, assurance and empathy were ranged in high level.

1.5 Factors related on international tourists' satisfaction with the quality of service in accommodation

According to the resulted, it was found international tourists' satisfaction with the quality of services in overall parts and each parts as follows;

1.5.1 Factors related to international tourists' satisfaction with the quality of services in accommodation in overall satisfaction

It was found that international tourists' satisfaction with the quality of services were age, income and physical environment of accommodation and the variable that take effect on satisfaction the most was physical environment of accommodation. Moreover, these 3 variables could explain the variance of international tourists' satisfaction with the quality of services in 52.3 percent.

1.5.2 Factors related to international tourists' satisfaction with the quality of services in accommodation in front service

It was found that the factors related to international tourists' satisfaction with the quality of services in front service were physical environment of accommodation, income and traveled arrangement. However, the variable that take an effect on satisfaction the most was physical environment of accommodation. These 3 variables could explain the variance of international tourists' satisfaction with the quality of services in 48.5 percent.

1.5.3 Factors related to international tourists' satisfaction with the quality of services in accommodation in room service

It was found that the factors related to international tourists' satisfaction with the quality of services in room service were age, physical environment of accommodation that had room rate lower than 500 bath. However, the variable that takes an effect on satisfaction the most was physical environment of accommodation, next were accommodation category and age. These 3 variables could explain the variance of international tourists' satisfaction with the quality of services in 52.4 percent.

1.5.4 Factors related to international tourists' satisfaction with the quality of services in accommodation in food and beverage service

It was found that the factors related to international tourists' satisfaction with the quality of services in food and beverage service were income and physical environment of accommodation. However, the variable that takes an effect on satisfaction the most was physical environment of accommodation. These 2 variables could explain the variance of international tourists' satisfaction with the quality of services in 41.9 percent.

1.5.5 Factors related to international tourists' satisfaction with the quality of services in accommodation in other services

It was found that the factors related to international tourists' satisfaction with the quality of services in other services were physical environment of accommodation that had room rate lower than 500 bath and traveled objective for relaxation. However, the variable that takes an effect on satisfaction the most was physical environment of accommodation, next were accommodation category and traveled objective. These 3 variables could explain the variance of international tourists' satisfaction with the quality of services in 42.4 percent.

2. Policy suggestion

2.1 In addition to the resulted, it was found that the important problem found by tourist was inadequate knowledge and skill of languages especially English. Therefore, Tourism Authority of Thailand, Thai Hotels Association Hotel and Tourism institute should to cooperate together to assign more knowledge skill and training for their employee to get better services next time. The more skill employee achieve, the more services they have. Furthermore, all of employee should to recognize developing skill by sending their employee to learn more English skills. Including of they should to prepare document about improving English skill for their employee and other people.

2.2 According to the resulted, it was found that European tourist had average income per month 137,543 bath and average duration of staying 15 days. That's mean European tourist had efficiency to pay a lot. Therefore, TAT should to campaign tourist to stay longer by improving facility for them such as preparing standard services of accommodation in all region of Thailand or in major of travel province such as Chiangmai, Chonburi and Surathanee. These will be made for standard arrangement and tourists' satisfaction.

2.3 From the meaning of external communication that's the comparison between the achieved services and advertised services. It was found that tourist got information from tour agency the most and its accurate as they had advertised (97 percent). Someone perceived it's better than they had known before such as tourists who stayed at bungalow. These showed reliable of information they'd gotten. Therefor, TAT should to focus on this point and lead it to be strengths to promote traveling in Thailand. In 2002, Peninsula hotel in Bangkok was voted to be the first hotel of the world to cordially invite any tourists to come to Thailand a lot.

2.4 Ministry of Tourism and Sports, TAT and all of academic institute which produce travel or hotel specialist should to have human resource management program that's mean the process to sustainable development through hotel's employee. For instance, they should to contain education and training to employee for support learning skill and improve their main work. Therefore, to remain international tourists' satisfaction in high level evermore.

3. Suggestion for further research

3.1 The sample of this research was limited especially European tourist who came to Thailand the first time. Thus, for the usefulness of this research through every study, it has to study tourists' satisfaction in other regions of the world such as Eastern Asia, American region, Oceania region that tourists from these places were the major tourists' target of Thailand. Nevertheless, next research could study on each country for example, Netherlands, England, France and Sweden. Because these countries were found the most through this research to know their satisfaction toward quality of services.

3.2 On the process of data collecting, the researcher found the major problem to communicate with European tourists' English skill from the European who was not use English as a mother tongue. Therefore, the purposive sampling was focused on the European tourist who can communicate in English. So, the next research should to consider the languages to communicate for derive the complete research such as France and German.

3.3 The remarkable point from this research was show while collected data that's the limited of time of tourist. Therefore, next research should to collect data from available tourists who are not tired from their journey.

3.4 Academic Institute and government section such as Ministry of Tourism and Sports and Tourism Authority of Thailand should to support the research about satisfaction toward the services both Thai and Foreigner in all grades of the accommodation. These was to compare satisfaction from Thai and Foreigner to be accomplish perfect education curriculum about accommodation services in the future.

3.5 Academic Institute and government section such as Ministry of Tourism and Sports and Tourism Authority of Thailand should to support the research about quality of labour or labour's skill in accommodation for getting more customer's satisfaction in the future.

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- การท่องเที่ยวแห่งประเทศไทย ก รายงานขั้นสุดท้ายการดำเนินการเพื่อกำหนดนโยบายการท่องเที่ยวเชิงนิเวศ พิมพ์ครั้งที่ กรุงเทพมหานคร สถาบันวิจัยวิทยาศาสตร์และเทคโนโลยี
- ข แรงงานในอุตสาหกรรมท่องเที่ยวปี _____ ม ป ท กองสถิติและวิจัย

- สถานการณ์การท่องเที่ยวภายในประเทศ ม ป ท กองสถิติและวิจัย
 ขนิษฐา พอนอ่วม บรรณาธิการ ข่าวท่องเที่ยวฉบับกระแสทท อนุสารอสท
 จงพิศ ศิริรัตน์ การบริหารทรัพยากรมนุษย์ในอุตสาหกรรมโรงแรมของประเทศไทย
 สงขลา มหาวิทยาลัยสงขลานครินทร์
- จิตตินันท์ เฉชะคุปต์ เอกสารการสอนชุดวิชาการพัฒนาบุคลากรในงานโรงแรมและ
ภัตตาคาร หน่วยที่ นันทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
เอกสารการสอนชุดวิชา จิตวิทยาการบริการ หน่วยที่ พิมพ์ครั้งที่
นันทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- จิระ หงส์ดารมภ์ เอกสารการสอนชุดวิชาการพัฒนาทรัพยากรมนุษย์ในองค์กรหน่วยที่
นันทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- จริญญา เจริญสุขใส โครงสร้างนักท่องเที่ยวและพฤติกรรมการใช้จ่ายของนักท่องเที่ยวปี
จุลสารการท่องเที่ยว
เมื่อนักท่องเที่ยวยุโรปหลบอากาศหนาวมาเมืองไทย จุลสารการท่องเที่ยว
 — สรุปสถานการณ์และวิเคราะห์ จุลสารการท่องเที่ยว
- เฉลิมลาภ คเนจร ณ อยุธยา บรรณาธิการ จุดที่ไม่ควรมองข้ามในการทำกลยุทธ์การตลาด
กลุ่มลูกค้าประจำ วารสารธุรกิจท่องเที่ยว
- ชรีณี เดชจินดา ความพึงพอใจของผู้ประกอบการต่อศูนย์บริการกำจัดกากอุตสาหกรรม
แขวงแสมดำ เขตบางขุนเทียน จังหวัดกรุงเทพมหานคร วิทยานิพนธ์ปริญญาสังคมศาสตร
มหาบัณฑิต สาขาวิชาสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ชัชณะ รุ่งปัจฉิม เอกสารการสอนชุดวิชา จิตวิทยาการบริการ พิมพ์ครั้งที่ นันทบุรี
สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- ชูชัย สมितिไกร การจัดการและการพัฒนาทรัพยากรมนุษย์ขององค์กรธุรกิจในประเทศไทย
ไทย การเปรียบเทียบระหว่างองค์กรที่มีผลการดำเนินงานดีและไม่ดี กรุงเทพมหานคร
 ม ป ท
การฝึกอบรมบุคลากรในองค์กร พิมพ์ครั้งที่ กรุงเทพมหานคร โรงพิมพ์
จุฬาลงกรณ์มหาวิทยาลัย

- นัตรฤดี สุกปลั่ง ผลของบุคลิกภาพและเขว่นอารมณ์ที่มีต่อคุณภาพของการให้บริการตามการรับรู้ของหัวหน้างานของพนักงานส่วนหน้าของโรงแรมชั้นหนึ่งในกรุงเทพมหานคร วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาจิตวิทยาอุตสาหกรรมและองค์การ คณะศิลปศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- ญาณี นาคพงษ์ ความพึงพอใจของผู้สูงอายุต่อศูนย์บริการผู้สูงอายุในวัดโดยชุมชน ศึกษาเฉพาะกรณีศูนย์บริการผู้สูงอายุวัดสุวรรณดาราราม จังหวัดพระนครศรีอยุธยา วิทยานิพนธ์ปริญญาศึกษาศาสตรมหาบัณฑิต สาขาวิชาประชากรศึกษา บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- दनัย เทียนพุด การบริหารทรัพยากรบุคคลในทศวรรษหน้า พิมพ์ครั้งที่
กรุงเทพมหานคร โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย
นวัตกรรมกรรมการบริการลูกค้า กรุงเทพมหานคร โรงพิมพ์
- คุษฎี ใหญ่เรื่องศรี คุณภาพบริการตามความคาดหวังที่มีความสัมพันธ์กับความพึงพอใจในการบริการรักษาพยาบาลของพระภิกษุอาพาธในหอผู้ป่วยในโรงพยาบาลสงฆ์
กระทรวงสาธารณสุข วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาการบริหารโรงพยาบาล บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ทรวทพิย์ วงศ์พันธ์ คุณภาพบริการตามความคาดหวังและการรับรู้ของผู้รับบริการในงานผู้ป่วยนอก โรงพยาบาลรัฐ จังหวัดสุพรรณบุรี วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาสาธารณสุขศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ทศพล สมพงษ์ มานุษยวิทยากายภาพ ม ป ท สถาบันราชภัฏสกลนคร
- ธนาภรณ์ เมตณิสสุติ ความพึงพอใจของนักท่องเที่ยวชาวต่างประเทศที่มีต่อการรับบริการ
สื่อวีดิทัศน์ ศึกษาเฉพาะกรณี วัดพระเชตุพนวิมลมังคลารามราชวรมหาวิหาร วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาเทคโนโลยีเพื่อการพัฒนาทรัพยากร บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ธานินทร์ สว่างสวรรค์ ปัจจัยที่มีความสัมพันธ์ต่อคุณภาพในงานบริการส่วนหน้าของโรงแรม
ในเขตกรุงเทพมหานคร ตามการรับรู้ของหัวหน้างาน วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาจิตวิทยาอุตสาหกรรมและองค์การ คณะศิลปศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- ธีระทัต คงจันทร์ การพัฒนาบุคลากรและการฝึกอบรมในธุรกิจโรงแรม ศึกษากรณี โรงแรมในเครือแอคคอร์ กรุงเทพมหานคร วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชารัฐศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยรามคำแหง

- นพพร ลิ่นทอง คุณภาพในการให้บริการของฝ่ายบริการการค้าต่างประเทศสำนักงานเลขานุการกรมกรมการค้าต่างประเทศ สารนิพนธ์รัฐศาสตรมหาบัณฑิต สาขาวิชาบริหารรัฐกิจ มหาวิทยาลัยธรรมศาสตร์
- นรศักดิ์ เหมนิธิ ปัจจัยที่มีผลต่อความพึงพอใจของนักท่องเที่ยวในการรับบริการจากเจ้าหน้าที่ตำรวจตรวจคนเข้าเมือง ณ ท่าอากาศยานกรุงเทพฯ วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชารัฐศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์
- นรา ขำคม การจัดการทรัพยากรมนุษย์ในอุตสาหกรรมโรงแรมขนาดเล็ก วิทยานิพนธ์ปริญญาพัฒนาแรงงานและสวัสดิการมหาบัณฑิต คณะสังคมสงเคราะห์ศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- นิกม จารุมณี ก การจัดการอุตสาหกรรมบริการ กรุงเทพมหานคร โอ เอส พรินต์ติ้งเฮาส์
ข การท่องเที่ยวและการจัดการอุตสาหกรรมท่องเที่ยว กรุงเทพมหานคร โอ เอส พรินต์ติ้ง เฮาส์
- เนาวรัตน์ พลายน้อย ประชากรศึกษากับการพัฒนาทรัพยากรมนุษย์ ประชากรศึกษา
- บุญคง หันจางสิทธิ์ เศรษฐศาสตร์ทรัพยากรมนุษย์ กรุงเทพมหานคร โอ เอส พรินต์ติ้งเฮาส์
- บุญชม ศรีสะอาด วิธีการทางสถิติสำหรับการวิจัยเล่ม กรุงเทพมหานคร โรงพิมพ์ทำปกเจริญผล
- บุญเสริม หุตะแพทย์และมัญญู กาละพัฒน์ เอกสารการสอนชุดวิชา อุตสาหกรรมบริการ หน่วยที่ พิมพ์ครั้งที่ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- บุษยา สุชีธร และภัสวาลี นิติเกษตรสุนทร เจตคติและความประทับใจของชาวต่างประเทศที่ได้มาเยี่ยมประเทศไทย สำนักงานคณะกรรมการวัฒนธรรมแห่งชาติ กระทรวงศึกษาธิการ
- เบญจมาศ ศิริกมลเสถียร ความพึงพอใจของผู้ป่วยในต่อการบริการของโรงพยาบาลสมเด็จพระยุพราชเดชอุดม อำเภอดงเจริญ จังหวัดอุบลราชธานี วิทยานิพนธ์ปริญญาวิทยาศาสตร มหาบัณฑิต สาขาวิชาสาธารณสุขศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ประภัสตรา เกษมสุวรรณ การรับรู้ปัญหาสิ่งแวดล้อมของนักท่องเที่ยวระหว่างประเทศที่เดินทางมาท่องเที่ยวในประเทศไทย วิทยานิพนธ์ปริญญาสังคมศาสตรมหาบัณฑิต สาขาวิชาสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล

- ประวิทย์ สายทองคำ และคนอื่น ๆ การศึกษาความต้องการและวิธีการสรรหาและคัดเลือกบุคลากรของโรงแรมชั้นพิเศษในกรุงเทพมหานคร ภาคนิพนธ์หลักสูตรปริญญาโท สาขาวิชาการจัดการภาครัฐและเอกชน คณะรัฐประศาสนศาสตร์ สถาบันพัฒนาบริหารศาสตร์
- ปรีชา แดงโรจน์ การโรงแรมฉบับนิสิตนักศึกษา พิมพ์ครั้งที่ กรุงเทพมหานคร บริษัท ชงชัยการพิมพ์ จำกัด
- ปีتما ธรรมเจริญ การจัดการด้านการศึกษาแก่ลูกจ้างในโรงงานอุตสาหกรรมเขตกรุงเทพมหานคร วิทยานิพนธ์ปริญญาสังคมสงเคราะห์ศาสตร์มหาบัณฑิต คณะสังคมสงเคราะห์ศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- ปิติ หุ่นจ้อย ภาพจน์ของตำรวจท่องเที่ยวในทัศนะของนักท่องเที่ยวชาวต่างประเทศในเมืองพัทยา วิทยานิพนธ์ปริญญาวารสารศาสตร์มหาบัณฑิต สาขาวิชาสื่อสารมวลชน บัณฑิตวิทยาลัย มหาวิทยาลัยธรรมศาสตร์
- ปิยะ อุทาโย ความพึงพอใจของประชาชนต่อการให้บริการงานตำรวจ วิทยานิพนธ์ปริญญาพัฒนบริหารศาสตรดุษฎีบัณฑิต คณะรัฐประศาสนศาสตร์ สถาบันพัฒนาบริหารศาสตร์
- พิมพ์ชนก สันสนีย์ ปัจจัยกำหนดคุณภาพของการบริการตามการรับรู้ของผู้บริโภคในจังหวัดเชียงใหม่ วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาจิตวิทยาอุตสาหกรรมและองค์การ บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- เพ็ญศรี เจริญวานิช และสมจิตร จึงสงวนพรสุข รายงานการวิจัยเรื่องการให้บริการของโรงแรมต่อผู้ใช้บริการ ศึกษาเปรียบเทียบของโรงแรมในประเทศไทย หนองคาย และในสาธารณรัฐประชาธิปไตยประชาชนลาว เวียงจันทน์ ม ป ท มหาวิทยาลัยขอนแก่น
- ภัสสร ลิมานนท์ วิสัยทัศน์และแนวนโยบายการพัฒนาคุณภาพประชากรไทย ประชากรศาสตร์
- ภิรมย์ บุญรอดพาณิชย์ ผลกระทบปัญหาอาชญากรรมต่ออุตสาหกรรมการท่องเที่ยวในประเทศไทย ศึกษาเฉพาะกรณีความรู้สึกลูกของนักท่องเที่ยวระหว่างประเทศ วิทยานิพนธ์ปริญญาสังคมศาสตรมหาบัณฑิต สาขาวิชาอาชญาวิทยา บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- มหาวิทยาลัยธรรมศาสตร์ รายงานการศึกษาเรื่องโครงการพัฒนาศึกษาวางระบบจัดเก็บข้อมูลและสถิติการค้าบริการเล่มที่ สาขาบริการด้านการเดินทางและท่องเที่ยว กรุงเทพมหานคร ม ป ท

- มาฆะ จิตตะสังคะ เอกสารการสอนชุดวิชา อดสาหกรรมบริการ หน่วยที่
พิมพ์ครั้งที่ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมาราช
- มาฆะ จิตตะสังคะ และชินรัตน์ สมสืบ เอกสารการสอนชุดวิชา อดสาหกรรมบริการ
หน่วยที่ พิมพ์ครั้งที่ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมาราช
- เมตตา เสวตเลข ความพึงพอใจของนักท่องเที่ยวต่อแหล่งท่องเที่ยวประเภทนันทนาการ
ศึกษาเฉพาะกรณีสวนสัตว์ดุสิต วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขา
 วิชาสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- เมือง พรเมษา ทัศนคติของนักท่องเที่ยวชาวต่างประเทศที่มีต่อการให้บริการของตำรวจ
ท่องเที่ยว ศึกษาเฉพาะกรณีกองกำกับการ กองบังคับการตำรวจท่องเที่ยว วิทยานิพนธ์
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชารัฐศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัย
 เกษตรศาสตร์
- เยาวรี เจริญสวัสดิ์ ความพึงพอใจของนักท่องเที่ยวในการใช้ประยุกต์อุทยานแห่งชาติเขา
ใหญ่เพื่อนันทนาการ วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาเทคโนโลยี
 การวางแผนสิ่งแวดล้อมเพื่อพัฒนาชนบท บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- รัชณี คุโณปการ การย้ายถิ่นครั้งแรกไปทำงานเป็นแรงงานไร้ฝีมือในตลาดแรงงาน
ต่างประเทศของสตรีไทยกรณีศึกษา จังหวัดอุดรธานี วิทยานิพนธ์ปริญญาศึกษาศาสตร
 คุฎฐิบัณฑิต สาขาวิชาประชากรศึกษา บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- รัชนีวรรณ อุทัยศรี เอกสารการสอนชุดวิชาการพัฒนาและความจำเป็นทางเศรษฐกิจ
 ม ป ท ฝ่ายการพิมพ์มหาวิทยาลัยสุโขทัยธรรมาราช.
- รัฐวุฒิ เจริญศรีพงษ์ ความพึงพอใจของนักท่องเที่ยวต่อการจัดสภาพแวดล้อมบริเวณหาด
บางแสน จังหวัดชลบุรี วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชา
 สิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ราชบัณฑิตยสถาน พจนานุกรมฉบับราชบัณฑิตยสถาน พ.ศ. _____ กรุงเทพมหานคร
 สำนักพิมพ์อักษรเจริญทัศน์
- รุ่งทิพ ว่องปฏิการ ความเป็นจริงกับภาพลักษณ์ที่นักท่องเที่ยวสหราชอาณาจักรมีต่อภูเก็ต
วิทยานิพนธ์ปริญญาวารสารศาสตรมหาบัณฑิต สาขาวิชาสื่อสารมวลชน
 บัณฑิตวิทยาลัย มหาวิทยาลัยธรรมศาสตร์
- ลลิตา เจริญศรีพงษ์กุล ปัจจัยที่มีอิทธิพลต่อระยะเวลาพำนักของนักท่องเที่ยวชาวต่างประเทศ
ในจังหวัดลำปาง วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาเศรษฐศาสตร์
 ธุรกิจ บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์

- ละเอียด ศิลาน้อย ปีของททท ในการผลิตบุคลากรคุณภาพในเชิงบริการ จุดสารการท่องเที่ยว
- ลัดดา จารีกสถิตวงศ์ การพัฒนาทรัพยากรมนุษย์ของบริษัทข้ามชาติ ศึกษากรณีบริษัทข้ามชาติญี่ปุ่น และอเมริกา วิทยานิพนธ์ปริญญาสังคมสงเคราะห์ศาสตรมหาบัณฑิต คณะสังคมสงเคราะห์ศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- ลำพอง ศรีทับทิม ความพึงพอใจของนักท่องเที่ยวชาวไทยต่อสภาพแวดล้อมทางกายภาพบริเวณสะพานข้ามแม่น้ำแคว จังหวัดกาญจนบุรี วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาวิทยาศาสตร์สิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์
- วรรณวิมล อัมรินทร์นุเคราะห์ การศึกษาเปรียบเทียบการบริหารงานบุคคลของโรงแรมชั้นพิเศษในกรุงเทพมหานคร วิทยานิพนธ์ปริญญาบริหารธุรกิจมหาบัณฑิต บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย
- วิเชียร เลิศโกถานนท์ เอกสารการสอนชุดวิชาการพัฒนาบุคลากรในงานโรงแรมและภัตตาคาร หน่วยที่ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- วินิจ รังผึ้ง บรรณาธิการ อนุสารอ ส ท กรุงเทพมหานคร บริษัทโรงพิมพ์ตะวันออก จำกัด
- วิมลสิทธิ์ หรยางกูร พฤติกรรมมนุษย์กับสภาพแวดล้อม กรุงเทพมหานคร จุฬาลงกรณ์มหาวิทยาลัย
- วีระพงษ์ เกลิมจิระรัตน์ คุณภาพในการบริการ กรุงเทพมหานคร ประชาชน
- วีระวัฒน์ ปันนิตามัย เอกสารการสอนชุดวิชาจิตวิทยาการบริการ พิมพ์ครั้งที่ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- ศิริรัตน์ สุวรรณทัต การพัฒนาสวัสดิการพนักงานระดับปฏิบัติการของบริษัทการบินไทย จำกัด มหาชน วิทยานิพนธ์ปริญญาสังคมสงเคราะห์ศาสตรมหาบัณฑิต สาขาวิชาการบริหารและนโยบายสวัสดิการสังคม คณะสังคมสงเคราะห์ศาสตร์ มหาวิทยาลัยธรรมศาสตร์
- ศิริ ศิริวัลย์ ความพึงพอใจของนักท่องเที่ยวและประชาชนในเขตเทศบาลเมืองชัยนาทต่อสวนนกชัยนาท วิทยานิพนธ์ปริญญาสังคมศาสตรมหาบัณฑิต สาขาวิชาสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- ศุภกัญญา จันทรสารทูล ศักยภาพของสถาบันพัฒนาฝีมือแรงงานในการตอบสนองความต้องการแรงงานของประเทศไทย วิทยานิพนธ์ปริญญาสังคมสงเคราะห์ศาสตรมหาบัณฑิต คณะสังคมสงเคราะห์ศาสตร์ มหาวิทยาลัยธรรมศาสตร์

- สมเดช สิทธิพิงศ์พิทยา เอกสารการสอนชุดวิชาการพัฒนาบุคลากรในงานโรงแรมและ
ภัตตาคาร หน่วยที่ _____ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัยธรรมมาธิราช
- สมมาตร ศรีเพชร การประเมินผลกระบวนการฝึกอบรมศึกษาเฉพาะหลักสูตรเอ็ม อาร์ ที ซี
ของโรงแรมโนโวเทล กรุงเทพมหานคร วิทยานิพนธ์ปริญญารัฐศาสตร
มหาบัณฑิต ภาควิชารัฐประศาสนศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
- สำนักงานคณะกรรมการพัฒนาการพัฒนาศรษฐกิจและสังคมแห่งชาติ สรุปสาระสำคัญ
แผนพัฒนาเศรษฐกิจและสังคมแห่งชาติฉบับที่แปด พ.ศ. _____ กรุงเทพมหานคร
หจก. เม็ดทรายพรีนติ้ง
- สำนักนายกรัฐมนตรี รายงานการสำรวจการประกอบกิจการ โรงแรมและเกสต์เฮาส์ พ.ศ.
_____ ม.ป.ท. สำนักงานสถิติแห่งชาติ
- สิริพร ไกรสุวรรณ บรรยากาศขององค์การที่เอื้ออำนวยต่อการพัฒนาทรัพยากรมนุษย์
กรณีศึกษาขององค์การการท่องเที่ยวแห่งประเทศไทย วิทยานิพนธ์ปริญญาศิลปศาสตรมหา
บัณฑิต สาขาวิชารัฐศาสตร์ มหาวิทยาลัยเกษตรศาสตร์
- สุขสันต์ ส่งประเสริฐ ความพึงพอใจของนักท่องเที่ยวต่างชาติต่องานบริการตำรวจ ศึกษา
กรณีสถานีตำรวจภูธรตำบลพญา วิทยานิพนธ์ปริญญาสังคมวิทยา มหาบัณฑิต สาขา
สังคมวิทยา บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย
- สุนันทา เวชเฉลิมจิตร กระบวนการสรรหาและการคัดเลือกบุคคลในธุรกิจโรงแรมศึกษา
กรณีโรงแรมที่ตั้งอยู่ในเขตกรุงเทพมหานคร วิทยานิพนธ์ปริญญารัฐศาสตรมหา
บัณฑิต ภาควิชารัฐประศาสนศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
- สุพัตรา เหลี่ยมวารงกูร คุณภาพบริการงานกายอุปกรณ์ ศูนย์สิรินธรเพื่อการฟื้นฟู
สมรรถภาพทางการแพทย์แห่งชาติ ตามการรับรู้ของผู้รับบริการ วิทยานิพนธ์ปริญญา
วิทยาศาสตร์มหาบัณฑิต สาขาวิชาการบริหารโรงพยาบาล บัณฑิตวิทยาลัย
มหาวิทยาลัยมหิดล
- สุมาลี ปิตยานนท์ เศรษฐศาสตร์แรงงาน กรุงเทพมหานคร โรงพิมพ์จุฬาลงกรณ์
มหาวิทยาลัย
- สุวัฒน์ จุฑาภรณ์และจริญญา เจริญสุขใส เอกสารการสอนชุดวิชา ความรู้เบื้องต้นเกี่ยวกับ
อุตสาหกรรมท่องเที่ยวหน่วยที่ _____ นนทบุรี สำนักพิมพ์มหาวิทยาลัยสุโขทัย
ธรรมมาธิราช

- เสาวณิต ตั้งตระกูล ความพึงพอใจของนักท่องเที่ยวต่อสภาพแวดล้อมทางกายภาพบริเวณ
ชายหาดหัวหิน วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาวิทยาศาสตร์
สิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์
- หลุย จำปาเทศ จิตวิทยาการจูงใจ พิมพ์ครั้งที่ กรุงเทพมหานคร บริษัทสามัคคีสาส์น
จำกัด
- อนุพันธ์ กิจพันธ์พานิช รวมความรู้เกี่ยวกับงานโรงแรม กรุงเทพมหานคร บริษัท ฮิวแมน
เซอร์วิซ จำกัด
- อภิวรรณ เกียงขวา ความคิดเห็นของนักท่องเที่ยวเกี่ยวกับการปรับปรุงและพัฒนาสถานที่
พักผ่อนที่อุทยานแห่งชาติเขาใหญ่ วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต
สาขาวิชาวิทยาศาสตร์สิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยเกษตรศาสตร์
- อรพินท์ ไชยพยอม ความพึงพอใจของผู้รับบริการต่อบริการของแผนกผู้ป่วยนอก
โรงพยาบาลศิริราช วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาวิชาสาธารณสุข
ศาสตร์ บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล
- อาจารย์ นาคศุภรังษี ปัจจัยที่ส่งผลต่อความผูกพันของพนักงานในธุรกิจโรงแรม
วิทยานิพนธ์ปริญญาพัฒนาแรงงานและสวัสดิการมหาบัณฑิต คณะสังคมสงเคราะห์
ศาสตร์ มหาวิทยาลัยธรรมศาสตร์



APPENDIX A
QUESTIONNAIRE

Date Time Interviewer..... Questionnaire No

**INTERNATIONAL TOURISTS' SATISFACTION WITH THE QUALITY
OF SERVICE IN ACCOMMODATION IN THAILAND**

Could you please answer these following questions? Please check (**P**) as one answer in square box, to each question and please fill out your answer in the underline (.....). Please complete all the questions.

All provided data will be used only for statistical purpose of my study. The result of this study will implement future recommendation for accommodation / hotel service in Thai tourism.

Remark : This questionnaire has 4 parts.

Part 1 Personal Data.

Part 2 Tourist's Characteristic.

Part 3 Service of Accommodation.

Part 4 International Tourists' Satisfaction with the Quality of Service in accommodation.

Thank you very much for your support

Ms. Phenphun Charoenpong

Graduate Student

Population Education

Mahidol University

4. How did you know such information of accommodation / hotel?

- Tour Agencies
- Embassy
- Airlines
- Relative / Friend
- T.V.
- Others(Please specify).....
- Radio
- Newspaper / Magazines
- Guide Book
- Internet
- Tourism Authority of Thailand

5. Did you receive services as it was advertised?

- Yes
 - No, because.....
-

6. From the table below, please check ✓ by ranking the environment surround your accommodation. (Check your only one answer in space provided for each question.)

Item	Very Poor	Poor	Average	Good	Very Good
6.1 Cleanliness					
6.2 Beautiful decorating					
6.3 Tidiness					

Part 4 International Tourists' satisfaction on the quality of services of the accommodation /hotel.

Remark: In case of you didn't take all of services mentioned, you can answer **only the services you were used.**

1. Front Service means The First service you was when since you walked into the hotel for example the Reception and Bell Boy including of the employee you called by telephone.

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
1. Prepared adequate supplies such as key, pen or any documents					
2. Prepared interesting documents					
3. Well groomed and neat					
4. Paid attention and followed on your requests					
5. Strongly cleared any your problems					
6. Made you satisfied at the first meeting					
7. Took you services on time					
8. Never did the mistakes of services					
9. Gave you correct information about any services					
10. Took care of your quickly					
11. Pleased to services					
12. Never refused your requests					
13. Gradually ensured you in any services					
14. Made you feel safe and comfortable					
15. Polite services					

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
16. Answered you question correctly and clearly					
17. Always took care of you anytime					
18. Interested in your request					
19. Paid attention while you're asking					
20. Understood your request&expectation					

2. **Room Services** means Housekeeping that's clean rooms and public areas.

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
1. Prepared your facilities such as towel, soap and shampoo etc.					
2. Prepared interesting documents					
3. Well groomed and neat					
4. Paid attention and followed on your requests					
5. Strongly cleared any your problems					
6. Made you satisfied at the first met					
7. Took you services on time					
8. Never did the mistake of services					
9. Gave you correct information about any services					
10. Took care of your quickly					
11. Pleased to services					

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
12. Never refused your requests					
13. Gradually ensured you in any services					
14. Made you feel safe and comfortable					
15. Polite services					
16. Answered you question correctly and clearly					
17. Always took care of you anytime					
18. Interested in your request					
19. Paid attention while you're asking					
20. Understood your request & expectation					

3. Food and Beverage Services mean the services that you were taken at the restaurant.

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
1. Prepared suitable equiped					
2. Prepared facilities such as spoons, Plates and napkins					
3. Well groomed and neat					
4. Prepared interesting and adequate food / beverage					
5. Paid attention and followed on your requests					
6. Strongly cleared any your problems					

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
7. Made you satisfied at the first met					
8. Took you services on time					
9. Never did the mistake of services					
10. Gave you correct information about any services					
11. Took care of your quickly					
12. Pleased to services					
13. Never refused your requests					
14. Gradually ensured you in any services					
15. Made you feel safe and comfortable					
16. Polite services					
17. Answered you question correctly and clearly					
18. Always took care of you anytime					
19. Interested in your request					
20. Paid attention while you're asking					
21. Understood your request& expectation					

4. **The Others Services** means the others services such as conference room and health services (Fitness room and swimming pool, etc.)

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
1. Had modern facilities					
2. Prepared facilities such as document for your conference and personal accessory					
3. Well groomed and neat					
4. Prepared interesting and adequate documents					
5. Paid attention and followed on your requests					
6. Strongly cleared any your problems					
7. Made you satisfied at the first met					
8. Took you services on time					
9. Never did the mistake of services					
10. Gave you correct information about any services					
11. Took care of your quickly					
12. Pleased to services					
13. Never refused your requests					
14. Gradually ensured you in any services					
15. Made you feel safe and comfortable					
16. Polite services					
17. Answered you question correctly and clearly					

Titles	Satisfaction Levels				
	Very Poor	Poor	Average	Good	Very Good
18. Always took care of you anytime					
19. Interested in your request					
20. Paid attention while you're asking					
21. Understood your request & expectation					

Additional Suggestions

1. Your overall satisfaction about the services is/are

.....

.....

.....

2. How to improve the accommodation's services?

.....

.....

.....

Thank you very much for your kind and good luck for your trip ☺



APPENDIX B

LIST OF EXPERTS

1. Dr. Laied Silanoi
Director of Hotel and Tourism Training Institute
Tourism Authority of Thailand
2. Dr.Tongchai Savasdisara
Chairman of Travel Industry Management Division
Mahidol University
3. Assoc.Prof. Boonserm Hutapataya
Program of Studies School of Home Economics
Sokhothai Thammathirat University

BIOGRAPHY



NAME: Ms.Phenphun Charoenpong
DATE OF BIRTH: 6 September 1977
PLACE OF BIRTH: Chonburi, Thailand
NATIONALITY: Thai
INSTITUTIONS ATTENDED: Burapha Univeristy, 1995-1999:
Bachelor of Business Administration.
Mahidol University, 1999-2002:
Master of Arts (Population Education)
HOME ADDRESS: 3/71 Srisothorntudmai Road,
Amphur Meung, Chachoengsao 20400
E-mail: Phenphunc@yahoo.com