



**FACTORS INFLUENCING THE SELECTION OF HOTELS/RESORTS IN LANTA YAI
ISLAND, KRABI, THAILAND BY INTERNATIONAL TRAVELERS**

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

**By
Jammaree Choosrichom**

**An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree
MASTER OF BUSINESS ADMINISTRATION
Program of Hotel and Tourism Management
(International Program)
Graduate School
SILPAKORN UNIVERSITY
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The Graduate School, Silpakorn University has approved and accredited the independent study title of “ Factors Influencing the Selection of Hotels/Resorts in Lanta Yai Island, Krabi, Thailand by International Travelers ” submitted by Mrs.Jammaree Choosrichom as a partial fulfillment of the requirements for the degree of Master of Business Administration in Hotel and Tourism Management

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The objectives of this study are to investigate and identify important factors of hotel/resort selection for International Travelers. The aim is to study the influential factors involving decision-making in selection of accommodations in Lanta Yai Island, Krabi, Thailand. The samples in this study were a group of International travelers who traveled and stayed in Lanta Yai Island during 13-23 April 2011. Some 200 sets of questionnaires were used at Lanta Yai Island. The tool used in this research was the questionnaire developed by the author. The data was then analyzed by a factor analysis with Orthogonal and VARIMAX rotation employed on the data about the perceived importance of the 61 hotel attributes. The determination of including a variable (attribute) in a factor was based on the factor loadings, representing the correlation between an original variable, equal to or greater than 0.50 were included in a factor. Only factors with Eigen values equal to or greater than 1 were considered significant. And, the result of the factor analysis should explain at least 60 percent of the total variance. The results of the study about the factors influencing international tourists in the selection of hotels/resorts indicated that 'Security and Safety' was the most important factor. 'Value' was ranked as the second most important factor, followed by 'Staff Service Quality', 'Location', and 'Room and facilities Quality', respectively.

The study suggested that As Security and Safety has been identified as the most influential in determining customers' selecting the hotel in Lanta Yai Island, this is what hotels in Lanta Yai Island should consider while developing marketing strategies. For these prospective customers, security and safety are the most basic human needs. Even if the hotel is comfortable, if there is no safety, it is not worthwhile staying there. The other factors such as 'Value', 'Staff Service Quality', 'Location' and 'Room & Facilities should not be ignored as well. The hoteliers should maintain the standards of these services and facilities to meet the basic needs of the international travelers. Within the lodging business, room occupation is important to the overall profitability of any accommodations. There are many factors influencing occupancy. This study examines the need to understand the behavior of International travelers and important factors in the selection of hotel/resort in order to use this study as a guideline for the accommodations managers to manage their business.

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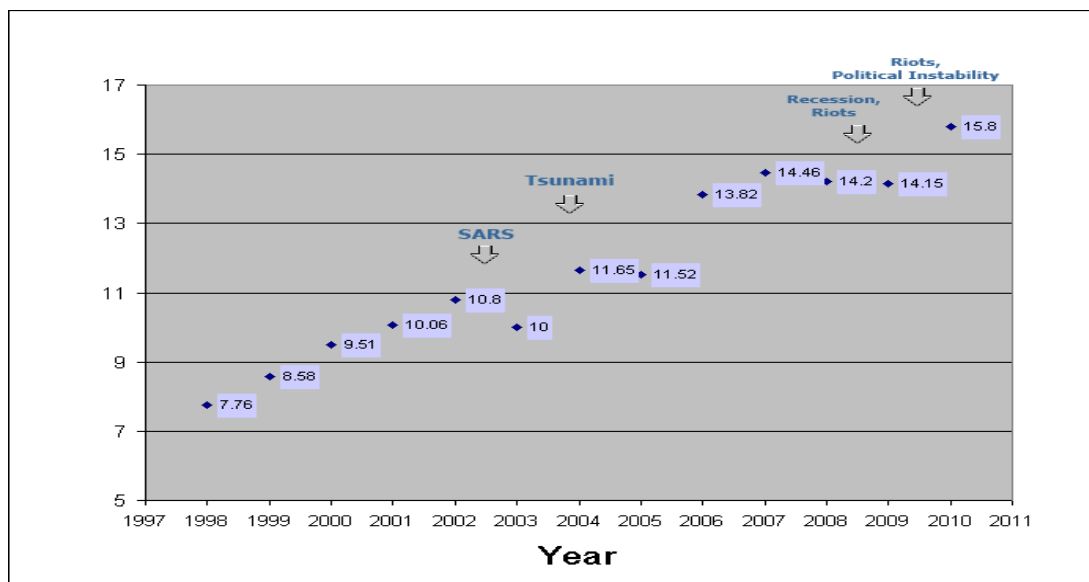
Chapter 1

Introduction

The growth of tourists in Thailand

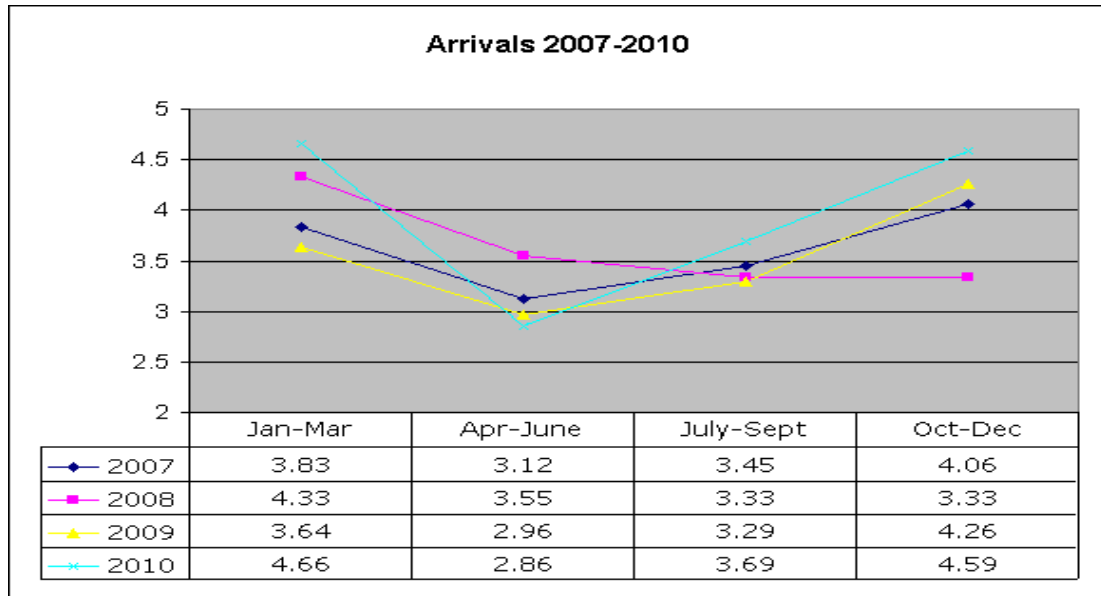
Thailand is one of the developing world's most popular tourist destinations and enticing to both jet setters and backpackers (Tourism-Review 2010). Tourism makes a larger contribution to Thailand's economy (typically about 6 percent of gross domestic product) than that of any other Asian nation (Economy of Thailand, 2011). Even though in recent years Thailand's tourism has faced many problems, including the tsunami in 2004 and a multi-day shutdown of its international airport in 2008 and political crisis, red-shirt protests in April 2009 and political turbulences in April and May 2010, the relatively stable internal governmental situation following the 2008–2009 Thai political crisis, and the 2009 flu pandemic having less of an impact as initially feared, have changed the tourism outlook for 2010. Thailand experienced a decrease of international visitors of 16% over the first six months of 2010, but the last four months of 2010 have seen a return of foreign tourists to Thailand with a marked increase during the months of November and December (TAT News 2010). However, Thailand has attracted 15.8 million visitors, earning the country an estimated 19.3 billion dollars in revenues, an increase of 12% from the 14.15 million visitors who visited Thailand in 2009 (Table 1). Most tourists come to Thailand for various reasons-mostly for the beaches and relaxation (TAT News).

Table 1: Travelers arrival to Thailand 1997-2011



Source: Charts copyright ThaiWebsites.com

Figure 1: Travelers arrival to Thailand 1997-2011



Source: Charts copyright ThaiWebsites.com

The growing of tourists in Krabi and Lanta Yai Island

Krabi is one of the southern provinces of Thailand, at the shore of the Andaman Sea. Neighboring provinces are (from north clockwise) Phang Nga, Surat Thani, Nakhon province is located at the shore to the Andaman Sea and is an area of outstanding natural beauty. Tourism has become the most important economic feature of Krabi today. With its beautiful beaches and unspoiled islands, Krabi is now one of the most famous tourist destinations in Thailand and a top destination for beach and islands lovers. Much of the province has been the seat of several national parks. The topmost destinations are Hat Noppharat Thara, Ao Nang, Railay, Koh Phi Phi National and Lanta islands or Koh Lanta (TAT News).

According to Department of Tourism in Krabi, Krabi's tourism industry declined in 2004. As illustrated in Table 5 and 6, the numbers of visitors declined from 1.8 million in 2003 to 1 million in 2004, representing a -42.83 percent drop which effected the revenues, decline from 19.3 million baht to 7.4 million baht, representing a -56.67 percent drop off due largely to the Tsunami Disaster. But, Krabi tourism industry has seen a significant rise in visitors' arrivals and associated increased revenues again in 2006. However, the global recession from end of 2008 and political disturbances in 2009 and 2010 also had effect on tourist arrivals in Krabi again (see Table 5). According to the Tourism and Sports Ministry's statistics, from January to December 2010, 1,354,971 travelers visited Krabi, down 18.49% from 1,662,321 in 2009, The arrivals broke down into 514,194 Thai, down 37.89% from

827,821 in 2009 but 840,777 foreigners increase +0.75% from 834,500 in 2009 (see table 4).

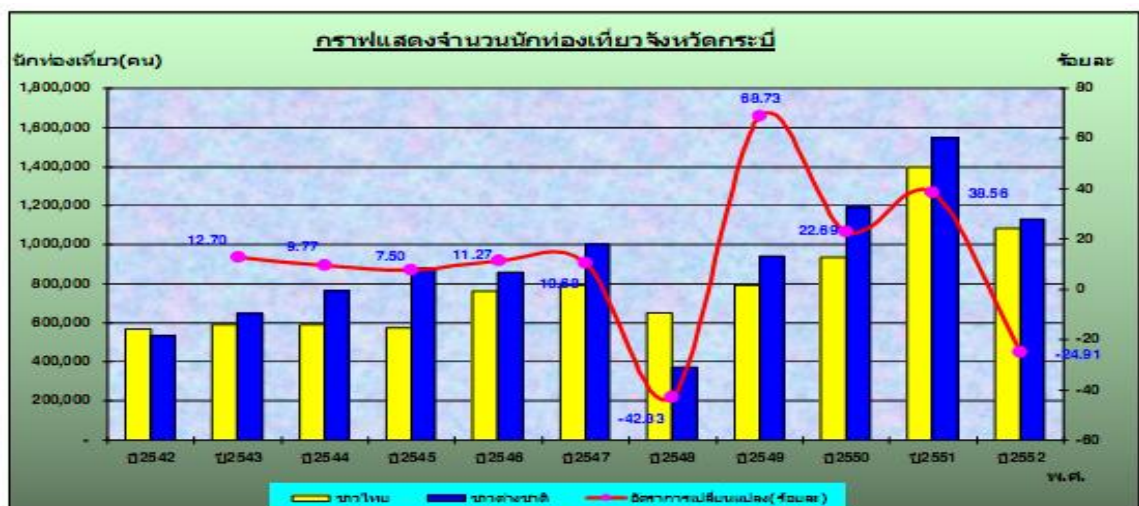
The top five source markets in 2010 were: Sweden (163,240, +5.02%); Germany (63,087, -36.63%); U.K. (including Scotland) (61,222, -7.86); Australia (53,168, +16.74%); Finland (59,246, +148.44%) and France (43,776, +12.88%). Krabi has 12,446 rooms, mainly on beaches and islands within 20 km of the provincial town. Regarding the hotel industry in Krabi, the number of hotel rooms had 8,876 rooms in 2010, which had been decreasing from 12,446 rooms, about 28.68 percent in 2009. Overall occupancy in Krabi decreased to 31.95 percent in 2010, compared with 48.58 percent in 2009 (TTR Weekly, 2011).

Table 2: Visitor arrivals to Krabi, 2009-2010

Nationality	2009	2010	Δ (%)
Thais	827,821	514,194	-37.89%
Foreigners	834,500	840,777	+0.75%
Total visitor arrivals	1,662,321	1,354,971	-18.49%

Source: Department of Tourism

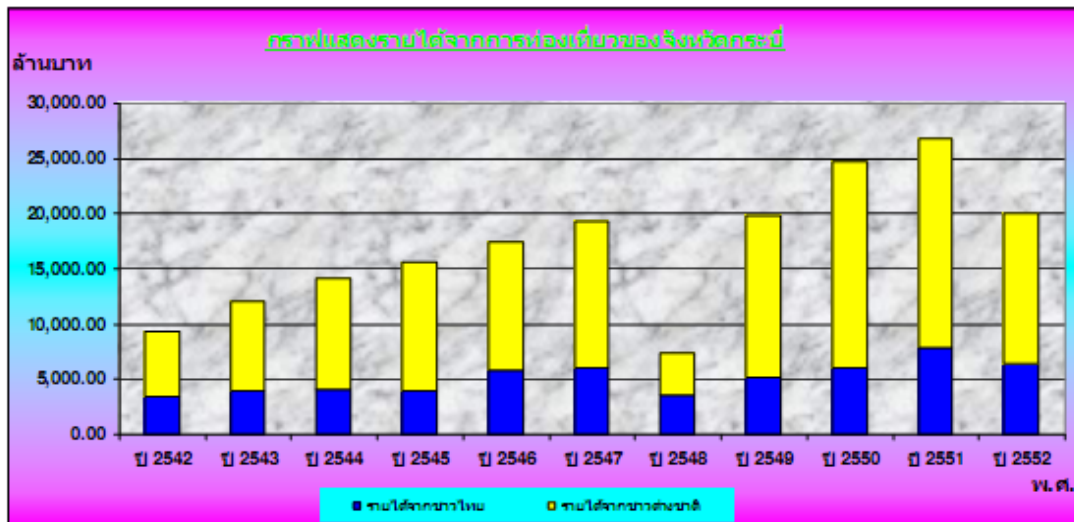
Table 3: Visitor arrivals to Krabi, 1998-2008



ที่มา : ศูนย์ประสานงานการท่องเที่ยวจังหวัดกระบี่ , สำนักงานการท่องเที่ยวและกีฬาจังหวัดกระบี่

Source: Department of Tourism in Krabi

Table 4: Revenue from tourism in Krabi from 1998-2008



ที่มา : ศูนย์ประสานงานการท่องเที่ยวจังหวัดกระบี่ , สำนักงานการท่องเที่ยวและกีฬาจังหวัดกระบี่

Source: Department of Tourism in Krabi

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Lanta Island is also called Koh Lanta in Thailand. Ko Lanta is an amphoe (district) within Krabi Province. The district was established in December 1901. The district, located approximately 70 km from Krabi Town, consists of two major islands, the larger, more populated Ko Lanta Yai (commonly known as simply Koh Lanta) and the smaller Koh Lanta Noi, Neighboring districts are Nuea Khlong to the northwest and Khlong Thom to the northeast and east, whereas the rest of the sides are surrounded by Andaman Sea. Ko Lanta National Park, covering a total area of 152 square kilometres, Lanta National Park is located in Amphoe Ko Lanta and consists of many islands. The two major islands are Ko Lanta Yai and Ko Lanta Noi.

The island (Ko Lanta Yai) itself runs 27 km. from north to south, which reaches a height of almost 500 meters, and also has a mountain range covered with rain forest. It consists of 52 islands, of which 12 are inhabited. The geography here is typified by stretches of mangrove interrupted by coral-rimmed beaches, rugged hills and huge umbrella trees. Other than tourism, the main livelihood for the local folk includes the cultivation of rubber, cashews and bananas, along with a little fishing. The 20,000 residents are mixed descendants of Muslim Malay and seafaring chao leh (Sea Gypsy). It has 9 attractive white sandy beaches, splendid scenery; coastlines have more than 70 small islands, plenty with forests, coral reefs and underwater life. The geography of the island is typically mangroves; coral rimmed beaches; and rugged tree covered hills. A popular tourist destination, the islands are known for their long, sandy beaches and scuba diving (Thailand Park Department).



Source: Tourism Authority of Thailand

Using the Lanta Yai Island hotel industry as a case study, the purpose of this research is to explore and identify the determinants underlying configuration of hotel choice criteria for travelers and to investigate the influence of demographic characteristics impacting on travelers' decisions in selecting hotels/resorts that can be translated into customer satisfaction and repeat purchase. Undeniably, customer satisfaction with hotel properties has been identified as one of the factors leading to the success of a tourist destination (Shil, 1986; Yua and Chan, 1990; Stevns, 1992; Mok et al., 1995).

This paper attempts to identify the importance of hotel selection factors in Koh LantaYai hotel's industry. By identifying the needs, desires and expectations of different segments, hoteliers will be in a better position to develop tailor-made marketing strategies to cater to their target customers and to achieve competitive advantages. To be successful in business, hoteliers must understand how customers make their decisions in hotel/resort choices selection. The importance of "being competitive" and "offering competitive advantage" has been recognized for some years. In the hotel environment, where competition dominates, hoteliers must study the strength and weaknesses of the product or service they provide and accurately define their importance.

Chapter 2

Literature Review

An excessive supply of rooms resulting in Lanta Yai Island has been caused largely by the political crisis in Thailand and an economy crisis worldwide, leading to a decline in travel, signaling that hotels and resorts will face unparalleled competitive challenges. In a highly competitive hotel industry, only those hoteliers with a clear vision of their guests' needs will survive and prosper. Understanding guests' needs above all necessitates an understanding of how they choose a hotel. Given that hotel choice behavior involves a decision process and choice criteria are central to the process. A plethora of past research investigated how customers have made decisions regarding hotel/resort selection. Using the Lanta Yai Island as a case study, the purpose of this study aimed to identify the important factors of hotel/resort selection for international travelers.

Perceived hotel attributes and customer satisfaction and service quality

Research in customer satisfaction showed that satisfaction is an emotional outcome that results from positive evaluation (Westbrook and Oliver, 1991). Hunt (1975) stated that satisfaction, as an evaluation about which customers have experienced the hotel service is at least as good as it is expected to be. Engel et al. (1990) suggest that customer satisfaction may result in interaction between a customer's pre-purchase expectation and post-purchase evaluation. A customer is considered to be satisfied when his/her total experiences indicate a feeling of pleasure when compared with his/her expectations. As customer satisfaction is influenced by the availability of customer services, the attributes of services have become such a major concern.

Because of the intangibility, inseparability, variability and perishability of services, (Parasuraman et al, 1985) degrees of customer satisfaction depend on their perceptions of service attributes and facilities. In the hospitality industry, in order to promote customer satisfaction, hotel attributes should be considered as an important determinant. Within this context there are many studies which point to various hotel attributes such as room quality, reputation of hotel, helpfulness of staff, all of which are considered by customers as factors for evaluating hotel performance (LeBlanc & Nguyen, 1996; Cadotte & Turgeon, 1988). Barsky & Labagh (1992) also study the satisfaction issue by asking the respondents to evaluate the hotel performance based on different hotel attributes. Dolnicar and Otter (2003) reviewed 21 studies

undertaken over the period of (1984 - 2000) looking at hotel attributes. From the 21 journal articles Dolnicar and Otter (2003) extracted 173 hotel attributes including such factors as: Image, Service, Price/Value, Hotel, Room, Food and Beverage, Security and others. Callan (1996) summarized a number of research projects that had been conducted, and significant is the finding that within many of these, the standard of cleanliness was rated as the most important in the selection of accommodation by customers. The importance of cleanliness has also been identified more recently by Locker (2000 and 2002). Research has also shown that, in the hospitality industry, the quality of interpersonal interaction between the customer and the contact employee greatly influences customer satisfaction (Bitner et al., 1994; Lovelock, 1996). Knutson (1988) and Cadotte and Turgeon (1988) recognized that clean, comfortable, well-maintained rooms, convenient locations, a safe environment, as well as prompt and courteous service are important components of customer satisfaction. In Saleh were found to be: clean, spacious rooms, comfortable beds, the availability and food value of a restaurant, friendly staff and efficient service, convenient parking, as well as an appealing interior decor and exterior aesthetics.

Measuring customer satisfaction is an integral part of the effort that improves a product's quality, resulting in a company's competitive advantage (Cravens et al., 1988; Garvin, 1991). The theory of consumer behavior, as discussed by Engel et al. (1990), points out that customer's buying behaviors and levels of satisfaction are influenced by the customer's background, characteristics, and external stimuli. As customer satisfaction is influenced by the availability of customer services, the provision of quality services has become a major concern of all businesses (Berry and Parasuraman, 1991).

Perceptions of hotel service and facilities

Because business travelers and leisure travelers are the major segments served by hotels, a number of studies in the past investigated business travelers and leisure travelers' hotels selection behavior and related issues. For instance, Knutson's (1988) comprehensive study showed that both business and leisure travelers considered clean, comfortable, well maintained rooms, convenient location, prompt and courteous service, and a safe and secure environment and friendly service important when selecting a hotel for the first time or for repeat visits. Cladotte and Turgeon's (1988) analysis of the data gathered from the members of the American Hotel and Motel Association stated that helpful employees, cleanliness and neatness of establishment, quality of service and employee knowledge of service were critical considerations for guests. Atkinson (1988) stated that cleanliness, security, value for money, courtesy and helpfulness of staff are found to be key attributes for travelers. Wilensky and Buttle (1988) mentioned that travelers significantly evaluate personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and value for money. Rivers et al. (1991) study the hotel selection

factors of members and non-members of frequent guest programs. Their results reveal that convenience of location and overall services draw the highest attention from travelers. Ananth et al. (1992) surveyed 510 travelers, asking them to rate the importance of 57 hotel attributes in hotel choice decision. Price and quality are rated as the most important attributes, followed by attributes related to security and convenience of location. In Barsky and Labagh's (1992) study, three attributes (employee attitudes, location and rooms) emerged as the salient ones influencing both business and leisure travelers' hotel choice decisions. Clow et al. (1994), Lewis (1985) and Marshall (1993) mentioned that security, personal interactions, and room rates were the important considerations for the leisure travelers. According to Choi and Chu, (1999) their study revealed that staff service quality, room quality and value were the most influential factors in determining travelers' overall satisfaction levels and their likelihood of returning to the same hotel. In a Yavas and Babakus (2004) study, three attributes: general amenities, core services and convenience dimensions were the salient attributes influencing both business travelers and leisure travelers' hotel choice decisions.

This study to explore and identify which determinants of hotel choice criteria for international travelers in Lanta Yai Island can help improve management's understanding of customer needs, and could ultimately lead to customer satisfaction and repeat business (Atkinson, 1988).

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Chapter 3

Methodology

Research instrument

The questionnaire for this study included four parts. The first part was designed to gather general information related to the profile of the travelers such as age levels, educational levels, and income levels and so on. It also seeks to identify demographic characteristics of the customers, which have an impact on travelers' decisions in selecting hotels/resorts. The second part included 11 questions about consumer behavior of the travelers who tend to be the customers of the hotel. The third part of the attribute was identified based on a review of relevant literature and 10 respondents who were interviewed for the first time. After a careful screening analysis and advice from academic professionals, 61 attributes were selected as the influential factors in hotel selection. The questionnaire was structured so that each hotel attribute was rated using a 7-point Likert scale, ranking from 1, least important to 7, most important. In the "strongly agree," in the "Importance factors" part and, in the last part of questionnaire travelers were asked about their accommodations, considering the three most important factors when they choose an accommodation.

The questionnaire was pre-tested by 10 travelers of various nationalities who were visiting and staying overnight in Lanta Yai island. On the basis of this prior test, several items in the questionnaire were redrafted to improve the presentation of the questions.

The sampling method

The target populations for this study were those international travelers who were staying overnight in Lanta Yai island. Data were gathered by a self-administered questionnaire over a 10 days period in April 2011 from international travelers, traveling and staying overnight around Lanta Yai island. A traveler is defined as any individual who is a temporary visitor, possessing a fixed abode, traveling in the expectation of business or pleasure, staying overnight at a place other than his or her own home, and involving an exchange of money (Ananth et al., 1992).

The sample chosen in this study included international travelers. Using a systematic sampling approach, every second traveler walking past was approached for interview. The sample was composed of 20-25 travelers each day for each 10 days, generating a total 230 responses for the study. Of these 230 questionnaires, 200 were

found usable, representing an 86.9 percent response rate. Respondents who completed the questionnaire were given a small Thai-snack as a complimentary gift.

Data analysis

In this study, descriptive statistics including simple frequencies and mean ratings were computed on the respondents' demographic and travelling profiles, and on the 61 hotel attributes. Exploratory factor analysis with VARIMAX rotation was employed on the data about the perceived importance of the 61 hotel attributes. The primary objectives of using factor analysis were: (1) to determine whether there were any significant differences in demographic groups and hotels/resort selection factors. Percentages and mean values were used to show the profile of the respondents and, (2) to identify important factors influencing the selection of hotels/resorts by international travelers. The determination of including a variable (attribute) in a factor was based on the factor loadings, Eigenvalues and the percentage of variance explained (Hair, Anderson & Black, 1995). First, the factor loadings represented the correlation between an original variable and its respective factor, and only factor loadings equal to or greater than 0.50 were included in a factor. Second, only factors with Eigenvalues equal to or greater than 1 were considered significant. The reason for this was that an individual factor should account at least the variance of a simple variable. Finally, the result of the factor analysis should explain at least 60 percent of the total variance. To assess the reliability of the measures, Cronbach's Alpha was calculated to test the stability of variables retained in each factor, and only those variables having coefficients greater than or equal to 0.50 were considered acceptable and a good indication of construct reliability (Nunnally,1967). The results were presented in percentage numbers, figures and tables, and then discussed with suggestions.

Chapter 4

Results and Discussions

Results

This chapter presents and discusses the research findings. Details of the data obtained from the completed questionnaires are divided into three parts: the major factors influencing female business travelers in selecting serviced apartments, the impact of demographic characteristics on important factors, and profile of the respondents. Tables and figures are drawn to display the findings with discussion.

Section 1: Personal data

Table 5: Number of values percent of respondents by gender

Table 5 Analysis of the factors of demographics information of respondents.

Used as samples in this study a total of 200 people

By gender, the sample was female with the number of 93 people, representing 46.5% of subordinate males, including 107 people representing a total of 53.5%, respectively.

Gender	Number	Percent
Male	93	46.5
Female	107	53.5
Total	200	100.0

By Age is most examples are from 26- 35 years old a total of 86 people, representing 43.0% of subordinate include less than 25 years old the number of people 44 representing 22.0%, 36 – 45 years old to a total of 38 people, representing 19.0%, 46 – 55 years old to a total of 23 people, representing 11.5% and 56 – 65 years old to a total of 9 people, representing 4.5 percent respectively.

Age	Number	Percent
Less than 25 years old	44	22.0
26- 35 years old	86	43.0
36 – 45 years old	38	19.0
46 – 55 years old	23	11.5
56 – 65 years old	9	4.5
Total	200	100.0

By marital is most examples are from Living with partner a total of 75 people, representing 37.5% of subordinate include Single/Never married the number of people 71 representing 35.5%, Married the number of people 52 representing 26.0% and Divorced to a total of 2 people, representing 1.3 percent respectively.

By you have children is most examples are from No a total of 140 people, representing 70.0% of subordinate include Yes the number of people 60 representing 30.0% and had children 2 child.

Marital Status		
Single/Never married	71	35.5
Married	52	26.0
Divorced	2	1.0
Living with partner	75	37.5
Total	200	100.0
Have children		
Yes	60	30.0
No	140	70.0
How many children (Med(Min-Max))	2 (1-3)	
Total	200	100.0

By educational is most examples are Bachelor Degree a total of 73 people, representing 36.5% of subordinate include Master Degree the number of people 66 representing 33.0%, Less than Bachelor Degree the number of people 37 representing 18.5%, Other the number of people 20 representing 10.0% and PhD. Degree to a total of 4 people, representing 2.0 per cent respectively.

Educational		
Less than Bachelor Degree	37	18.5
Bachelor Degree	73	36.5
Master Degree	66	33.0
PhD. Degree	4	2.0
Other	20	10.0
Total	200	100.0
Occupation		

By occupation is most examples are Employed a total of 82 people, representing 41.0% of subordinate include Student/pupil the number of people 47 representing 23.5%, Government Officer the number of people 27 representing 13.5%,

Unemployed the number of people 20 representing 10.0%, Self-employed the number of people 13 representing 6.5% and Retired/renter to a total of 11 people, representing 5.5 per cent respectively.

Occupation		
Employed	82	41.0
Self-employed	13	6.5
Unemployed	20	10.0
Retired/renter	11	5.5
Government Officer	27	13.5
Student/pupil	47	23.5
Total	200	100.0

By Annual Income Levels in Euro is most examples are €20,000 - €40,000 a total of 65 people, representing 32.5% of subordinate include Under €20,000 the number of people 64 representing 32.0%, €40,001 - €60,000 the number of people 43 representing 21.5%, Over €100,000 the number of people 13 representing 6.5%, €60,001 - €80,000 the number of people 8 representing 4.0% and €80,001 - €100,000 to a total of 7 people, representing 3.5 per cent respectively.

Annual Income Levels in Euro		
Under €20,000	64	32.0
€20,000 - €40,000	65	32.5
€40,001 - €60,000	43	21.5
€60,001 - €80,000	8	4.0
€80,001 - €100,000	7	3.5
Over €100,000	13	6.5
Total	200	100.0

By the country is most examples are Sweden a total of 41 people, representing 27.4% of subordinate include German the number of people 26 representing 17.3%, Norway the number of people 26 representing 17.3%, Norway the number of people 16 representing 10.7% and France to a total of 12 people, representing 8.0 per cent respectively.

Name your country		
Australia	9	6.00
Canada	3	2.0
Denmark	4	2.7
England	5	3.3
France	12	8.0
German	26	17.3
Iceland	5	3.3
Israel	3	2.0
Italy	2	1.3
Japan	1	0.7
Norway	16	10.7
Netherland	2	1.3
Singapore	1	0.7
Spain	1	0.7
Sweden	41	27.4
UK	3	2.0
USA	1	0.7
None	65	32.5
Total	200	100.0

Section 2 Consumer Behavior

Figure 3 Number of values percent of respondents by Where are you staying in Lanta Yai Island (name of the hotel/resort)

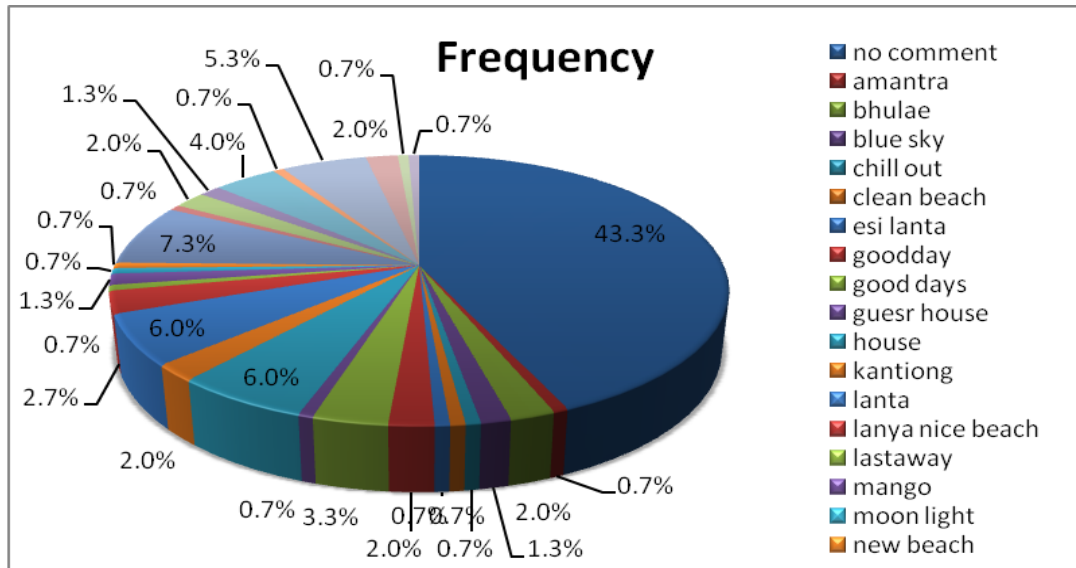


Table 6 Results from analysis of customers' behavior.

By the main reason is most examples are Leisure a total of 111 people, representing 55.5% of subordinate include Other the number of people 50 representing 25.0%, Culture and Business reasons the number of people 14 representing 7.0%, Visiting friends and relatives the number of people 8 representing 4.0% and Health to a total of 3 people, representing 2.0 per cent respectively.

The main reason	Number	Percent
Business reasons	14	7.0
Leisure	111	55.5
Culture	14	7.0
Visiting friends and relatives	8	4.0
Health	3	1.5
Other	50	25.0
Total	200	100.0

By traveling with most examples are Partner/Spouse a total of 85 people, representing 42.5% of subordinate include Friends the number of people 63 representing 31.5%, Family and/or relatives the number of people 27 representing 13.5%, No one the number of people 17 representing 8.5% and Co-worker to a total of 8 people, representing 4.0 per cent respectively.

Traveling with		
No one	17	8.5
Partner/Spouse	85	42.5
Friends	63	31.5
Co-worker	8	4.0
Family and/or relatives	27	13.5
Total	200	100.0

By How did you arrive to Lanta Island is most examples are By speed boat a total of 60 people, representing 30.0% of subordinate include By van the number of people 48 representing 24.0%, Other the number of people 45 representing 22.5%, by hotel shuttle car/van the number of people 39 representing 19.5% and by rent car/motorbike to a total of 8 people, representing 4.0 per cent respectively.

How did you arrive to Lanta Island		
By hotel shuttle car/van	39	19.5
By speed boat	60	30.0
By van	48	24.0
By rent car/motorbike	8	4.0
Other	45	22.5

By What type of hotel/resort style do you prefer is most examples are Budget Bungalow a total of 77 people, representing 38.5% of subordinate include Medium-Tariff (3-star) the number of people 59 representing 29.5%, High-Tariff B (4-star) the number of people 26 representing 13.0%, By High-Tariff A (5-star) the number of people 18 representing 9.0% and Boutique style to a total of 10 people, representing 5.0 per cent respectively.

Type of bed		
Single bed	13	6.5
Twin bed	20	10.0
Double bed	102	51.0
King size bed	57	28.5
Triple bed	8	4.0
Total	200	100.0

By Which room rate do you prefer is most examples are Less than 1,000 Baht a total of 103 people, representing 51.5% of subordinate include 2,001-3,000 Baht the number of people 44 representing 22.0%, 1,001-2,000 Baht the number of people 32 representing 16.0%, 3,001-4,000 Baht the number of people 20 representing 10.0% and Over 5,000 Baht to a total of 1 people, representing .5 percent respectively.

Room rate		
Less than 1,000 Baht	103	51.5
1,001-2,000 Baht	32	16.0
2,001-3,000 Baht	44	22.0
3,001-4,000 Baht	20	10.0
Over 5,000 Baht	1	.5
Total	200	100.0

By Where did you get your accommodation's information from is most examples are Friends and relatives a total of 68 people, representing 34.0% of subordinate include Hotel/Resort website the number of people 36 representing 18.0%, Local travel agent the number of people 34 representing 17.0%, Books and guides the number of people 19 representing 9.5% and Other to a total of 14 people, representing 7.0 percent respectively.

Accommodation's information from		
Friends and relatives	68	34.0
Media	5	2.5
Hotel/Resort website	36	18.0
Third party website	16	8.0
Local travel agent	34	17.0
Travel agent in your country	5	2.5
Travel fair and/or exhibition	3	1.5
Books and guides	19	9.5
Other	14	7.0
Total	200	100.0

By How did you make reservation is most examples are By e-mail a total of 87 people, representing 43.5% of subordinate include Other the number of people 49 representing 24.5%, By Local travel agent the number of people 24 representing 12.0%, By travel agent website the number of people 16 representing 8.0% and By telephone to a total of 10 people, representing 5.0 percent respectively.

You make reservation		
By telephone	10	5.0
By e-mail	87	43.5
By fax	5	2.5
By Hotel website	9	4.5
By Local travel agent	24	12.0
By travel agent website	16	8.0
Other	49	24.5
Total	200	100.0

By How many nights are you planning to stay in this hotel/resort is most examples are 3-7 days a total of 128 people, representing 64.0% of subordinate include 1-2 days the number of people 27 representing 13.5%, 8-14 days the number of people 26 representing 13.0%, 15-21 days the number of people 11 representing 5.5% and 22-30 days to a total of 8 people, representing 4.0 percent respectively.

How many nights are you planning to stay in this hotel/resort		
1-2 days	27	13.5
3-7 days	128	64.0
8-14 days	26	13.0
15-21days	11	5.5
22-30 days	8	4.0
Total	200	100.0

According to Table 7, presents the results of the factor loading resulting from our factor analysis. The analysis identified from five hotel factors with which the hotel attributes were associated, which contained three or more attributes. Table 3 describes the statistical results of the attributes associated with their own factors, and details their respective statistical significance, i.e., the Eigenvalue, variance, cumulative variance and Cronbach's α . From the statistical point of view, our analysis is considered reliable and internally consistent as the α coefficients, had values of between 0.711 and 0.909. An α coefficient of 0.50 is considered the minimum value for accepting reliability and internal consistency of a factor (Nunnally, 1967).

Section 3 Factor Loading

Table 7: Factor analysis result with varimax rotation of perceptions of the attribute scale

ITEM statement (n = 25)	Factor1	Factor2	Factor3	Factor4	Factor5	Communalities
<i>Factor-1 : Security and Safety</i>						
Security personnel are responsible	0.84					0.72
Electronic key card	0.84					0.68
Fire alarms	0.79					0.82
Chain lock	0.78					0.80
Visible staff presence	0.74					0.67
Sprinkler system	0.71					0.74
Bright hallway and public areas	0.66					0.76
<i>Factor-2 : Room Quality</i>						
Bed/Mattress/pillows comfort		0.82				0.72
Room comfort		0.78				0.77
Hotel and Room cleanliness		0.77				0.73
Room is quiet		0.75				0.76
Room Facilities		0.55				0.80
<i>Factor-3 : Staff Service & Room Quality</i>						
Check-in/Check-out are efficient			0.848			0.82
Staff are helpful			0.813			0.81
Staff are polite and friendly			0.746			0.72
Staff are provide efficient service			0.674			0.81
Staff are understand your requests			0.643			0.61
Staff have multi-lingual skills			0.593			0.76
Hotel Facilities			0.524			0.77
<i>Factor-4 : Value</i>						
Room value for money				0.898		0.85
Hotel Food and Beverage value for money				0.831		0.80

Hotel provide comfortable ambience				0.724		0.79
Factor-5 :Location						
Close to the beach					0.910	0.85
Close to the shopping center/town					0.872	0.87
Close to the jungle					0.836	0.77
Eigenvalues	5.44	3.58	2.35	2.06	2.01	
% of Variance	20.91	13.77	9.03	7.91	7.71	
Cumulative %	20.91	34.67	43.70	51.61	59.32	
Cronbach's Alpha	.909	.829	.846	.744	.711	
N of Items	7	5	7	3	3	

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Section 4 Analyzes : Hypothesis

Table 8: Relationships between Overall and Factor by Multiple Regression (n=200)

Model	Coefficients ^a					Unstandardized Coefficients		Beta	t
	R	R ²	Adjusted R ²	R ² Change	F Change	B	SE B		
(Constant)						-1.998E-16	.000		4.759**
Factor 1	.806	.649	.647	.649	273.896	.200	.000	.414	26.381**
Factor 4	.878	.771	.768	.122	78.113	.200	.000	.321	19.111**
Factor 3	.931	.867	.864	.096	105.145	.200	.000	.227	21.399**
Factor 5	.982	.964	.963	.097	392.343	.200	.000	.347	19.808**
Factor 2	1.000	1.000	1.000	.036	-	.200	.000	.243	-

** $p < .01$

As can be seen from Table 8, the Multiple Regression between Overall and Factor found that five factor that can predict the overall Equation was selected Factor 1 as the first Prediction coefficients were .806 ($R^2 = .649$). Used Factor 1 to predict Overall explosive 64.9 percent when increasing Factor 4 in the equation of second order. Could enhance the predictive percent 12.2 ($R^2\text{Change} = .122$) are forecast coefficient was 0.878 ($R^2 = .771$) and when increase Factor 3, Factor 5, and Factor 2 in the equation of order. Could enhance the predictive percent 9.6, 9.7, and 3.6 ($R^2\text{Change} = .096, .097$ and $.036$) are forecast coefficient was 1.000 ($R^2 = 1.000$) by explaining the meaning that can be used five factor predicting effectiveness in Overall was 100 percent, which variables were selected can be demonstrated in the regression equation as follows.

$$\text{Overall} = 1.998E-16 + 0.200(\text{Factor 1}) + 0.200(\text{Factor 4}) + 0.200(\text{Factor 3}) + 0.200(\text{Factor 5}) + 0.200(\text{Factor 2})$$

Show that, Variables that have been selected five Factor that affect Overall by Factor 1 increased 1 point to score the factors affecting Overall up 0.200 points (on controlling other variables constant), the other factor. Regression coefficient equal to 0.200 means that increased 1 point to score the factors affecting Overall increase of 0.200 points, too. (on controlling other variables constant), The five factor had effective forecasting 1.000 explained the five factor that predicted a shared variance of Overall was 100 percent. Based on regression equation showed that if the five factor high result in a Overall is high too.

Demographic and travelling characteristics of the respondents

A total of 200 out of 270 travelers completed the questionnaire in the ten-day survey period (13 – 23 April 2011), representing a response rate of 74 percent. According to Tables 1 shows the demographic and travelling characteristics of the respondents. The proportion of the respondents interviewed had nearly the same level; male 53.5 percent and female 46.5 percent. More than 60 percent of the respondents were aged under 35. With regard to the marital status, the result showed that the majority of the respondents are living with a partner (37.5 percent), 35.5 percent were single or never married, twenty-six percent were married and only 1 percent were divorced. While 70 percent of the respondents had no children and the rest (30 percent) had children, with an average age of two. The survey also indicated that the majority of the respondents (71 percent) had a university or postgraduate education. While the result showed that the majority of the respondents were employed (41 percent), 23.5 percent were in the student/pupil category. The income level also showed that more than 60 percent of the respondents had an annual income less than 60,000 Euro; only 13.5 percent had annual income over 60,001 Euro. Concerning the country of residence, more than 50 percent were of European origins, while the top four come from Sweden 27.4%, Germany 17.3%, Norway 10.7%, and France 8%, respectively.

As for the tourism behavior, most of the respondents came to Lanta Island for leisure and traveled with their partner/spouse or friends related to more than 70 percent. Some 51 percent of the respondents preferred a double bed and 28.5 chose King size beds. Thirty percent arrived at Lanta Island by speedboat, 24 percent arrived by van, and 19.5 percent arrived by hotel shuttle car or van. While most of the respondents (38.5 percent) had stayed at Budget Bungalow, 29.3 percent of the respondents had stayed at Medium – Tariff hotels/resorts, and less than 10 percent had stayed at High – Tariff A hotel or resort and preferred beach view room. More than 50 percent of the respondents preferred room rates less than 1,000 Baht. According to Figure 6 showed the result that the top three inexpensive hotels/resorts, Lanta Island Resort (7 percent), Nice Beach Resort (6 percent), and Srilanta Resort were selected by the respondents, respectively. They are budget bungalows and medium – Tariff (3 star). Most of the respondents obtained hotel or resort information from friends and relatives, meaning friends/relatives had influenced their decision making in selection of hotels/resorts. Most of the respondents made reservations by e-mail and local agent. More than 60 percent had stayed in a hotel or resort 3 to 7 days.

The major factors influencing international travelers in selecting hotels/resorts

The perceived importance of the 61 hotel attributes was factor - analyzed, using principal component analysis with orthogonal VARIMAX rotation, to identify

the underlying dimensions, or hotel factors. The exploratory factor analysis had produced a five – factor solution, which captured 25 hotel attributes and appeared to explain 66 percent of the variance in the data. It produced a clear factor structure with relatively higher loading on the appropriate factors. The higher loading signals the correlation of the variables with the factors on which they were loaded.

The results of the factor analysis, which suggested a five-factor solution, included 25 hotel attributes and explained 59.32 percent of the variance in the data with Eigenvalues greater than 1.0, and factor loadings greater than 0.50. The factor analysis in this study proved to be acceptably valid with the following four observations. Firstly, the result of the one-tailed significance test of the correlation matrix showed that more than 50 percent of correlation coefficients were greater than 0.30 in absolute value, indicating that the inter – correlations among the 25 attributes were strong (Noursis,1994). Secondly, the overall significance of the correlation matrix was 0.000 (see Appendix C, MRA), suggesting that the data matrix had sufficient correlation to factor analysis. It appeared unlikely that the population correlation matrix was an identity and the use of factor analysis was considered appropriate. Thirdly, the Kaiser – Meyer – Olkin (KMO) overall measure of sampling adequacy was 0.957, which was meritorious (Kaiser, 1974). Since the KMO value was above 0.80, the variables were interrelated and they shared common factors. Lastly, the communalities ranged from 0.61 to 0.85 with an average value above 0.77, suggesting that the variance of the original values were fairly explained by the common factors. The results of the factor analysis produced a clean factor structure with relatively higher loadings on the appropriate factors. Most variables loaded heavily on one factor and this reflected that there was minimal overlap among factors and that all factors were independently structured. The higher loadings signaled the correlations of the variables with the factors on which they were loaded. Reliability analysis (Cronbach's Alpha) was conducted to test their liability and internal consistency of each factor. The results showed that the Alpha coefficients of the five factors ranged from 0.711 to 0.909, well above the minimum value of 0.50 that is considered acceptable as an indication of reliability for basic research (Nunnally, 1967).

Table 8 shows the results of the factor analysis in terms of: the factor name, the retained items, the factor loadings, the Eigenvalues, the variance explained by the factor solution, the communalities, and the Cronbach's Alphas. The five hotel selection factors were named: Safety and Security – F1, Room Quality – F2, Staff Service Quality – F3, Value – F4, and Location – F5.

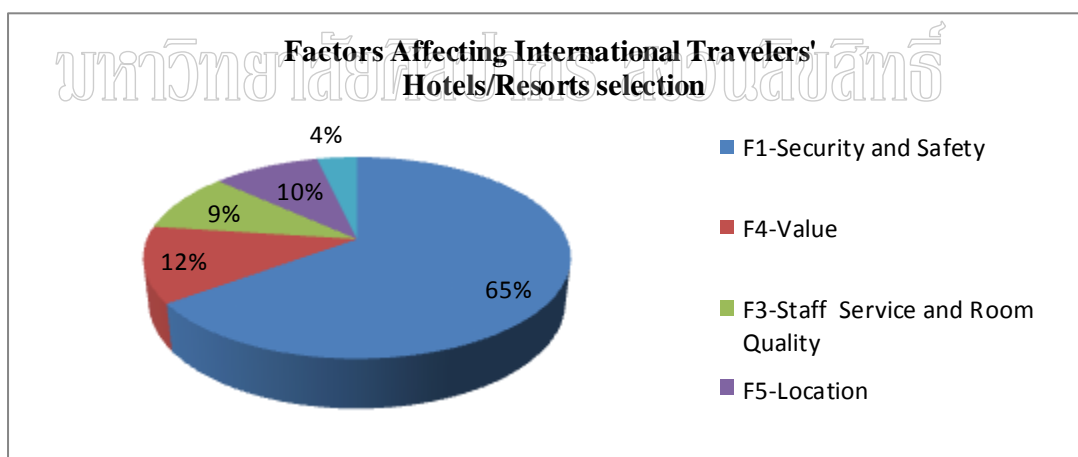
Having identified the five factor-loading, we performed the multiple regression analysis to investigate whether and to what extent the independent variables (five hotel factors) exert significant influence on the dependent variables. To investigate the relative impact of the hotel factors in influencing travelers' selection hotel, the five orthogonal factors were used in a multiple regression analysis.

Discussion

According to the profile of the international travelers, from 230 respondents interviewed, the usable 200 respondents had nearly the same number of males and females (see Table 8). The majority of international travelers were in aged group of 26 to 35 years old, living with a partner and single/never married who obtained no lower than a Bachelor degree and were employed. In terms of income, over 80 percent of the respondents earned less than 60,000 Euro per year. Their average length of stay was between 3 – 7 days. Most of the respondents (more than 50 percent) were of European origins, while the top four come from Sweden, Germany, Norway, and France.

As for the tourism behavior, most of international travelers travel with a partner/spouse. Moreover, friends/relatives have influenced their decision-making in selection of hotels/resorts. Mostly international travelers came for leisure purposes and stayed in Budget Bungalows and Medium – Tariff (3 star) hotels/resorts, price less than 1,000 Baht/night, and preferred double bed and beach view room.

Figure 4: Values percent of factors rating by international travelers in Lanta Yai Island



In terms of the important factors, the findings revealed that ‘Security and Safety’ was the most important factor influencing the selection of hotels and resorts by international travelers. Besides, ‘Value’ was ranked as the second most important factor, followed by ‘Staff Service Quality’, ‘Location’, and ‘Room and facilities Quality’, respectively.

In summary, the findings revealed that ‘Factor 1- Security and Safety’ was the most important factor for international travelers especially ‘Security personnel are responsible’, ‘safety box available’, ‘fire alarm’, ‘chain lock’, ‘bright hallway and public areas’, ‘sprinkle system’ and ‘visible staff presence,’ which they give more importance in making a decision for selecting hotels/resorts. This study was associated with the study by Marshall (1993) and Clow et al., (1994) revealing that security was

cited as one of the most important criteria in selecting a hotel. Tourists want to be safe and secure in their accommodation, and are willing to pay for this. The safety and security system may differentiate one property from its competition, hence becoming a competitive strategy that helps a hotel to gain tourists' confidence and trust.

Secondly, 'Factor 4 - value' is also important. The results show that international travelers give importance to the price and value for money, the second most important in determining selection of an accommodation. Regarding the tourists' behavior, most of them selected accommodation below standard, Budget Bungalow 38.5% and Medium – Tariff Hotel (3 star) 29.5% with the price less than 1,000 Baht/night. It can be seen that international travelers who travel in Lanta Yai Island were more conscious of the price of rooms. Further, hotel food and beverage value for money, and hotels providing a comfortable ambience, associated with the previous study by Ananth et al., (1992) stated that price and quality were the important considerations for the leisure travelers.

The factor 'Value,' which is associated with the travelers' perceptions about the value for money, has three items: room value for money, hotel food and beverage value for money, and comfortable ambience of the hotel. Customers are now becoming more practical and taking a cautious approach toward discretionary spending (Sellers, 1991). They are cutting back and looking for ways to buy more for less, and are becoming more demanding in the purchase process. Power (1991) mentioned that the marketing 'watchword' for the 1990s is 'value' as customers are demanding the right combination of product quality, fair prices, and good services. In addition, since the hotel industry is highly competitive and homogenous in terms of services and facilities, the availability of alternatives to the travelers can be regarded as important attributes in a customers' future purchase behavior (Kutson, 1998; Burton, 1990). As Lanta Yai Island has been a place of oversupply of hotel rooms, hoteliers should pay more attention to enhancing the value of their offerings to achieve a competitive advantage. A positive image is one tactic to achieve a competitive advantage (Porter, 1980). A strong corporate image is an important determinant of service quality (Gronroos, 1982). Further, to develop value added products and services for hotels/resorts, management should provide clean sanitized facilities with comfortable rooms. Cleanliness/sanitation is the basic attribute any visitor would expect to experience at high level. Freshly cooked food and handsome breakfasts served for a reasonable price are much appreciated by customers. For food and beverage value, hotel/resort should provide a variety of high quality meals, more suitable to their taste buds. Hotel/resorts should cook and prepare food carefully, hygienically, present it properly and on time. Lastly, hotels/resorts should provide an atmosphere of safety, comfort and cleanliness around the hotels/resorts.

Thirdly, in this study, it found that Factor 3- Staff Service Quality - is the third important factor. The study indicated that international travelers give importance to employee attitudes when they make decisions about hotel choices as follows;

Check-in/Check-out are efficient, Staff are helpful, Staff are polite and friendly, Staff provides efficient service, Staff understand their requests, and Staff have multi-lingual skills. In order to get the customers' satisfaction to lead to repurchase, the hotels/resorts should provide Check-in/Check-out efficiency. Do not make customers wait too long because they may be tired from traveling. Moreover, employee responsiveness and a genuinely helpful attitude are very important in the hospitality industry as being a 'people oriented' industry. All the staff should be very courteous to whomever they contact. It is very welcoming if the staff greets guests with a smile on the face. It makes the guest feel comfortable and satisfied. This is also according to the respondents' comments that they preferred to travel and stay in Lanta Yai Island hotels will benefit more if staffs possess multilingual skills such as English, German or French. Thus, they can communicate well and understand what customers want. Furthermore, they should be thoroughly professional and provide essential skills in their jobs so they can provide efficient service for the customers. Thus, it is mandatory to provide the staff with necessary skills and knowledge through various training programs in an effort to ensure first-rate service to retain customers. This study was associated with the study by Cadott and Turgeon (1988) stating that attitude of employees, cleanliness and neatness, quality of service and employee knowledge of service are the most frequent factors mentioned by travelers. The findings of this study also supported the notion that providing the high – quality service has become an increasingly important issue for hoteliers. An excellent quality of service and facility offered to customers is perceived to be the means by which the service organization can achieve a competitor advantage, differentiate itself from competitors, increase existing customers, as well as attract new ones (Watson et al., 1992; Lewis, 1993; Smith, 1993).

Fourthly, the factor 5 'Location' was found to represent the fourth important factor for international travelers when making decisions on hotels/resorts choices. The results of the study indicated that the prime locations such as 'location close to the beach', 'location close to shopping center/town' and location 'close to the jungle' should be highly considered as the correct location areas for hotel/resort owners and investors for future projects. One of the findings of this study agreed with the previous study by Lewis and Chambers (1989) and McCleary et al., (1993) also finding that location is the most important factor influencing hotel selection by all travelers. Upon further investigation, international travelers most often prefer the hotels/resorts with good quality (0.910), close to the beach, while they placed the least importance on the hotels/resorts being close to the jungle. This may explain that the reason international travelers chose to travel to the island. It can be seen that the hotels/resorts that are located near to the beach enjoy greater advantage from the competitors. On the other hand, for the hotels/resorts that are located some distance from the beach, they can provide other advantageous locations close to the jungle or shopping center/town and

should provide lake views, garden or jungle views in lieu of not possessing an ideal beach location.

Lastly, 'Factor 2 – Room and facilities Quality', the findings showed that 'Room Quality' was considered to be the least important with the sub factors as follows; 'bed/mattress/pillows comfort', 'Room comfort', 'Hotel and Room cleanliness', 'Room is quiet', and 'Room Facilities' are the most important factors for international travelers making a choice selection. The findings of this study may relate to the previous study by Knutson (1998; Barsky and Labagh (1992), McCleary and Weaver (1992); Gilbert and Morris (1995); Hueng et al., (1996) stating that the cleanliness, quietness and facilities offered are the important considerations for travelers in lodging selection. Ananth et al., (1992) also find that room amenities such as an in-room temperature-control mechanism, soundproof rooms and firm mattresses are important to travelers. Additional resources should, therefore, be directed to improving the quality of rooms including room set-up, cleanliness, quietness, and room temperature control. It is important to note that even some of the hotel factors are less significant in explaining travelers deciding hotels/resorts choices selection. However, hoteliers should still maintain high standards in relation to these factors in order to meet basic needs of travelers. Each traveler has some basic level of expectations regarding these factors, but if the traveler's expectations are not met, or exceeded, his or her perception about service quality and satisfaction could be affected (Oliver, 1981; LeBlanc, 1992).

In this regard, hoteliers need to ensure that their hotels reflect their positioning statements well, and they should place emphasis on environmental cues when designing promotional activities. This will help them to attract new customers and gain market share (LeBlanc and Nguyen, 1996) In order to develop products and services for hotels/resorts, management must provide clean, sanitized facilities with a comfortable room. Cleanliness/sanitation is the basic facility in which any visitor would expect to have performance at a high level.

Chapter 5

Conclusions

This study has identified the five hotel factors, which are deemed important to travelers. The five hotel factors are 'Safety and Security', 'Value', 'Staff Service Quality', 'Location' and 'Room & Facilities Quality' respectively, and are considered to be the influential factors in determining travelers' hotel choices.

The findings are considered useful to the hotel industry as they provide a clear indication on how to improve their service provisions and delivery channels in Lanta Yai Island hotel industry. This study provides useful and effective ways for hotel managers to identify the potential problems that are likely to occur, and to understand why. Once the hotel attributes in relation to customers' requirements are clearly identified and understood, hotel managers are more likely to be able to anticipate and cater to their customers' desires and needs, rather than merely reacting to their dissatisfaction (Oberoi and Hales, 1990). Lanta Yai Island hotels are competing fiercely for a larger market share because they have a limited base of tourists and customers, thus the marketing focus for hoteliers is to increase the number of customers and to prolong their length of stays by meeting their needs more effectively (Heung et al., 1996). A better understanding of the phenomenon of repeat purchase would help hoteliers to develop customer loyalty for their products and services.

As Security and Safety has been identified as the most influential in determining customers' selecting hotels in Lanta Yai Island, this is what hotels in Lanta Yai Island should consider while developing marketing strategies for the market because security and safety are among the most basic human needs. Even if the hotel is comfortable, if there is no safety, it is not worthwhile staying there. Therefore, the hotel sector should give more importance to safety of life and properties of tourists staying in hotels/resorts. There should be information on procedures in case of an emergency, such as multilingual emergency notices. In addition, there should be printed instructions for summoning assistance during an emergency at night, means of securing bedroom doors inside and out. Availability of life and properties protection and staff onsite or on call 24 hours a day, adequate light for safety and comfort in all public areas, sufficient light on stairways and landings at night, are additional safety measures that should become mandatory in Lanta Yai hotels and resorts. Most important is the night duty and day duty personnel to look after the hotel to create a safe and secure atmosphere for tourists. One of the results of this study was associated

with the study by Atkinson (1988), which mentions that cleanliness, security, value for money, courtesy and helpfulness of staff are found to be key attributes for travelers in hotel choice selection.

The other hotels' factors such as 'Value', 'Staff Service Quality', 'Location' and 'Room & Facilities cannot be ignored. Although our study finds that these hotel factors are found to be less important in influencing international travelers making decisions about hotel choice selection, hoteliers should maintain the standards of these services and facilities to meet the basic needs of the international travelers. Hoteliers should be aware that even though these factors are not the central factors leading to customers' choice of the hotel, the absence or failure of these factors to meet customer desires and expectations could result in customers' dissatisfaction. As Pizam (1994) puts it: Having more of it will not satisfy anyone, but when it breaks down, suddenly everyone becomes dissatisfied.

Intensified competition is not happening only in Lanta Yai Island's lodging business, but also throughout Thailand, hoteliers must deal with it. How hotels/resorts position themselves and differentiate themselves from competitors is critical to their success. By identifying customers' needs and expectations, hoteliers will be better able to prioritize tasks, allocate their resources, and develop tailor-made marketing strategies for their target segments (Hsuetal, 1997). Once customers' requirements are clearly identified and understood, hoteliers are likely to be in a better position to anticipate and cater to their customers' desires and needs, rather than merely reacting to their dissatisfaction (Oberoi & Hales, 1990). To evaluate hotels' performance from the customer's point of view would improve hotel managers' understanding of customer satisfaction, and ultimately lead to repeat business. Customers who are satisfied with their hotel stay are more likely to become repeat customers, and to spread favorable word-of-mouth publicity (Fornell, 1992). Knowing how travelers perceive the quality of services and facilities is the means by which hoteliers can achieve a competitive advantage, differentiate themselves from competitors, increase customer loyalty, enhance corporate image, enhance business performance, retain existing customers, and attract new ones (Lewis, 1993; Watson, McKenna & McLean, 1992).

This research has provided hotel companies with some useful information regarding international leisure travelers. Hotel companies must recognize what customers feel is important for selecting a hotel. International traveler consumers find that security and safety, value, staff service quality, location and room quality are critical in their decisions to select a hotel. Of course, location is hard to control once the hotel has been built, but perhaps hotel operators can try harder to improve the hotel's view, such as by providing a beach view, garden view and/or jungle view and offer convenient accessibilities to the beach. As for the hotel operators, they must ensure that it should be secure and safe enough for customers' physical activities and environment when staying at their properties.

Recommendations for Further Studies

The researcher recommends the following further studies:

1. This research paper has only managed to touch the tip of the iceberg. Due to the limitation of time, only one focus group with international travelers was conducted personally to gather feedback. There are definitely more focus groups to be conducted. The research was limited to a very specific demographic but it should be expanded to other groups such as domestic, Europeans or Asian group. This will help to give a more comprehensive understanding of all the various kinds of customers.

2. It would be of beneficial to conduct research by a survey or focus group interviews. With this method, a researcher may select a group of individuals to discuss and comment on important factors influencing the selection of hotels/resorts from their personal experiences and perspectives. The benefit of focus group may help a researcher gain several perspectives in details about each of important factors influencing them while choosing hotels/resorts.

3. The investigation has only been done in some areas at Lanta Yai Island, while a further study all over the island could provide more interesting data.

4. The limitations of language in the questionnaire which were provided only in English. The survey could be wider and more comprehensive if there were other languages such as German and French.

5. This study had limited time to survey and interviews the respondents due to the low season of tourism in Lanta Yai Island and the lack of cooperation from some hotel managers and respondents. It could also be good method to survey respondents by conducting an Internet survey. By making the survey accessible online, the data collection becomes instantaneous and available to the respondents any time of the day. Respondents can answer the survey in their own time, thus increasing the likelihood that they will complete it at their convenience. By incorporating certain checks and balances, responses can be quickly verified if necessary, resulting in more accurate answers. Most importantly, it is a low cost method of gathering data which is especially important for an educational program's research paper.

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มหาวิทยาลัยศิลปากร **Appendix** สงวนลิขสิทธิ์

Appendix A

มหาวิทยาลัยศิลปากร **Factor Loading MRA** สวนลิมซิมธ์

Appendix A
Factor Loading MRA

Section 3 Factor Loading

ITEM	Factor1	Factor2	Factor3	Factor4	Factor5	Communalities
Security personnel are responsible	0.84					0.72
Electronic key card	0.84					0.68
Fire alarms	0.79					0.82
Chain lock	0.78					0.80
Visible staff presence	0.74					0.67
Sprinkler system	0.71					0.74
Bright hallway and public areas	0.66					0.76
Bed/Mattress/pillows comfort		0.82				0.72
Room comfort		0.78				0.77
Hotel and Room cleanliness		0.77				0.73
Room is quiet		0.75				0.76
Room Facilities		0.55				0.80
Check-in/Check-out are efficient			0.848			0.82
Staff are helpful			0.813			0.81
Staff are polite and friendly			0.746			0.72
Staff are provide efficient service			0.674			0.81
Staff are understand your requests			0.643			0.61
Staff have multi-lingual skills			0.593			0.76
Hotel Facilities			0.524			0.77
Room value for money				0.898		0.85
Hotel Food and Beverage value for money				0.831		0.80
Hotel provide comfortable ambience				0.724		0.79

Close to the beach					0.910	0.85
Close to the shopping center/town					0.872	0.87
Close to the jungle					0.836	0.77
Eigenvalues	5.44	3.58	2.35	2.06	2.01	
% of Variance	20.91	13.77	9.03	7.91	7.71	
Cumulative %	20.91	34.67	43.70	51.61	59.32	
Cronbach's Alpha	.909	.829	.846	.744	.711	
N of Items	7	5	7	3	3	

Model	Coefficients ^a					Unstandardized Coefficients		Beta	t
	R	R ²	Adjusted R ²	R ² Change	F Change	B	SE B		
(Constant)						-1.998E-16	.000		4.759**
Factor 1	.806	.649	.647	.649	273.896	.200	.000	.414	26.381**
Factor 4	.878	.771	.768	.122	78.113	.200	.000	.321	19.111**
Factor 3	.931	.867	.864	.096	105.145	.200	.000	.227	21.399**
Factor 5	.982	.964	.963	.097	392.343	.200	.000	.347	19.808**
Factor 2	1.000	1.000	1.000	.036	-	.200	.000	.243	-

** p<.01

Appendix B

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์
Value of Demographic Characteristic

Appendix B
 Value of Factors Demographic Characteristic and
 Determined by Respondents' Behaviors
 (Output Frequency)

SAVE OUTFILE='E:\Thesis3A\ร่อกทำ\งาน 11-04 Jaam\REport\DATAJAAM.sav'
 /COMPRESSED.
 FREQUENCIES VARIABLES=gender agelevels marital children educational
 occupation annual
 /ORDER=ANALYSIS.

Frequencies

Notes

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Statistics

	gender	agelevels	marital	children	educational	occupation	annual
N Valid	200	200	200	200	200	200	200
Missing	0	0	0	0	0	0	0

Frequency Table

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	93	46.5	46.5	46.5
Female	107	53.5	53.5	100.0
Total	200	100.0	100.0	

Age levels

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 25	44	22.0	22.0	22.0
26- 35	86	43.0	43.0	65.0
36 - 45	38	19.0	19.0	84.0
46 - 55	23	11.5	11.5	95.5
56 – 65	9	4.5	4.5	100.0
Total	200	100.0	100.0	

marital

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single/Never married	71	35.5	35.5	35.5
Married	52	26.0	26.0	61.5
Divorced	2	1.0	1.0	62.5
Living with partner	75	37.5	37.5	100.0
Total	200	100.0	100.0	

children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	30.0	30.0	30.0
	No	140	70.0	70.0	100.0
	Total	200	100.0	100.0	

educational

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Bachelor Degree	37	18.5	18.5	18.5
	Bachelor Degree	73	36.5	36.5	55.0
	Master Degree	66	33.0	33.0	88.0
	PhD. Degree	4	2.0	2.0	90.0
	Other	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

annual

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under €20,000	64	32.0	32.0	32.0
	€20,000 - €40,000	65	32.5	32.5	64.5
	€40,001 - €60,000	43	21.5	21.5	86.0
	€60,001 - €80,000	8	4.0	4.0	90.0
	€80,001 - €100,000	7	3.5	3.5	93.5
	Over €100,000	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

FREQUENCIES VARIABLES=country hotel
/ORDER=ANALYSIS.

Notes

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Statistics

		country	hotel
N	Valid	200	200
	Missing	0	0

country

Valid	27	13.5	13.5	13.5
australia	10	5.0	5.0	18.5
austraria	4	2.0	2.0	20.5
canada	4	2.0	2.0	22.5
denmark	6	3.0	3.0	25.5
england	7	3.5	3.5	29.0
fraance	4	2.0	2.0	31.0
france	10	5.0	5.0	36.0
geramany	26	13.0	13.0	49.0
german	4	2.0	2.0	51.0
germany	6	3.0	3.0	54.0
iceland	4	2.0	2.0	56.0
Iceland	4	2.0	2.0	58.0
israel	5	2.5	2.5	60.5
italy	4	2.0	2.0	62.5
japan	1	.5	.5	63.0
norway	21	10.5	10.5	73.5
nothern ireland	2	1.0	1.0	74.5
singapore	1	.5	.5	75.0
spain	1	.5	.5	75.5
sweden	43	21.5	21.5	97.0
swedish	1	.5	.5	97.5
swit	1	.5	.5	98.0
uk	2	1.0	1.0	99.0
UK	1	.5	.5	99.5
u.s.a	1	.5	.5	100.0
Total	200	100.0	100.0	

FREQUENCIES VARIABLES=the main reason travel with arrive style view bed rate accommodation reservation stay in hotel
/ORDER=ANALYSIS.

Frequency Table

The main reason

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business reasons	14	7.0	7.0	7.0
	Leisure	111	55.5	55.5	62.5
	Culture	14	7.0	7.0	69.5
	Visiting friends and relatives	8	4.0	4.0	73.5
	Health	3	1.5	1.5	75.0
	Other	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Travel with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No one	17	8.5	8.5	8.5
	Partner/Spouse	85	42.5	42.5	51.0
	Friends	63	31.5	31.5	82.5
	Co-worker	8	4.0	4.0	86.5
	Family and/or relatives-- How many children	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

arrive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By hotel shuttle car/van	39	19.5	19.5	19.5
	By speed boat	60	30.0	30.0	49.5
	By van	48	24.0	24.0	73.5
	By rent car/motorbike	8	4.0	4.0	77.5
	Other	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

style

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High-Tariff A (5-star)	18	9.0	9.0	9.0
d High-Tariff B (4-star)	26	13.0	13.0	22.0
Medium-Tariff (3-star)	59	29.5	29.5	51.5
Boutique style	10	5.0	5.0	56.5
Budget Bungalow	77	38.5	38.5	95.0
Other	10	5.0	5.0	100.0
Total	200	100.0	100.0	

view

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single bed	152	76.0	76.0	76.0
Twin bed	16	8.0	8.0	84.0
Double bed	13	6.5	6.5	90.5
King size bed	12	6.0	6.0	96.5
Triple bed	7	3.5	3.5	100.0
Total	200	100.0	100.0	

bed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1,000 Baht	13	6.5	6.5	6.5
1,001-2,000 Baht	20	10.0	10.0	16.5
2,001-3,000 Baht	102	51.0	51.0	67.5
3,001-4,000 Baht	57	28.5	28.5	96.0
Over 5,000 Baht	8	4.0	4.0	100.0
Total	200	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends and relatives	103	51.5	51.5	51.5
	Media	32	16.0	16.0	67.5
	Hotel/Resort website	44	22.0	22.0	89.5
	Third party website	20	10.0	10.0	99.5
	Local travel agent	1	.5	.5	100.0
	Total	200	100.0	100.0	

accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends and relatives	68	34.0	34.0	34.0
	Media	5	2.5	2.5	36.5
	Hotel/Resort website	36	18.0	18.0	54.5
	Third party website	16	8.0	8.0	62.5
	Local travel agent	34	17.0	17.0	79.5
	Travel agent in your country	5	2.5	2.5	82.0
	Travel fair and/or exhibition	3	1.5	1.5	83.5
	Books and guides	19	9.5	9.5	93.0
	Other	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

Reservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By telephone	10	5.0	5.0	5.0
	By e-mail	87	43.5	43.5	48.5
	By fax	5	2.5	2.5	51.0
	By Hotel website	9	4.5	4.5	55.5
	By Local travel agent	24	12.0	12.0	67.5
	By travel agent website	16	8.0	8.0	75.5
	Other	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Stay in hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 days	27	13.5	13.5	13.5
	3-7 days	128	64.0	64.0	77.5
	8-14 days	26	13.0	13.0	90.5
	15-21days	11	5.5	5.5	96.0
	22-30 days	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

DESCRIPTIVES VARIABLES=SSQ1 SSQ2 SSQ3 SSQ4 SSQ5 SSQ6 SSQ7 SSQ8 GA2.1.1 GA2.1.2
 GA2.1.3 GA2.1.4 GA2.1.5 GA2.1.6 GA2.1.7 GA2.1.8 GA2.1
 .9 GA2.1.10 GA2.1.11 GA2.1.12 GA2.1.13 GA2.2.1 GA2.2.2 GA2.2.3 GA2.2.4 GA2.2.5 GA2.2.6 GA
 2.2.7 GA2.2.8 GA2.2.9 GA2.2.10
 GA2.2.11 GA2.2.12 GA2.2.13 GA2.2.14 GA2.2.15 LOC3.1 LOC3.2 LOC3.3 LOC3.4 LOC3.5 LOC3.
 6 SAS4.1 SAS4.2 SAS4.3 SAS4.4 SAS4.5 SAS4.6
 SAS4.7 SAS4.8 RQ5.1 RQ5.2 RQ5.3 RQ5.4 VL6.1 VL6.2 VL6.3 VL6.4
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Descriptives

Notes

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SSQ4	200	1	5	3.83	.869
SSQ5	200	2	5	3.52	.902
SSQ6	200	2	5	3.43	.842
SSQ7	200	1	5	3.17	1.086
SSQ8	200	1	5	3.45	1.115
GA2.1.1	200	1	5	3.53	1.352
GA2.1.2	200	1	5	2.46	1.473
GA2.1.3	200	1	5	2.68	1.309
GA2.1.4	200	1	5	3.64	1.223
GA2.1.5	200	1	5	2.47	1.463
GA2.1.6	200	1	5	2.74	1.288
GA2.1.7	200	1	5	3.39	1.142
GA2.1.8	200	1	5	3.70	1.165
GA2.1.9	200	1	5	3.01	1.152
GA2.1.10	200	1	5	2.40	1.224
GA2.1.11	200	1	5	3.61	1.374
GA2.1.12	200	1	5	3.05	1.319
GA2.1.13	200	1	5	2.43	1.369
GA2.2.1	200	1	5	3.92	1.268
GA2.2.2	200	1	5	3.85	1.158
GA2.2.3	200	1	5	2.81	1.458
GA2.2.4	200	1	5	2.32	1.190
GA2.2.5	196	1	5	2.55	1.169
GA2.2.6	200	1	5	3.01	1.201
GA2.2.7	196	1	5	3.66	1.297
GA2.2.8	200	1	5	3.47	1.363
GA2.2.9	200	1	5	2.60	1.280
GA2.2.10	200	1	5	3.46	1.333
GA2.2.11	200	1	5	2.79	1.479
GA2.2.12	200	1	5	3.73	1.303
GA2.2.13	200	1	5	3.55	1.120
GA2.2.14	200	1	5	3.49	1.338
GA2.2.15	200	1	5	3.42	1.180
LOC3.1	200	1	5	3.58	1.192
LOC3.2	200	1	5	2.73	1.267
LOC3.3	200	1	5	4.17	1.023
LOC3.4	200	1	5	2.94	1.115
LOC3.5	200	1	5	3.24	1.067
LOC3.6	200	1	5	3.09	1.122
SAS4.1	200	1	5	3.71	1.218
SAS4.2	200	1	5	3.47	1.070
SAS4.3	199	1	5	3.25	1.285
Topic	N	Minimum	Maximum	Mean	Std. Deviation

SAS4.4	200	1	5	3.46	1.223
SAS4.5	200	1	5	3.06	1.197
SAS4.6	200	1	5	3.48	1.012
SAS4.7	200	1	5	3.54	1.168
SAS4.8	200	1	5	4.10	1.050
RQ5.1	200	3	5	4.49	.634
RQ5.2	200	2	5	4.34	.718
RQ5.3	200	1	5	4.19	.841
RQ5.4	200	1	5	4.37	.746
VL6.1	200	1	5	4.20	.783
VL6.2	200	1	5	3.93	.796
VL6.3	200	1	5	3.32	.980
VL6.4	200	1	5	3.63	.953
Valid N (listwise)	191				

FREQUENCIES VARIABLES=R22.1 R22.2 R22.3 R22.4 R22.5 R22.6
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มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Frequencies

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		R22.1	R22.2	R22.3	R22.4	R22.5	R22.6
N	Valid	129	106	167	114	148	121
	Missing	71	94	33	86	52	79

Frequency Table

R22.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	27	13.5	20.9	20.9
	Rank 2	17	8.5	13.2	34.1
	Rank 3	50	25.0	38.8	72.9
	Rank 4	23	11.5	17.8	90.7
	5	5	2.5	3.9	94.6
	Rank 6	7	3.5	5.4	100.0
	Total	129	64.5	100.0	
Missing	System	71	35.5		
Total		200	100.0		

R22.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	10	5.0	9.4	9.4
	Rank 2	30	15.0	28.3	37.7
	Rank 3	20	10.0	18.9	56.6
	Rank 4	6	3.0	5.7	62.3
	5	28	14.0	26.4	88.7
	Rank 6	12	6.0	11.3	100.0
	Total	106	53.0	100.0	
Missing	System	94	47.0		
Total		200	100.0		

R22.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	92	46.0	55.1	55.1
	Rank 2	34	17.0	20.4	75.4
	Rank 3	30	15.0	18.0	93.4
	Rank 4	6	3.0	3.6	97.0
	5	5	2.5	3.0	100.0
	Total	167	83.5	100.0	
Missing	System	33	16.5		
Total		200	100.0		

R22.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	11	5.5	9.6	9.6
	Rank 2	47	23.5	41.2	50.9
	Rank 3	18	9.0	15.8	66.7
	Rank 4	19	9.5	16.7	83.3
	5	6	3.0	5.3	88.6
	Rank 6	13	6.5	11.4	100.0
	Total	114	57.0	100.0	
Missing	System	86	43.0		
Total		200	100.0		

R22.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	15	7.5	10.1	10.1
	Rank 2	53	26.5	35.8	45.9
	Rank 3	60	30.0	40.5	86.5
	Rank 4	19	9.5	12.8	99.3
	5	1	.5	.7	100.0
	Total	148	74.0	100.0	
Missing	System	52	26.0		
Total		200	100.0		

R22.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rank 1	34	17.0	28.1	28.1
	Rank 2	30	15.0	24.8	52.9
	Rank 3	30	15.0	24.8	77.7
	Rank 4	5	2.5	4.1	81.8
	Rank 5	6	3.0	5.0	86.8
	Rank 6	16	8.0	13.2	100.0
Total	121	60.5	100.0		
Missing	System	79	39.5		
Total		200	100.0		

APPENDIX C

REGRESSION AND CORRELATION ANALYSIS

มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี

Appendix C
Regression and Correlation Analysis

Correlations Notes		
Output Created		07-พ.ศ.-2554, 22 นาฬิกา 24 นาที
Comments		
Input	Data	E:\Thesis3A\รชชทำ\งาน 11-04 Jaam\dataFac2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=F1 F2 F3 F4 F5 OverAll /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time	00 นาฬิกา 0 นาที

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT OverAll
 /METHOD=STEPWISE F1 F2 F3 F4 F5.

Regression

Notes

Output Created	07-พ.ค.-2554, 22 นาฬิกา 25 นาที
Comments	
Input	E:\Thesis3A\รจกทำ\งาน 11-04 Jaam\dataFac2.sav
Data	DataSet1
Active Dataset	DataSet1
Filter	<none>
Weight	<none>
Split File	<none>
N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing
	User-defined missing values are treated as missing.
	Cases Used
	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT OverAll /METHOD=STEPWISE F1 F2 F3 F4 F5.
Resources	Processor Time
	00 นาฬิกา 0 นาที
	Elapsed Time
	00 นาฬิกา 0 นาที
	Memory Required
	3596 bytes
	Additional Memory Required for Residual Plots
	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Factor 1	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Factor 4	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Factor 3	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	Factor 5	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	Factor 2	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: OverAll

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.806 ^a	.649	.647	.26815	.649	273.896	1	148	.000
2	.878 ^b	.771	.768	.21742	.122	78.113	1	147	.000
3	.931 ^c	.867	.864	.16634	.096	105.145	1	146	.000
4	.982 ^d	.964	.963	.08671	.097	392.343	1	145	.000
5	1.000 ^e	1.000	1.000	.00000	.036	.	1	144	.

a. Predictors: (Constant), Factor 1

b. Predictors: (Constant), Factor 1, Factor 4

c. Predictors: (Constant), Factor 1, Factor 4, Factor 3

d. Predictors: (Constant), Factor 1, Factor 4, Factor 3, Factor 5

e. Predictors: (Constant), Factor 1, Factor 4, Factor 3, Factor 5, Factor 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.694	1	19.694	273.896	.000 ^a
	Residual	10.642	148	.072		
	Total	30.336	149			
2	Regression	23.386	2	11.693	247.359	.000 ^b
	Residual	6.949	147	.047		
	Total	30.336	149			
3	Regression	26.296	3	8.765	316.786	.000 ^c
	Residual	4.040	146	.028		
	Total	30.336	149			
4	Regression	29.245	4	7.311	972.517	.000 ^d
	Residual	1.090	145	.008		
	Total	30.336	149			
5	Regression	30.336	5	6.067	.	.000 ^e
	Residual	.000	144	.000		
	Total	30.336	149			

a. Predictors: (Constant), Factor 1

b. Predictors: (Constant), Factor 1, Factor 4

c. Predictors: (Constant), Factor 1, Factor 4, Factor 3

d. Predictors: (Constant), Factor 1, Factor 4, Factor 3, Factor 5

e. Predictors: (Constant), Factor 1, Factor 4, Factor 3, Factor 5, Factor 2

f. Dependent Variable: OverAll

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.306	.083		27.815	.000
	Factor 1	.390	.024	.806	16.550	.000
2	(Constant)	1.631	.102		16.022	.000
	Factor 1	.312	.021	.646	14.885	.000
	Factor 4	.239	.027	.384	8.838	.000
3	(Constant)	.741	.117		6.361	.000
	Factor 1	.293	.016	.605	18.087	.000
	Factor 4	.217	.021	.348	10.417	.000
	Factor 3	.278	.027	.316	10.254	.000
4	(Constant)	.307	.065		4.759	.000
	Factor 1	.235	.009	.486	26.381	.000
	Factor 4	.208	.011	.333	19.111	.000
	Factor 3	.304	.014	.346	21.399	.000
	Factor 5	.194	.010	.335	19.808	.000
5	(Constant)	-1.998E-16	.000		.	.
	Factor 1	.200	.000	.414	.	.
	Factor 4	.200	.000	.321	.	.
	Factor 3	.200	.000	.227	.	.
	Factor 5	.200	.000	.347	.	.
	Factor 2	.200	.000	.243	.	.
a. Dependent Variable: OverAll						
Excluded Variables ^e						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Factor 2	.372 ^a	8.615	.000	.579	.848
	Factor 3	.350 ^a	8.668	.000	.582	.969
	Factor 4	.384 ^a	8.838	.000	.589	.827
	Factor 5	.315 ^a	6.927	.000	.496	.873
2	Factor 2	.337 ^b	10.208	.000	.645	.839
	Factor 3	.316 ^b	10.254	.000	.647	.958
	Factor 5	.302 ^b	8.822	.000	.590	.872
3	Factor 2	.221 ^c	6.440	.000	.472	.609
	Factor 5	.335 ^c	19.808	.000	.854	.864
4	Factor 2	.243 ^d	.	.	1.000	.607
a. Predictors in the Model: (Constant), Factor 1						
b. Predictors in the Model: (Constant), Factor 1, Factor 4						
c. Predictors in the Model: (Constant), Factor 1, Factor 4, Factor 3						
d. Predictors in the Model: (Constant), Factor 1, Factor 4, Factor 3, Factor 5						
e. Dependent Variable: OverAll						

Appendix D

Correlation Matrix

KMO and BARLETT'S TEST

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Appendix D Correlation Matrix

Notes

Output Created		10-พ.ค.-2554, 21 นาฬิกา 51 นาที
Comments		
Input	Data	E:\Thesis3A\รชช\Clear\งาน 11-04 Jaam\dataFac2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=SAS4.1 SAS4.2 SAS4.3 SAS4.4 SAS4.5 SAS4.6 SAS4.7 VL6.3 SAS4.8 LOC3.6 SSQ6 SSQ7 SSQ8 SSQ2 SSQ4 RQ5.1 RQ5.2 RQ5.3 RQ5.4 VL6.1 VL6.2 VL6.4 LOC3.1 LOC3.3 GA1 GA2 LOC3.2 LOC3.4 LOC3.5 SSQ1 SSQ3 SSQ5</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00 นาฬิกา 0 นาที
	Elapsed Time	00 นาฬิกา 0 นาที

Factor Analysis

Notes

Output Created		10-พ.ศ.-2554, 21 นาที 57 นาที
Comments		
Input	Data	E:\Thesis3A\เดอที่\Clear\งาน 11-04 Jaam\dataFac2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		<pre> FACTOR /VARIABLES SAS4.1 SAS4.2 SAS4.3 SAS4.4 SAS4.5 SAS4.6 SAS4.7 VL6.3 SAS4.8 LOC3.6 SSQ6 SSQ7 SSQ8 SSQ2 SSQ4 RQ5.1 RQ5.2 RQ5.3 RQ5.4 VL6.1 VL6.2 VL6.4 LOC3.1 LOC3.3 GA1 GA2 LOC3.2 LOC3.4 LOC3.5 SSQ1 SSQ3 SSQ5 /MISSING LISTWISE /ANALYSIS SAS4.1 SAS4.2 SAS4.3 SAS4.4 SAS4.5 SAS4.6 SAS4.7 VL6.3 SAS4.8 LOC3.6 SSQ6 SSQ7 SSQ8 SSQ2 SSQ4 RQ5.1 RQ5.2 RQ5.3 RQ5.4 VL6.1 VL6.2 VL6.4 LOC3.1 LOC3.3 GA1 GA2 LOC3.2 LOC3.4 LOC3.5 SSQ1 SSQ3 SSQ5 /PRINT INITIAL KMO EXTRACTION /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /ROTATION NOROTATE /METHOD=CORRELATION. </pre>
Resources	Processor Time	00 นาที 0 นาที
	Elapsed Time	00 นาที 0 นาที
	Maximum Memory Required	118904 (116.117K) bytes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	3.356E3
	df	496
	Sig.	.000

Appendix E

Questionnaire

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Appendix E Questionnaire

This questionnaire is a part of Master's Project, Silpakorn University International College (SUIC) and Faculty of Sport, Tourism and International Hospitality, Perpignan University, France. The objective of the research is to explore the important factors concerning European travelers in choosing accommodation in Lanta Island. Your answers would be a very valuable contribution to my research.

Direction: Please answer the questions below by marking (?) in front of the alternatives which most match you.

The questionnaire is divided into three parts.

Part I: Personal Information

Part II: Customer behavior

Part III: Important factors related to purchase decision

Part I: Personal Information

1. Gender

Male

Female

2. Age Levels

Less than 25

26- 35

36 - 45

46 - 55

56 – 65

Over 66

Would rather not say

3. Marital Status

Single/Never married

Married

Divorced

Living with partner

Widowed

Would rather not say

4. Do you have children?

Yes

No

If answer yes, How many? _____

5. Educational Levels

Less than Bachelor Degree

Bachelor Degree

Master Degree

PhD. Degree

Other (please specify) _____

6. Occupation Status

Employed

Self-employed

Unemployed

Retired/renter

Government Officer

Student/pupil

Other, what: _____

7. Annual Income Levels in Euro

- | | |
|---|--|
| <input type="checkbox"/> Under €20,000 | <input type="checkbox"/> €20,000 - €40,000 |
| <input type="checkbox"/> €40,001 - €60,000 | <input type="checkbox"/> €60,001 - €80,000 |
| <input type="checkbox"/> €80,001 - €100,000 | <input type="checkbox"/> Over €100,000 |
| <input type="checkbox"/> Would rather not say | |

8. Please name your country of residence: _____

Part II: Customer behavior

9. Where are you staying in Lanta Island (name of the hotel/resort)? _____

10. What is the main reason for your visit to Lanta Island (make the appropriate answer)?

- | | |
|---|---|
| <input type="checkbox"/> Business reasons | <input type="checkbox"/> Leisure |
| <input type="checkbox"/> Culture | <input type="checkbox"/> Visiting friends and relatives |
| <input type="checkbox"/> Attending conference, seminar or study | <input type="checkbox"/> Health |
| <input type="checkbox"/> Other, what: _____ | |

11. Who is traveling with you?

- | | |
|--|---|
| <input type="checkbox"/> No one | <input type="checkbox"/> Partner/Spouse |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Co-worker |
| <input type="checkbox"/> Family and/or relatives | |
| <input type="checkbox"/> Other, what: _____ | |

How many children (under the ages of 15 are traveling with)? _____

12. How did you arrive to Lanta Island?

- | | |
|---|--|
| <input type="checkbox"/> By hotel shuttle car/van | <input type="checkbox"/> By speed boat |
| <input type="checkbox"/> By van | <input type="checkbox"/> By rent car/motorbike |
| <input type="checkbox"/> Other, what: _____ | |

13. What type of hotel/resort style do you prefer?

- | | |
|---|---|
| <input type="checkbox"/> High-Tariff A (5-star) | <input type="checkbox"/> High-Tariff B (4-star) |
| <input type="checkbox"/> Medium-Tariff (3-star) | <input type="checkbox"/> Boutique style |
| <input type="checkbox"/> Budget Bungalow | <input type="checkbox"/> Other _____ |

14. Which room view do you prefer?

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Beach view | <input type="checkbox"/> Lake view |
| <input type="checkbox"/> Garden view | <input type="checkbox"/> Jungle view |
| <input type="checkbox"/> Mountain view | <input type="checkbox"/> Pool view |
| <input type="checkbox"/> Other _____ | |

15. What type of bed do you prefer?

- Single bed

 Twin bed
 Double bed

 King size bed
 Triple bed

16. Which room rate do you prefer?

- Less than 1,000 Baht

 1,001-2,000 Baht
 2,001-3,000 Baht

 3,001-4,000 Baht
 Over 5,000 Baht

17. Where did you get your accommodation's information from?

- Friends and relatives

 Media
 Hotel/Resort website

 Third party website
 Local travel agent

 Travel agent in your country
 Travel fair and/or exhibition

 Books and guides
 Other, what: _____

18. How did you make reservation?

- By telephone

 By e-mail
 By fax

 By Hotel website
 By Local travel agent

 By travel agent website
 Other, what: _____

19. How many nights are you planning to stay in this hotel/resort?

- 1-2 days

 3-7 days
 8-14 days

 15-21days
 22-30 days

 Over 30 days

Part III: Important factors related to purchase decision**21. Please rate the level of importance on the following factors when you choose an accommodation:**

Factors	Level of Important Factors				
	5 Most Important	4 Important	3 Average	2 Less Important	1 Least Important

Factor-1: Staff Service Quality

Staff are polite and friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are understand your requests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Factors	Level of Important Factors				
	5 Most Important	4 Important	3 Average	2 Less Important	1 Least Important
Staff are provide efficient service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Check-in/Check-out are efficient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff have multi-lingual skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff have neat appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of making reservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factor-2: General Amenities					
2.1) Hotel Facilities					
Swimming pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spa & massage rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WI-FI Internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist information center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel shuttle car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pool table	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit card accept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2) Room Facilities					
Air conditioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hair dryer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shampoo, condition and soap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tea/Coffee making facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety box	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot shower	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathtub	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refrigerator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minibar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Factors	Level of Important Factors				
	5 Most Important	4 Important	3 Average	2 Less Important	1 Least Important
Mosquito net	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balcony	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WI FI internet access in room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breakfast include	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factor-3: Location					
Convenient to access the hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to the mountain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to the jungle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to the shopping center/town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User-friendly website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factor-4: Safety and Security					
Fire alarms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chain lock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic key card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bright hallway and public areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sprinkler system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visible staff presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security personnel are responsible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety box is available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factor-5: Room Quality					
Hotel and Room cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room is quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bed/Mattress/pillows comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factor-6: Value					
Room value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel Food and Beverage value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel is part of reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hotel provide comfortable ambience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Please rank from three most important factors when you choose accommodation

	<i>Ranking</i>
(1) Staff Service Quality	_____
(2) General Amenities	_____
(3) Location	_____
(4) Safety and Security	_____
(5) Room Quality	_____
(6) Value	_____

23. Additional comments

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Thank you very much for your kindly cooperation.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Biographical Information

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