

**Factors Affecting Foreign Tourists' Satisfaction and Willingness
to Pay More for Visiting Bangkok**

QIUMENG HUANG

A Thesis Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Business Administration

International College

University of the Thai Chamber of Commerce

2016

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THESIS APPROVAL
INTERNATIONAL COLLEGE

Master of Business Administration
Degree

International Business
Major Field

Title **Factors affecting foreign tourists' satisfaction and willingness to pay more for visiting Bangkok**

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2016

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ABSTRACT

The purpose of this research was to investigate the effects of destination image, perceived value and experience quality on tourists' satisfaction and willingness to pay more fees for visiting Bangkok. The population of this study was tourists who visited Bangkok. The data collection proceeded on May to June 2016. Data was analyzed by regression analysis. The results reveal that destination image, perceived value, and experience quality of tourists have a significant effect on their satisfaction, which has a significant effect on their willingness to pay more on travel. The findings can provide information for the tourism sector about how to develop destination competition, increase visitors' satisfaction level and willingness to pay more fees for visiting.

ACKNOWLEDGEMENT

This thesis cannot become a reality without the kind supports and help of many individuals. I would like to express my immeasurable appreciation to all of them.

First and foremost, I would like to express my deepest gratitude to Dr. Thitikan Satchabut, my research advisor, who offered me clear instructions and valuable suggestions. Her timely advice, careful scrutiny, and scientific approach have benefited me much in the completion and success of this research.

Besides, I am highly indebted to Dr. Nattapan Buavaraporn, for introducing thesis supervisor to me, and for his constant encouragement throughout my research period. I thank profusely to all committee members for giving professional comments to me.

Last but not least, I am grateful to respondents who kindly help in filling the questionnaire survey.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Tourism is one of the fastest growing industries in the world. The industry has been experienced a continual improvement over the decades (UNWTO, n.d).

Tourist's travel capability is increasing in recent decades due to an increase of personal income, expansion of low-cost airlines, more robust and reliable transportation system, and advanced information network (Lipman, 2007). A rise of low-cost airline allows more people to travel, information technology network allows people to select products and services of a destination with a reasonable price.

By 2014, there were 1.13 billion international arrivals have spent 1245 billion in the tourism activities, the number of tourists is anticipated to has a 3.3% annual increase and to be 1.8 billion by 2030 (United Nations World Tourism Organization, 2015). According to the report of the world travel and tourism council, tourism is vital to economy and social development of a country, it contributes to 10% of GDP and 9.4% of total employment worldwide in 2014, also it is anticipated to grow to 10.5% of GDP and 10.7% of total employment in 2025.

Tourism is becoming a mainstay industry of Thailand's economy. 19.3% of the GDP and 14.1% of total employment were a result of tourism in 2014. Some in the field have predicted the data would rise to 25.8% and 20.2% in 2025, respectively (World Travel and Tourism Council, 2015). In accordance with primary data which

was provided by the Ministry of Tourism and Sport of Thailand, international tourist arrivals to Thailand has an increasing momentum, the total amount peaked in 2013, which was 26.5 million, after that, there was a small decline in total international tourist arrivals which around 24 million in 2014 because of the unrest.

Thailand has regarded as the land of smiles, warm Thai hospitality and good quality of services have been widely recognized. According to the travel and tourism competitiveness report (2015), Thailand's competitive force which currently 35th in global ranking and 10th in the southeast and southern Asia region ranking. Thailand is well positioning in terms of price competitiveness, nature resources, air transportation infrastructure and affinity for travel and tourism.

Table 1. 1 International tourist arrivals to Thailand by areas during 2012-2015

Year	East Asia	Europe	The Americas	South Asia	Oceania	Middle East	Africa	Grand Total
2012	12,525,214	5,650,619	1,083,433	1,286,861	1,046,755	605,477	155,544	22,353,903
2013	15,911,375	6,305,945	1,166,633	1,347,585	1,021,936	630,243	163,008	26,546,725
2014	14,603,825	6,161,893	1,099,709	1,239,183	942,706	597,892	164,475	24,809,683
2015	19,871,773	5,629,122	1,235,095	1,403,977	921,355	658,129	161,640	29,881,091

Source: Ministry of Tourism and Spot of Thailand, tourist statistic 2012-2015

Thailand has abundant natural and cultural tourism attractions, varieties festivities and events, all manners of shopping places, many sorts of authentic cuisines, attracting many international visitors every year. Table 1 shows the international tourist arrivals from 2012 to 2015 in Thailand.

Tourism authority of Thailand (Tourism Authority of Thailand, 2012) stated

that tourism contributes millions of jobs and income for Thai citizens. Therefore, TAT would continue to devote to promote destination to potential international tourists, as well as encourage Thai people travel within the Kingdom, for better understanding and appreciating the resources that offered by the nation.

As a capital, Bangkok is the center of politics, economy, culture, cuisine, and spirit of Thailand (Tourism Authority of Thailand, 2015). Bangkok has received many awards, including the “World’s Best City Award” in 2013, the "Best City in Asia" award from Travel and Leisure from 2005 to 2013, only the year 2009 Bangkok did not get the award (The Nation, 2013). Bangkok was named one of the top ten best cities in the world again in 2015, according to the survey that conducted by Travel and Leisure magazine (Travel and Leisure, 2015).

1.2 Statement of the Problem

Recently, the head of the tourism authority proposed to charge all foreign tourists 360 baht each time while tourists enter the country, no matter by air, land or sea. The governor said that the fee will use for maintaining and improve tourism facilities (Charuvastra, 2016). The policy will cause an extra travel cost for foreign tourists, which might result in an influence on tourists' willingness since they need to pay more for visiting.

The Travel and Tourism Competitiveness Report (World Economic Forum, 2015) notes that the political and terrorist violence have more effects on the decline in tourism receipts than tourist numbers. The nature of tourist profile changed, tourists became more prices sensitive. The report gave an example about Thailand, after

violent clashes at Thailand in 2008, the average tourist spends drop 9% (World Economic Forum, 2015). Change in average spends per inbound tourist of Thailand from 2008 to 2009 as shown in figure 1.1.

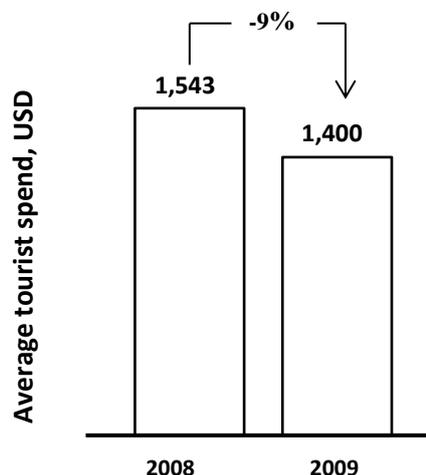


Figure 1. 1 Change in average spend per inbound tourist, Thailand
Source: Travel and Tourism Competitiveness Report, 2015

When checked the tourism receipts from international tourist arrivals of Thailand in 2014, it was found that there was a decline of 8.08%, since the political unrest in 2013 (Department of Tourism, 2015).

Likewise, due to the several terrorist attacks in Thailand, 2015, it might not be an appropriate time for tourism authority to charge more fees from tourists.

Existing research had proved that satisfied customers are willing to pay more price for a product or service (e.g. Vlosky, Ozanne, & Fontenot, 1999; Finkelman, 1993). This study is intended to investigate whether to satisfy the tourists would lead to their willingness to pay more fees for visiting Bangkok (Thailand).

In addition, several scholars have investigated the relationships between the

level of satisfaction among tourists, their revisit intentions, and their recommendation intentions. However, few researchers have considered the relationship between satisfaction and one's willingness to pay more for visiting a destination; this is particularly the case with tourism in Thailand. This knowledge gap is redressed in this paper.

1.3 Significant of the study

As mentioned in research background, tourism plays an important role in the country's development, particularly impact on the sustainable economic growth of the nation. The opportunities are increasing in Thailand's tourism industry due to the growth in the quantity of tourists.

This study aims to investigate factors that affecting tourist satisfaction and willingness to pay more fees for visiting Bangkok, and aims to reveal the perception of tourists towards destination image, perceived value, and experience quality of Bangkok. This study could lead to further knowledge about each factor in this study, and fill up the gap in the lack of research of satisfaction and willingness to pay more for visiting a destination, especially in the context of Bangkok tourism.

The information that collected from this study would be useful for service providers in tourism industry for better understanding their customers and predicting customers' behavior efficiently. Moreover, studying about willingness to pay can benefit for guiding both government sector and private tourism companies in pricing strategy.

1.4 Research Objectives

1. To study the effect of destination image on tourists' satisfaction.
2. To study the effect of perceived value on tourists' satisfaction.
3. To study the effect of experience quality on tourists' satisfaction.
4. To study the effect of tourists' satisfaction on willingness to pay more for visiting Bangkok.

1.5 Research Questions

1. Is there an effect of destination image destination image on tourists' satisfaction?
2. Is there an effect of perceived value on tourists' satisfaction?
3. Is there an effect of experience quality on tourists' satisfaction?
4. Is there an effect of the satisfaction on willingness to pay more for visiting Bangkok?

1.6 Expected Benefits

The results of this study would be expected benefit to both government sector and private tour operators to better understanding tourists' perception towards the destination.

The data that collected from international tourists can be applied by tourism sector and tour operator for segmenting markets, setting up appropriate strategies and promoting products for customers, thereby enhancing competitive advantage, maintaining the market position in the industry.

1.7 Operational Definition

Willingness to pay more refers to travelers' willing to pay an entry fee to visit Bangkok.

Tourist satisfaction refers to tourists' assessment about overall performance of Bangkok.

Destination image refers to tourists' impressions and perceptions after they have experience in Bangkok.

Perceived value refers to the trade-off between cost and benefit during traveling in Bangkok.

Emotional response refers to the psychological reaction towards the destination. It is one of the dimensions for measuring perceived value.

Monetary value links to whether tourists perceived the trip is value for money.

Behavioral price relates to times and energy consumption of taking and arranging a trip.

Experience quality refers to tourists' affective response after engaging in activities.

Hedonic relates to feelings come from pleasure.

Peace of mind refers to the sense of comfort and secure during traveling.

Involvement refers to the desires of tourists to participate in activity process, such as being educated and informed about where they had visited.

Recognition means tourists have been taken seriously by service providers, making them feel valued and special.

CHAPTER 2

LITERATURE REVIEW

Firstly, this chapter defines the dependent and independent variables in this study including destination image, perceived value, experience quality, satisfaction and willingness to pay more. Then, the chapter illustrates the link among these variables.

2.1 Destination Image

2.1.1 The definition of destination image

Even though the concept of destination image has been discussed by many studies, the definition of destination has not been stated explicitly (Baloglu & McCleary, 1999; Pike & Ryan, 2004). There is no universal definition of destination image that accepted by scientific side and government side (Ispas & SARAGEA, 2011).

Roynolds (1965) stated that image is a complex mental process of selected impressions by individuals. And some scholar mentioned that destination image is the perceptions of potential visitors towards a place (Hunt, 1975; Calantone, Di Benedetto, Hakam, & Bojanic, 1989). The concept which is widely recognized was proposed by Crompton (1979), the author suggested image is the sum of impressions, beliefs, and ideas that individuals have towards a destination. Front (1997) added that image is not only the impressions, beliefs and ideas holds by public but also is a part of product to some extends. In recent researches, destination image was defined as

what tourists perceive about tourism resources, services, hospitality, social norms and regulations of a destination (Ahmed, Sohail, Myers, & San, 2006). Another research said image is a destination evokes in tourists, such as their beliefs, ideas, attitude associated with the destination (BignéAlcañiz, Sánchez García, & Sanz Blas, 2009).

In general, image has been described as impressions, perceptions, feelings, thoughts of individuals toward a destination. And its concept remains complex in its nature (Matos, Mendes, & Valle, 2012).

2.1.2 The dimension of destination image

A model of destination image formation has been developed by Baloglu and McCleary (1999). In this model, destination image is formed by three components: cognitive image, affective image, and overall image. And image is affected by personal factors and stimulus factors. The cognitive or perceptual image refers to tourists' knowledge toward attributes of a destination. While affective image refers to tourists' feelings about a destination's attributes. The overall image is the result of both cognitive and affective evaluation of a destination. Some studies only focus on evaluating cognitive image (Chen & Phou, 2013; Lee & Xie, 2011), because they agree that cognitive image can be observed, described and measured directly (Walmsley & Young, 1998).

Beerli and Martin (2004a) develop a more comprehensive model that based on Baloglu and McCleary (1999)'s model. And they have been concluded destination image into nine dimensions base on previous researches, which are natural resources; natural environment; social environment; general infrastructure; tourism

infrastructure; leisure and recreation; culture, history and art; political and economic factors; and atmosphere.

Puh (2014) measures image by six elements: natural resources and natural environment; general and touristic infrastructure; tourist leisure and recreation; culture, history and art; economic factors and social environment; and atmosphere. Chen and Tsai (2007) use four factors to analyze destination image of Taiwan, which are destination brand, entertainment, nature and culture, and sun and sand.

Tran (2011) have classified destination image of Vietnam into five dimensions, they are environment, infrastructure and accessibility, culture and social, tourist leisure and entertainment, and local food.

Scholars mentioned that selecting the attributes of a destination as a scale to measure destination image, normally will depend largely on the objectives of the study, whether choose specific or more general attributes as the measurement (Beerli & Martin, 2004a).

Base on the classification of destination above, this study measure destination image by 4 main dimensions, including environment, infrastructure, culture and social, and entertainment. It is similar to Tran (2011)'s classification, only the dimension of local food is classified into entertainment dimension in this study, which many types of research have done so (Puh, 2014; Chen & Tsai, 2007; Chen & Phou, 2013).

2.1.3 The influences of destination image

In the twentieth century, branding appears to be an important concept in many

industries (Kotler & Gertner, 2002). There is no exception in tourism industry. The image is a significant criterion in the brand equity of holiday destination, enhancing positive image become one of the most important steps in building destination brand (Konecnik, 2004). Kotler and Gertner (2002, p48) noted that “tourism requires image making and branding grounded in the place’s reality” and “famous residents, events and new attractions can also help to build or revamp a destination’s image”. The ultimate goal for a destination’s promoters is to make sure tourists’ perceived destination image coincide with projected image (Kotler, Haider, & Rein, 2001).

Destination image has been considered as a factor that affecting tourists' travel decisions at all stages including before, during and after the holiday experience (Bigne, Sanchez, & Sanchez, 2001; Birgit, 2001). Therefore, the destination image can provide information about how an area is perceived by tourists (Ispas & SARAGEA, 2011). For marketers better understanding tourists’ intention and developing a tourism destination, destination image become a helpful tool for marketers to analyze and identify a destination’s strengths and weaknesses (Fakeye & Crompton, 1991; Beerli & Martin, 2004b).

2.2 Perceived Value

2.2.1 The concept of perceived value

Base on previous literature of consumer expressions of value, Zeithaml (1988, p14) have combined them as definition of perceive value, the author stated that “perceived value is the consumer’s overall assessment of the utility of a product base

on perceptions of what is received and what is given". Perceived value is consist of two parts, which are received benefits such as social and economic benefits, made sacrifices such as payout price and take risks (Sanchez, Callarisa, Rodriguez, & Moliner, 2006). Some scholar stated that perceived value can be considered as a trade-off between costs and benefits (Lovelock, 2000; Payne & Holt, 2001). Value is also connoting an interaction between product or service and consumers (Payne & Holt, 2001). Monroe (1990) believed perceived value is mostly influenced by consumers' subjective opinion. And Woodruff (1997) noted that customers' perceived value changes over time in terms of their perceptions, preferences, and evaluations.

Tourism experts have attached importance to perceived value over the decade (Ahmed, Sohail, Myers, & San, 2006). More and more researchers have started to analyze perceived value in tourism industry (Dumand & Mattila, 2005; Oh & Jeong, 2003). Perceived value is considered as a better predictor of satisfaction and behavior intentions (Chen & Chen, 2010). Tourism operators can benefit from studying perceived value, hence understanding consumers' spending behavior and predict their behavior intention effectively (McDougall & Levesque, 2000; Cronin, Brady, & Hult, 2000).

2.2.2 Measurement of perceived value

In early studies, self-reported item that evaluates consumers' perception towards value is the more used scale of measurement of perceived value (Cheng & Lu, 2013). But this one dimension measure does not consider value is formed by several components (Sánchez-Fernández & Iniesta-Bonillo, 2007). Woodruff and

Gardial (1996) stated that use single item as measurement is lack validity.

Thus, multi-dimensional scales are necessary. A multi-dimensional scale considers perceived value consists of a set of dimensions that can illustrate the phenomenon comprehensively (Sánchez-Fernández & Iniesta-Bonillo, 2007).

Sweeney et al. (1996) have proposed that functional, social and emotional dimensions of perceived value as the original multi-dimensional measurement. After that, Sweeney and Souter (2001) have developed a value model name PERVAL, it consists of nineteen items that have been classified into four aspects which are emotional value, social value, and two functional values. Base on this model, Petrick (2002) suggested a SER-PERVAL scale with five dimensions: emotional response, monetary price, behavioral price, reputation, and quality. Wang et al. (2004) developed the model proposed by Sweeney and Souter (2001) as well, besides, the model also included perceived sacrifices, and the result shows that all aspects of perceived value have effects on satisfaction. Lapierre (2000) measure perceived value of customer by using total third-teen dimensions. Another popular scale name EVS (experiential value scale) has developed by Mathwick et al. (2001), Visual appeal, entertainment, escapism, economic value, enjoyment, efficiency as dimensions to measure perceived value.

2.3 Experience Quality

2.3.1 The concept of experience quality

Experience refers to individuals gaining sensory stimuli, information and

emotion after participant in certain activities or events (Ying, Jusoh, & Khalifah, 2012). Otto and Ritchie (1996) noted that tourism is a service industry. Service quality has been discussed in many tourism literature before. But scholars believed that experience quality is differing from service quality (Chen & Chen, 2010; Schlesinger, Cervera, & Pérez-Cabañero, 2015). They mentioned that service quality is objective whereas experience quality is subjective. Service quality only measures cognitive factors of the quality of experience but neglect the affective factors which can well explain the experience quality. In general, service quality refers to the performance of service provider or service environment, whereas experience quality relates to the outcome of engaging in tourism activities (Chen & Chen, 2010).

2.3.2 The measurement of experience quality

Immersion, surprise, participation and fun have been suggested by Kao, Huang and Wu (2008) as experiential quality scale in their paper about theme park. In their study, immersion refers to customers forget about time and focus on the consumption process rather than the result. Surprise refers to perceived unique and freshness. Participation links to the interaction between customers and services or products. Fun refers to received enjoyment and happiness.

Otto and Ritchie (1996) proposed another scale for measuring experience quality in tourism industry, the scale consists of four factors: involvement, peace of mind, hedonics, and recognition. Involvement refers to the desires of tourists that having control over the outcome, being educated and informed about where they have visited. Peace of mind is talk about physical and psychological comfort such as sense

of security and privacy assured. Hedonics dimension refers to tourists' emotional response such as memorable, excitement and enjoyment. Recognition means customers feel valued because they have been taken seriously. The data of the study have been collected from several tourism service sectors. And the result of the study shows peace of mind is the most significant dimension for airline and hotel industries. While hedonic is the most important dimension for tour and attraction sector.

A study has exam the tourists' experience quality in Mediterranean cities by adapting Otto and Ritchie (1996)'s four dimension scale. The findings show peace of mind is an important dimension for all cities in Mediterranean, and hedonics and involvement dimensions have significant differences between northern and southern Mediterranean tourists (Schlesinger, Cervera, & Pérez-Cabañero, 2015).

2.4 Satisfaction

2.4.1 The concept of satisfaction

Satisfaction has been proposed to be significant evaluation regards to services of a tourism destination (Song & Cheung, 2010). Scholars stated the assessments of satisfaction can use to evaluate destination's performance in terms of products and services (Yoon & Uysal, 2005). Satisfaction refers to the consumers' attitude of post purchase (Barutçu, Doğan, & Üngüren, 2011). Oliver (1996) defines satisfaction as customers' judgments of products or services or providers, it refers to consumers' response of fulfillment. Li et al. (2011) suggested satisfaction is emotional response towards experiences of service. Satisfaction reflects tourists' feelings about certain

attractions (Tribe & Snaith, 1998). If tourists post-travel experience exceeds expectation, they will be satisfied and vice versa (Altunel & Erkut, 2015). Quach (2013) believed that satisfaction has effects on consumers' decision-making process such as choices of products or services and decision to revisit. Therefore, scholar mentioned that satisfaction always is the focus attention for marketers (Yuksel & Yuksel, 2002).

Since a range of definitions that suggested by experts, Eid and El-Gohary (2015) conclude that there are two types of satisfaction. One is transaction specific satisfaction, it refers to the evaluation of satisfaction occurs during the interaction between customers and each single service encounter. It is vary from each purchasing experience. Another is overall satisfaction, it refers to judgment is based on all services providers after finish the last purchase. Scholars believed that the measurements of transaction specific level and destination level of tourists' satisfaction are different, satisfaction at destination level will be affected by a series of transactions and much border factors during traveling in a destination (Foster, 1999).

Understanding the consequences of tourists' satisfaction is significant for a destination's management and improvement due to the effects of satisfaction on profits increase for service providers (Dmitrovic et al., 2009). It is critical to measuring and managing satisfaction for the success and development of tourism industry (Sirakaya, Petrick, & Choi, 2004).

2.4.2 Measurement of satisfaction

The expectancy disconfirmation theory model is well known for examining tourists' satisfaction that suggested by Oliver (1980). It relates to the gap between expectation and actual performance, if consumer perceived actual performance over than expectation, then it will lead to satisfaction which is positive disconfirmation. Meanwhile, if consumer perceived performance is worse than expectation, it will lead to dissatisfaction which is negative disconfirmation.

Under the theory, HOLSAT (short for holiday satisfaction) has been developed (Tribe & Snaith, 1998). HOLSAT consists of both positive and negative attributes of a tourism destination. It evaluates tourists' satisfaction from expectation and experience perspective (Meimand, Khalifah, & Hakemi, 2013). HOLSAT's development is base on SERQUAL scale, but overcome the SERQUAL scale. Because HOLSAT exams both expectation and performance rather than only evaluate performance such as SERQUAL. Meimand et al. (2013) applied HOLSAT in their study about the gap between expectation and experience of Japanese tourists visiting homestay in Malaysia. There are 14 items of positive attributes and 6 items of negative attributes in their study, the results found that Japanese tourists consider safety is one of the most important attributes in their journey.

But some scholars point out that using expectation disconfirmation theory will lead to some problems. For example, if measure prior expectation and actual performance at the same time, mutual influence will occur on both scales. And it is difficult to access to the tourist and measure the expectation before they visit (Yüksel

& Yüksel, 2001; Hui, Wan, & Ho, 2007; Millán & Esteban, 2004). Hence, to avoid the issue, some studies prefer to measure tourist satisfaction by using the approach that only focuses on the evaluation of actual performance (Um, Chon, & Ro, 2006; Hui, Wan, & Ho, 2007). Hui, Wan, and Ho (2007) noted that customers probably have the mental process about performance minus expectation already when they are evaluating the perception of satisfaction. Aboali, Omar and Mohameo (2015) have identified the destination attributes' performance have positive effect on tourist overall satisfaction. Truong (2005) concluded destination attributes into five aspects, which is "Five As" theory. The author believed that attributes of a destination can group by Attractions, Accessibility, Activities, Amenity, and Accommodation.

2.5 Willingness to Pay

2.5.1 The concept of Willingness to pay

Prior researches are mainly focused on related topics such as price sensitive or price fairness, but the willingness to pay is lack of research in literature (Dixit, Hall, & Dutta, 2014). Willingness to pay has been defined as an amount that consumers are willing to pay for a product or service (Cameron & James, 1987). Willingness to pay is considered as a significant area to study (Dixit, Hall, & Dutta, 2014). Scholar stated, "WTP is a measure of the value that a person assigns to a consumption or usage experience in monetary unit" (Homburg, Koschate, & Hoyer, 2005, p85). As Rao and Bergen (1992) suggested that if the quality and value over the fair price of a product, customers will be willing to pay more for it. Dixit et al. (2014) agreed that

the perceived price fairness has impact on consumers' willingness to pay.

2.5.2 The measurement of willingness to pay

Marbeau (1987) proposed an approach for measuring willingness to pay by asking customer directly about a maximum or minimum price they would like to pay for a service or product. But Breidert, Hashler and Reuterer (2006) argued that customer might not be willing to tell the truth about their willingness to pay because of prestige reason.

Some scholars used willingness to pay as one of the dimensions for measuring behavior intention. Baker and Crompton (2000) measure behavior intention of a festival by loyalty and willingness to pay more. Items for testing willingness to pay more are: continue to attend the festival even if the price increases, and will pay a higher price than other festivals. Loureiro and Araujo (2014) predict customers' word of mouth and willingness to pay more for a luxury product by adapting Theory of Planned Behavior. In their study, two statements were used to measure willingness to pay are similar to Baker and Crompton (2000) have made. Lee and Xie (2011) discussed the relationship between destination personality and visitors' behavior intention in Beijing context, willingness to pay more for visiting Beijing measured by three items: "I will pay higher price to visit Beijing, despite other competing destinations' price being lower; It is acceptable to pay more for travelling in Beijing; I am willing to pay more for visiting Beijing".

2.6 The effect of destination image on satisfaction

Destination image has been found as a direct antecedent of tourist satisfaction (Bigne, Sanchez, & Sanchez, 2001). Puh (2014) also proved destination image has positive impact on tourism satisfaction in his study. Chen and Phou (2013) discovered the destination image have both direct and indirect impact on tourist satisfaction. A case study of Mauritius tourist satisfaction and loyalty identified destination image is one of the determinants of tourist satisfaction (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2014). A study about relationship among image, satisfaction, and loyalty of a destination, turns out destination image have notable effect on both attribute satisfaction and overall satisfaction (Chi & Qu, 2008). Lee (2009) found destination image has significant influence on tourist satisfaction and indirect influence on tourists' behavior intention in the context of Taiwan.

2.7 The effect of perceived value on satisfaction

Kwun (2011) stated perceived value and satisfaction have been discussed in many service and marketing literature. In his study of perceived value about foodservice on satisfaction shows a positive relationship between two variables. Scholars noted the consequence of perceived value is satisfaction (Sanchez, Callarisa, Rodriguez, & Moliner, 2006). Petrick (2004) verified perceived value is a good predictor of cruise passengers' satisfaction by using SER-PERVAL as measurement. Yang and Peterson (2004) identified satisfaction act as a mediator in the perceived value and loyalty relationship. In the study of university students' travel behavior.

Gallarza and Saura (2006) accepted the hypothesis of perceived value is a direct antecedent of student satisfaction successfully. Lai and Chen (2011) found Taiwan KMRT passengers' satisfaction relies on service quality and perceived value. In the study of hotel industry about relationship among service quality, perceived value, satisfaction and intent to revisit, the authors found there is a significant relationship between perceived value and satisfaction (Raza, Siddiquei, Awan, & Bukhari, 2012).

2.8 The effect of experience quality on satisfaction

Experience quality and perceived value have been integrated within a framework as antecedents of satisfaction and behavior intention (Chen & Chen, 2010). Cole and Scott (2004) found the experience quality has both direct and indirect impact on park visitors' overall satisfaction and revisit intention. Cole and Illum (2005) also found a direct effect of festival visitors' experience quality on their overall satisfaction. Kao et al. (2008) exam the relationship between experience quality and satisfaction and found a positive relationship between two variables in the context of theme park. A recent study found experience quality has the strongest effect on visitors' satisfaction (Papadimitriou, 2013).

2.9 The effect of satisfaction on willingness to pay more

For further verify the belief about satisfying customer are willing to pay a higher price. Homburg, Koschate, and Hoyer (2005) have proved that belief through two experimental studies, they revealed customer satisfaction has a strong and

positive influence on willingness to pay. Satisfaction has been used as a benchmark to measure willingness to pay, result in a positive impact of satisfaction on a willingness to pay as well (Affizzah, Radam, & Baizura, 2006). Vlosky, Ozanne and Fontenot (1999) believed the condition for customer willing to pay more for a product or service is to satisfy their needs. López-Mosquera and Sánchez (2014) found satisfaction is a predictor of willingness to pay more. Baker and Crompton's (2000) study also confirmed there was a significant effect of satisfaction on willingness to pay more.

2.10 Conceptual Framework

2.10.1 Framework development

One of the researches study about how destination image, service quality and perceived value affect satisfaction and loyalty of Orlando (Kim, Holland, & Han, 2013). The structure model has shown in Figure 2.1.

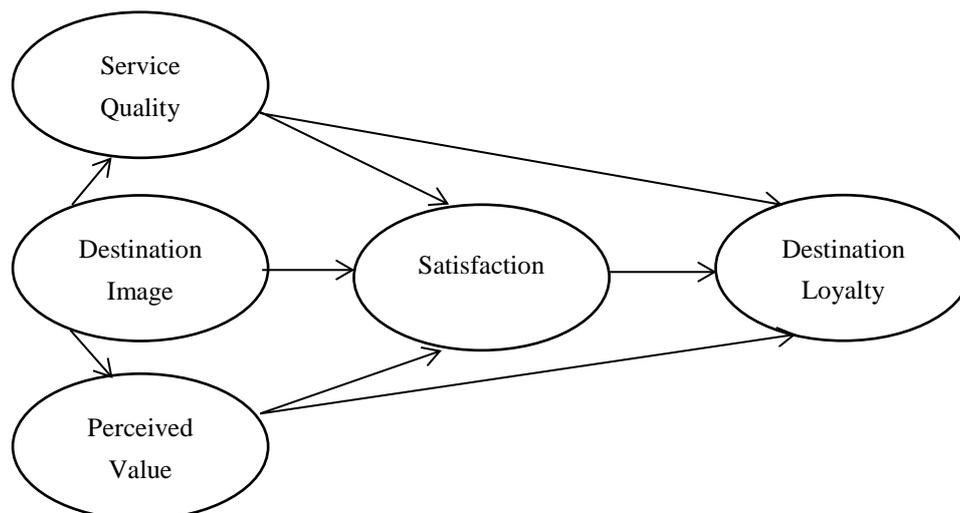


Figure 2. 1 Quality, image, value, satisfaction and loyalty framework
 Source: Kim, Holland, and Han (2013)'s research model of Orlando Tourism

Some scholars believed experience quality is a better predictor of satisfaction compare to service quality (Chen & Chen, 2010; Otto & Ritchie, 1996). Otto and Ritchie (1996) have concluded the difference between service quality and experience quality. They stated that the nature of benefit for service quality is to be functional, for experience quality is experiential. They further argued that “even when tourism sectors have a clear functional component to them, as do accommodation and transportation services, experiential benefits will remain a critical part of the process evaluation. The intimate, hands-on nature of the service encounter itself affords many opportunities for affective responses.” (p.168). Therefore, this study used experience quality as one of the factors instead of service quality.

Then in a recent research, Jin, Lee and Lee (2015) developed a framework for studying the relationship among image, perceived value, experience quality, satisfaction and behavior intention of water park patrons. The model is shown as Figure 2.2. The result proves that image, perceived value, and experience quality have significant effects on satisfaction, but fail to prove image and perceived value have significant effects on behavior intention.

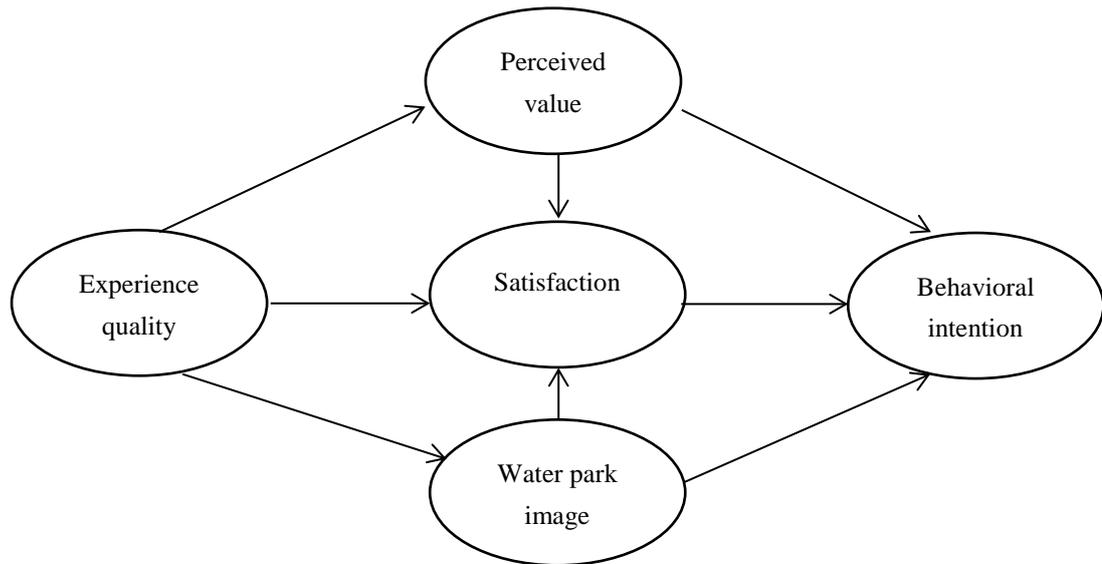


Figure 2. 2 Quality, image, value, satisfaction, and behavior intention framework
Source: Jin, Lee and Lee (2015)'s research model of theme park tourism

For the links between satisfaction and willingness to pay more, this study adapts from two conceptual frameworks as Figure 2.3 and Figure 2.4. Figure 2.3 is the framework of a study that discusses about relationship among quality, satisfaction and behavior intention in the context of outdoor recreation (Baker & Crompton, 2000). The result showed significant effect of satisfaction on willingness to pay more in both studies. Figure 2.4 is the model of López-Mosquera and Sánchez (2014) that study about satisfaction, willingness to pay and loyalty in suburban park.

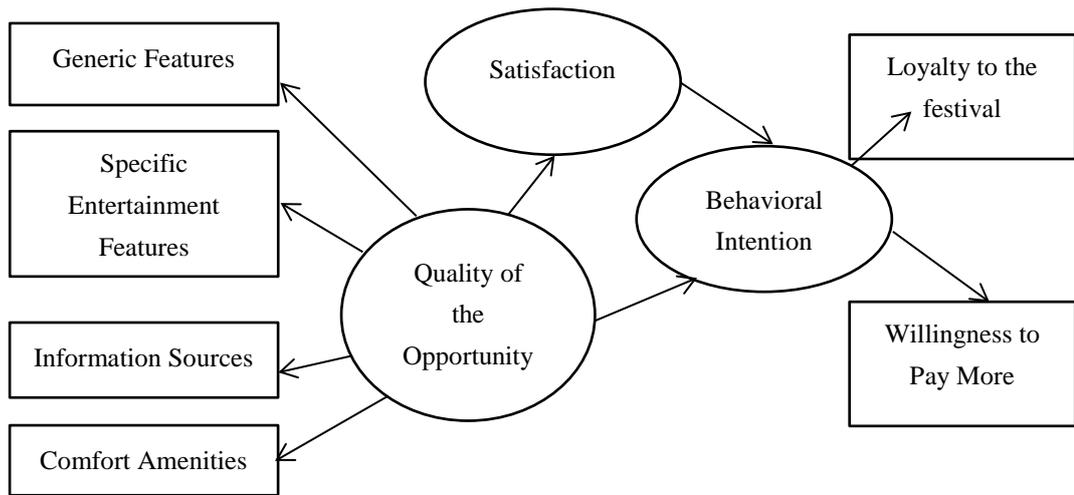


Figure 2. 3 Relationships among Quality, Satisfaction, and Behavioral Intentions
Source: Baker and Crompton (2013)'s model of outdoor tourism

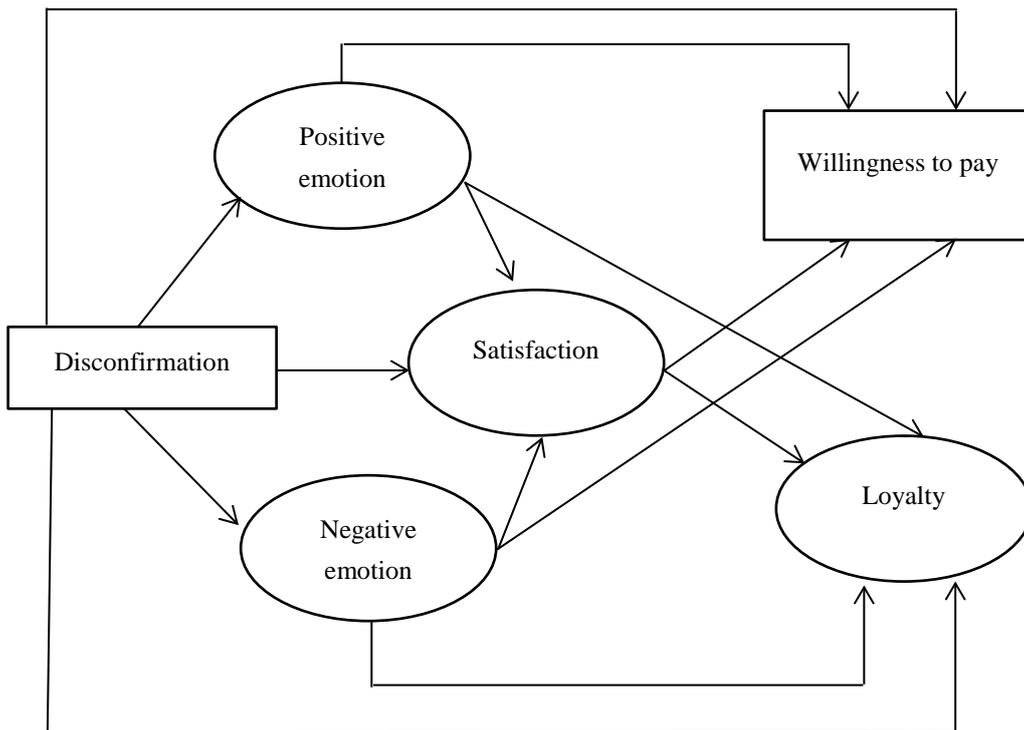


Figure 2. 4 Structural model for the San Pedro Park and the Grajera Park
Source: López-Mosquera and Sánchez (2014)'s model of suburban park

2.10.2 Conceptual framework of the research

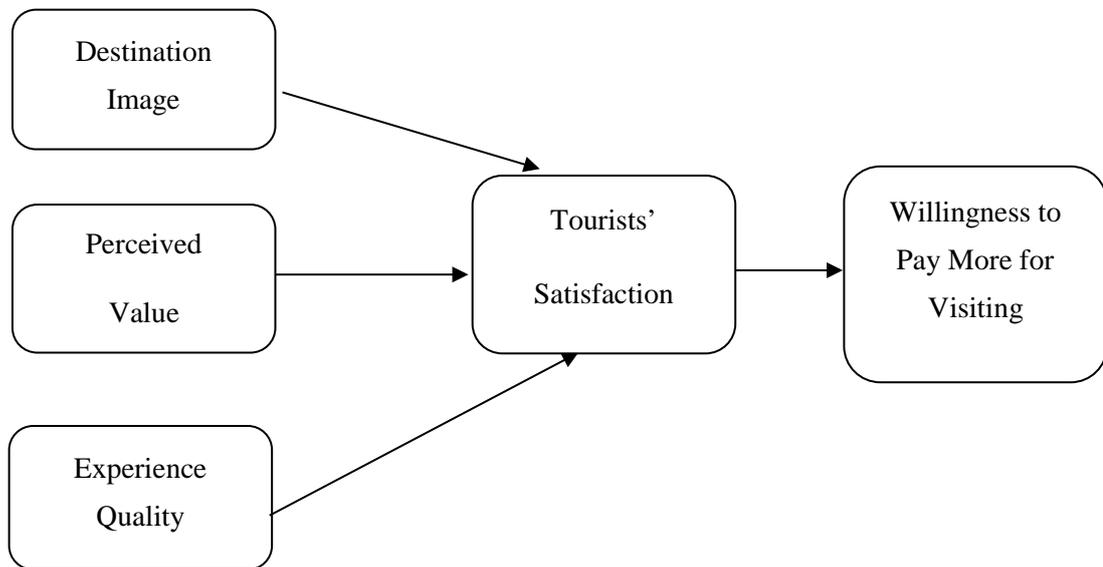


Figure 2. 5 Conceptual framework of the research

2.11 Hypothesis

H1: Destination image has an effect on satisfaction.

H2: Perceived value has an effect on satisfaction.

H3: Experience quality has an effect on satisfaction.

H4: Satisfaction has an effect on a tourist's willingness to pay more for visiting.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter includes the items about research methodology as following:

3.1 Research Design

3.2 Population and Sample

3.3 Data Collected

3.4 Data analysis

3.1 Research Design

The objective of this research is to study the factors that affecting international tourists' satisfaction and willingness to pay more fees for visiting Bangkok. A quantitative method was to be chosen in this study. A questionnaire was used to collect primary data from a sample of international tourists.

The questionnaire has two sections. The questionnaire in section 1 is demographic, asking tourists' personal background. Section 2 is based on the variables of this study. It is consist of destination image, perceived value, experience quality, satisfaction and willingness to pay more.

As discussed in literature review, scholars mentioned that to select the attributes of a destination as a scale to measure destination image, normally depends largely on the objectives of the study, and whether choose specific or more general attributes as the measurement (Beerli & Martin, 2004a) Hence different studies

measure destination image by different scales. The questions of destination image of this study were based on previous works (Beerli & Martin, 2004a; Chen & Tsai, 2007; Tran, 2011; Chen & Phou, 2013; Puh, 2014), and concluded into 4 elements as measurement scale to measure destination image, which included environment, infrastructure, culture and social, and entertainment. Questions about destination image show in Table 3.1.

Table 3. 1 Destination Image Questions

Statements	Sources
Destination Image	
Nature Environment	
- The scenery of the city is beautiful	
- The city is clean	
- Bangkok is a city with pleasant climate	
Infrastructure	
- Bangkok has quality roads	
- The public transport system is good	(Chen & Tsai, 2007)
- Bangkok has good capacity of being a traffic hub of Thailand	(Chen & Phou, 2013)
Entertainment	
- Bangkok has a great nightlife	(Tran, 2011)
- Bangkok is a good shopping place	
- Bangkok has varied gastronomy	
Social environment	
- The people are friendly	
- The people are hospitable	
- The people here have a different culture and customs	

The part of perceived value was measured by PERVAL scale, which was developed by Sweeney and Soutar (2001). It included emotional value, price, social value and quality. Questions about perceived value show in Table 3.2.

Table 3. 2 Perceived Value Questions

Statements	Sources
Perceived Value	
Emotional Value	
- I feel excited while visiting Bangkok	
- I feel good on this trip	
- I enjoy this trip	
Price/Value for Money	
- Traveling in Bangkok is value for money	
- Traveling in Bangkok cost reasonable price	
- The cost was the main criterion for the decision of traveling to Bangkok	(Cheng & Lu, 2013)
Social Value	
- Many people that I know have traveled to Bangkok	(Sweeney & Souter, 2001)
- Taking this trip would change the way I am perceived by others	
- Taking this trip would make a good impression on other people	
Quality	
- The tourism in Bangkok has an acceptable standard of quality	
- The tourism in Bangkok has consistent quality	
- Taking this trip would make a good impression on other people	

The dimensions that were used to analyze experience quality was based on Otto and Ritchie’s (1996) theory, there were four dimensions in the measurement, which were hedonics, peace of mind, involvement and recognition. Questions about experience quality show in Table 3.3.

Table 3. 3 Experience Quality Questions

Statements	Sources
Experience Quality	
Hedonics	
<ul style="list-style-type: none"> - I am doing something memorable that enriches my life - I am having a “once in a lifetime” experience - After traveling in Bangkok, I can share memories of my trip 	
Peace of mind	
<ul style="list-style-type: none"> - Visiting Bangkok makes me feel a sense of personal security - Visiting Bangkok makes me feel that my property is safe - Visiting Bangkok makes me feel that my privacy is assured 	(Schlesinger, Cervera, & Pérez-Cabañero, 2015)
Involvement	
<ul style="list-style-type: none"> - I was educated and informed about where I visited - That I am involved in the process of this trip - That I have control over the outcome 	
Recognition	
<ul style="list-style-type: none"> - A sense of cooperation from others - That I am important - That I am being taken seriously 	

Questions about tourists’ satisfaction adapted previous researches as well (Della Corte, Sciarelli, Cascella, & Del Gaudio, 2015; Naidoo, Ramseook-Munhurrin, & Seegoolam, 2011; Omar, Mohamad, Rozelee, & Mohamed, 2015). It is

covering five dimensions of destination attributes, which are accessibility, attractions, activities, amenities, and accommodation. Questions of satisfaction show in Table 3.4.

Table 3. 4 Satisfaction Questions

Statements	Sources
Satisfaction	
Attractions	
- Well-kept and restored sites	
- Unique and authentic sites	
- Knowledgeable sites for visitors	
Activities	
- Availability of a variety of activities	(Della Corte, Sciarelli,
- Organization of cultural events	Cascella, & Del Gaudio,
- Interesting of events/festivals	2015)
Amenities	
- Telecommunication service (e.g. Internet, WIFI, telephone services)	(Naidoo, Ramseook-
- Bank service (e.g. Money exchange, ATM)	Munhurrun, & Seegoolam,
- Public toilet facilities	2011)
Accommodation	
- Availability of accommodation	(Omar, Mohamad, Rozelee,
- Quality of accommodation	& Mohamed, 2015
- Hospitality of hotel staffs	
Accessibility	
- Clear and helpful directions to show around attractions	
- Availability of information for tourists	
- Check-in/check-out process at the airport	

Questions about willingness to pay more was adapted from Rajamohan (2006), and Loureiro and de Araújo (2014)'s works. Questions of willingness to pay show in Table 3.5.

Table 3. 5 Willingness to Pay More Questions

Statements	Sources
Willingness to Pay More	
- I will pay a higher price to visit Bangkok, despite other competing destination's price being lower	(Rajamohan, 2006)
- I will continue to come to Bangkok, even if the price is increase	(Loureiro & de Araújo, 2014)
- I am willing to spend extra money than original plan to experience Bangkok	

Since the study used entry fee as reference point to ask tourists that are they willing to pay more fees for visiting Bangkok, before respondents filled in the questionnaire, they were informed that tourism governor proposed to charge foreign tourists an entry fee in the future.

Destination image, perceived value, experience quality and willingness to pay more sections were measured by 5-point Likert scale at agreement level, from 1 (strongly disagree) to 5 (strongly agree). Satisfaction section was measured by 5 points Likert scale at level of satisfaction, from 1 (very dissatisfied) to 5 (very satisfied).

3.2 Population and Sample

The population use in this study is international tourists that travel in Thailand. The following table shows the information about total and an average number of international tourist arrivals in Thailand from 2011 to 2015.

Table 3. 6 International tourist arrivals in Thailand from 2011 to 2015

Year	Tourist Arrivals
2011	19,230,470
2012	22,353,903
2013	26,546,725
2014	24,809,683
2015	29,881,091
Total	122,821,872
Average	24,564,374.4

Source: Ministry of Tourism and Spot of Thailand 2011-2015, tourist statistic

The total number of tourists in Thailand is 122,821,872, and the average number of tourists for each year is 24,564,375 (rounded).

The sample size of this study is calculated by using Yamane (1973) formula with 95% confidential level, the formula is presented as below:

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

Where:

n is size of sample

N is population of sample

e is probability of error

The result of the sample size of this study is:

$$n = \frac{24,564,375}{1+24,564,375 \times 0.05^2}$$

$$n = 399.9934866$$

$$n \approx 400$$

3.3 Data Collection

There were 400 complete questionnaires collected from international tourists who traveling in Bangkok during May 12 to June 16, in 2016. Questionnaires were distributed at Suvarnabhumi Airport, Don Muang Airport, King Power Complex and Terminal 21 shopping mall. These locations were chosen due to the high concentration of tourists passing through them, and thus more comprehensive data was obtained.

3.4 Data Analysis

Data was analyzed through descriptive statistic and inferential statistic. Descriptive analysis was used to describe the basic features of the demographic such as frequency and percentage. It was also used to find mean value and standard deviation of each statement in questionnaire. Inferential analysis was used to explain the effect of each independent variable on dependent variables.

The t-test was applied to test whether there was a significant difference on variable willingness to pay more between male and female.

One-way ANOVA was applied to test whether willingness to pay more for visiting vary across tourists in other demographic groups. Include age, education level, monthly income, occupation, marital status and race.

Multiple regression analysis was applied to test the effects of destination image, perceived value, and experience quality factors on tourists' satisfaction. And simple linear regression was used to test the effect of satisfaction on willingness to pay more.

3.5 Reliability Test

In order to create an effective questionnaire, it is necessary to pre-test it before distributing it. The reliability of the survey questions was measured by Cronbach's Alpha. Cronbach's alpha value is for testing the consistency of a questionnaire. If Cronbach's alpha value greater than 0.7, are considered to be reliable and acceptable (Nunnally & Berstein, 1994). The reliability test results have been shown in Table 3.7.

Table 3. 7 Reliability test of the questionnaire

Factor	Cronbach's Alpha (Pre-test)	Cronbach's Alpha (Final)
Destination Image	0.886	0.835
Perceive Value	0.949	0.843
Experience Quality	0.969	0.898
Satisfaction	0.955	0.895
Willingness to pay	0.792	0.878

Based on the result of reliability are performed for destination image, perceived value, experience quality, satisfaction and willingness to pay, resulting in Cronbach's alpha were all greater than 0.7, which is an indication of a reliable and acceptable questionnaire in this research.

CHAPTER 4

RESULTS OF ANALYSIS

This chapter was elaborating the following parts:

- 1.1 Demographic Characteristic
- 1.2 The Level of Agreement and Level of Satisfaction
- 1.3 Test of the differences between demographic groups
- 1.4 Hypothesis Testing
- 1.5 Summary of Hypothesis Testing Result

4.1 Demographic Characteristic

Demographic sector of this research composed of gender, age, education, income, occupation, marital status, and race. The frequency and percentage of demographic information were summarized in Table 4.1.

The table showed that there are 191 males of respondent which account for 47.75% and 209 females account for 52.25%.

There are 36 respondents (9%) in the group that age below 21, there are 139 respondents (34.75%) in the largest group that age between 21 to 30, there are 122 (30.5%) respondents in the second large group that age between 31 to 40, the group with age 41 to 50 has 65 respondents (16.25%), and there are 38 respondents (9.5%) that age above 50.

For education level, 7 respondents (1.75%) are elementary level, 59

respondents (14.75%) are high school level, 159 respondents (48%) are undergraduate level, 119 respondents (29.75%) are graduation level, 23 respondents (5.75%) are doctoral levels or above.

Monthly income of 41 respondents with 10,000 baht or less accounts for 10.25%. Monthly income of 53 respondents with 10,001 to 20,000 baht accounts for 13.25%. Monthly income of 83 respondents with 20,001 to 30,000 baht accounts for 20.5%. Monthly income of 104 respondents with 30,001 to 40,000 baht accounts for 26%. And there are 120 respondents earn more than 40,000 baht, which is the largest group in terms of monthly income in this study.

For occupation, company employee accounts for 27.75%, which are 111 respondents. Self-employed or businessman accounts for 15.5%, which have 62 respondents. Civil servants or professionals account for 17.5%. Student accounts for 18.5%. Others account for 83%.

There are 5 groups of marital status. The largest group is single, never married, which accounts for 46%, total 184 respondents. Married or domestic partnership accounts for 39.5%, which has 158 respondents. And there are 5, 33, and 20 respondents are fall in the group widowed, divorced, and separated, respectively.

135 (33.75%) respondents are Asian. 32 (8%) respondents are African. 59 (14.75%) respondents are North American. 38 respondents are from South American accounts for 9.5%. 96 respondents are from Europe, accounts for 24%. 40 respondents are from Australia and New Zealand, account for 10%.

Table 4. 1 Demographic type in the sample of 400 respondents

Demographic	Frequency	Percentage %
Gender		
Male	191	47.75
Female	209	52.25
Age		
Below21	36	9
21-30	139	34.75
31-40	122	30.5
41-50	65	16.25
Above50	38	9.5
Education		
Elementary	7	1.75
High School	59	14.75
Bachelor Degree	192	48
Master Degree	119	29.75
Doctor Degree or higher	23	5.75
Monthly Income		
10,000 baht or less	41	10.25
10,001-20,000 baht	53	13.25
20,001-30,000 baht	82	20.5
30,001-40,000 baht	104	26
More than 40,000 baht	120	30
Occupation		
Company employee	111	27.75
Self-employed/businessman	62	15.5
Civil servant or professional	70	17.5
Student	74	18.5
Others	83	20.75
Marital Status		
Single, never married	184	46
Married/ domestic partnership	158	39.5
Widowed	5	1.25
Divorced	33	8.25
Separated	20	5
Race		
Asian	135	33.75
African	32	8
North American	59	14.75
South American	38	9.5
European	96	24
Australian/Oceanian	40	10

4.2 Means and Standard Deviation of Questionnaire Statements

The following contents contain the descriptive statistic results of the variables. Tables of each variable exhibited the mean and standard deviation of each statement in questionnaire.

4.2.1 Destination Image

Table 4. 2 Descriptive statistic results of destination image

Destination Image	Mean	SD
Natural Environment	3.67	0.871
The scenery of the city is beautiful	3.86	.951
The city is clean	3.59	1.081
Bangkok is a city with pleasant climate	3.57	1.135
Infrastructure	3.60	0.916
Bangkok has quality roads	3.47	1.143
The public transport system is good	3.61	1.054
Bangkok has good capacity of being a traffic hub of Thailand	3.72	0.993
Entertainment	4.07	0.717
Bangkok has a great nightlife	4.04	.893
Bangkok is a good shopping place	4.08	.913
Bangkok has varied gastronomy	4.08	.910
Social environment	4.24	0.723
The people are friendly	4.26	.836
The people are hospitable	4.15	.847
The people here have a different culture and customs	4.29	.845

From Table 4.2, it shows that respondents are most agree with the statement that "the people here have a different culture and customs" (mean=4.29). The statement that respondents second most agree is "the people are friendly" (mean=4.26). Then third is "the people are hospitable" (mean=4.15). Statements with

relatively low mean values that participants responded to are: “The city is clean” (mean=3.59); “Bangkok is the city with pleasant climate” (mean=3.57); “Bangkok has quality roads” (mean=3.47).

4.2.2 Perceived Value

Table 4. 3 Descriptive statistic results of perceived value

Perceived Value	Mean	SD
Emotional value	4.10	.713
I feel excited while visiting Bangkok.	4.01	.850
I feel good on this trip	4.13	.747
I enjoy this trip	4.17	.817
Price/value for money	3.92	.689
Traveling in Bangkok is value for money	4.13	.832
Traveling in Bangkok cost reasonable price	4.08	.816
The cost was the main criterion for the decision of traveling to Bangkok	3.55	1.107
Social value	3.72	.895
Many people that I know have traveled to Bangkok	3.74	1.113
Taking this trip would change the way I am perceived by others	3.70	.984
Taking this trip would make a good impression on other people	3.73	1.019
Quality	3.87	.673
The tourism in Bangkok has an acceptable standard of quality	3.86	.791
The tourism in Bangkok has consistent quality	3.73	.789
The result was as expected	4.01	.835

According to Table 4.3, the result implies that respondents most agree with the statement: “I enjoy this trip” (mean=4.17). The second most agree with the statements are “traveling Bangkok is value for money” (mean=4.13) and “I feel good on this trip” (mean=4.13). The last four statements with relatively low mean value that participants responded to are: “Taking this trip would make a good impression on other people” (mean=3.73); “The tourism in Bangkok has consistent quality” (mean=3.73); “Taking this trip would change the way I am perceived by others” (mean=3.70); “The cost was the main criterion for the decision of traveling to Bangkok” (mean=3.55).

4.2.3 Experience Quality

Table 4. 4 Descriptive Statistic Results of Experience Quality

Experience Quality	Mean	SD
Hedonics	4.15	.679
I am doing something memorable that enriches my life	4.12	.809
I am having a “once in a lifetime” experience	4.05	.857
After travelling in Bangkok, I can share memories of my trip	4.29	.738
Peace of mind	3.92	.803
Visiting Bangkok makes me feel a sense of personal security	3.93	.875
Visiting Bangkok makes me feel that my property is safe	3.84	.913
Visiting Bangkok makes me feel that my privacy is assured	3.99	.881
Involvement	3.92	.775
I was educated and informed about where I visited	3.91	.944
That I am involved in the process of this trip	3.91	0.837
That I have control over the outcome	3.95	.947
Recognition	3.94	.784
A sense of cooperation from others	4.03	.852
That I am important	3.87	.893
That I am being taken seriously	3.91	.891

Table 4.4 indicates that respondents most agree with: “After traveling in Bangkok, I can share memories of my trip” (mean=4.29). The second most agree with: “I am doing something memorable that enriches my life” (mean=4.12). The third most agree with: “I am having a ‘once in a lifetime’ experience” (mean=4.05). Statements with lowest mean value are: “That I am important” (mean=3.87); “Visiting Bangkok makes me feel that my property is safe” (mean=3.84).

4.2.4 Tourist Satisfaction

Table 4. 5 Descriptive Statistic Results of Satisfaction

Satisfaction	Mean	SD
Attraction	4.00	.724
Well-kept and restored sites	3.97	.850
Unique and authentic sites	4.05	.821
Knowledgeable sites for visitors	3.98	.852
Activity	3.92	.748
Availability of a variety of activities	3.92	.842
Organization of cultural events	3.88	.846
Interesting events/festivals	3.94	.866
Amenity	3.91	.790
Telecommunication service (e.g. Internet, WIFI, Telephone services)	3.96	.869
Bank service (e.g. Money exchange, ATM)	4.03	.853
Public toilets	3.73	1.141
Accommodation	4.05	.675
Availability of accommodation	4.14	.781
Quality of accommodation	3.91	.817
Hospitality of hotel staffs	4.10	.795
Accessibility	3.96	.734
Clear and helpful directions to show around attractions	3.96	.786
Availability of information for tourists	3.97	.827
Check-in/check-out process at the airport	3.95	.888

From Table 4.5, the result shows that respondents most satisfied with “the availability of accommodation” (mean=4.14). Second most satisfied with “the hospitality of hotel staffs” (mean=4.10). And then satisfied with “the unique and authentic sites” (mean=4.05).

Statements rank as the last three in terms of mean value are: “Quality of accommodation” (mean=3.91); “Organization of cultural events” (mean=3.88); and “Public toilet” (mean=3.73).

4.2.5 Willingness to Pay More

Table 4. 6 Descriptive Statistic Result of Willingness to Pay More

Willingness to Pay More	Mean	SD
I will pay a higher fee to visit Bangkok, despite other competing destination’s price being lower	3.47	1.047
I will continue to come to Bangkok, even if the fee is increased	3.43	1.074
I am willing to spend extra than the original plan to experience Bangkok	3.58	1.070

From Table 4.6, the statement with the highest mean value in this category is: "I am willing to spend extra than the original plan to experience Bangkok" (mean=3.58). Following by: "I will pay a higher fee to visit Bangkok, despite other competing destination’s price being lower” (mean=3.47), and “I will continue to come to Bangkok, even if the fee is increased” (mean=3.43).

4.3 Test of the differences between demographic groups

The t-test was used to identify whether there was a difference in willingness to pay more between gender groups. Then one-way ANOVA was used to identify whether there were differences between other demographic groups in this study. The results presented that only race groups have shown statistically significant differences across groups in relation to willingness to pay more. Since the main objectives of this study were not to verify the differences across different demographic groups, the detail of the findings was exhibited in APPENDIX A.

4.4 Hypothesis Testing

4.4.1 Testing hypothesis 1 to hypothesis 3 by using multiple regression

Table 4. 7 Results on the effects of destination image, perceived value, and experience quality on satisfaction

variables	Understandized coefficients	Standardized coefficients	t	Sig.	Tolerance	VIF
	B	Beta				
(Constant)	0.769		5.065	0.000		
Destination image	0.201	0.213	5.054	0.000	0.655	1.526
Perceived value	0.275	0.274	5.583	0.000	0.485	2.063
Experience quality	0.336	0.368	7.687	0.000	0.508	1.968

R=0.734 R²0.539 Adjusted R²=0.535 F=154.190

Note: Significant at the 0.05 level

The equation of multiple linear regression is $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_pX_p$. With the dependent variable (satisfaction) Y , independent variables (destination image, perceived value, and experience quality) X_1 , X_2 , and X_3 , the multiple regression equation for the effects of destination image, perceived value and experience quality on satisfaction is written as: $Y = 0.769 + 0.213X_1 + 0.274X_2 + 0.368X_3$.

According to Table 4.7, the result shows that there is 53.9% ($R^2=0.539$) of variance in the dependent variable (satisfaction) which can be explained by three independent variables (destination image, perceived value, and experience quality).

The result reveals that destination image ($p<0.01$), perceived value ($p<0.01$), experience quality ($p<0.01$) have a significant effect on satisfaction because the p -value of independent variables were all less than 0.05. Thus, hypothesis 1, hypothesis 2 and hypothesis 3 are accepted. Furthermore, experience quality ($\beta=0.368$) has the larger betas than destination image ($\beta=0.213$) and perceived value ($\beta=0.274$), which is considered has more of effect on tourist satisfaction.

In addition, this research diagnoses the correlation among predictors by using variance inflation factor (VIF) and tolerance. Tolerance is the reciprocal value of VIF. A VIF value that over 10 is often considered there is a multicollinearity problem. In this study, destination image (tolerance=0.655; VIF=1.526), perceived value (tolerance=0.485; VIF=2.063), experience quality (tolerance=0.508; VIF=1.968) are have the acceptable tolerance value and VIF value.

4.4.2 Testing hypothesis 4 by using simple regression

Table 4. 8 Results on the effect of satisfaction on willingness to pay more.

variable	Unstandardized coefficients	Standardized coefficient	t	Sig.
	B	Beta		
Constant	0.295		0.953	0.341
satisfaction	0.807	0.463	10.426	0.000
R=0.463 R ² =0.215 Adjusted R ² =0.213 F=108.700				

Note: Significant at the 0.05 level

The equation of simple linear regression is $Y = \beta_0 + \beta_1 X$. With the dependent variable (willingness to pay more) y , the independent variable (satisfaction) x , the regression equation for this relationship is written as $y = 0.295 + 0.463x$.

From the Table 4.8, the result shows that there is 21.5% ($R^2=0.215$) of variance in the dependent variable (willingness to pay) which can be explained by independent variable (satisfaction).

And the result reveals that there is a significant effect of satisfaction on willingness to pay more, which the p -value is less than 0.05. Therefore, hypothesis 4 is accepted.

4.5 Summary of Hypotheses Testing Results

The result are showed in Table 4.9, total 4 hypotheses that analyzing on destination image, perceived value, experience quality, satisfaction and willingness to pay more were accepted in this research.

Table 4. 9 Hypotheses Testing Results

Item	Description of Hypothesis (H ₁)	Result
H1	There is an effect of destination image on satisfaction	accepted
H2	There is an effect of perceived value on satisfaction	accepted
H3	There is an effect of experience quality on satisfaction	accepted
H4	There is an effect of satisfaction on willingness to pay more	accepted

CHAPTER 5

CONCLUSION, DISCUSSION, LIMITATION AND RECOMMENDATION

The purposes of this chapter are elaborating the following contents:

5.1 Conclusion.

5.2 Discussion.

5.3 Implication.

5.4 Limitation and Suggestion.

5.1 Conclusion

This study was intended to investigate the factors that affecting tourist satisfaction and willingness to pay more fees for visiting Bangkok.

There were 400 qualified questionnaires collected from Suvarnabhumi Airport, Don Muang Airport, King Power Duty-Free Store, and Terminal 21 shopping mall. After data collection, descriptive statistics and regression were used to analyze the raw data. In the respondents' profile, the numbers of female and male respondents were much the same. The largest age group was 21 to 30, which accounts 34.75% of respondents. Most of the participants hold the bachelor degree. There were 30% respondents earned over 40,000 baht per month. Many of the participants were company employees. Many of them were single. The majority of respondents were from Asia. And race showed a statistically significant difference across groups in relation to willingness to pay more.

The study was going to examine effects of destination image, perceived value, and experience quality on satisfaction, and the effect of satisfaction on willingness to pay more. The survey selected tourists who have traveled to Bangkok as target respondents.

The findings revealed that there was a significant effect of destination image on tourists' satisfaction, there was a significant effect of perceived value on tourists' satisfaction, there was a significant effect of experience quality on tourists' satisfaction, and there was a significant effect of tourists' satisfaction on willingness to pay more for visiting. Thus, the hypothesis 1, the hypothesis 2, the hypothesis 3, and the hypothesis 4 of this study were accepted successfully. It also showed that there was no multicollinearity problem in the proposed model. With the biggest beta value, experience quality was considered has more effect on tourists' satisfaction than destination image and perceived value.

5.2 Discussion

5.2.1 The effect of destination image on satisfaction

The hypothesis 1 testing result revealed that there was a significant effect of destination image on tourists' satisfaction. Based on the literature, the result was supported by previous relevant researches. In Puh's (2014) study of Mediterranean destination, the author proved that destination image had positive impact on tourism satisfaction. Puh (2014) stated that positive destination image leads to greater tourists' satisfaction. The well-manage image would become the key source of competitive

advantage for a tourism destination. Ramseook-Munhurrin, Seebaluck and Naidoo's (2014) case study of tourists' satisfaction and loyalty towards Mauritius, the result identified destination image was one of the predictors of satisfaction. They believed that destination devoted to enhancing image in order to increase tourism receipts, job, and government revenues. Lee (2009) examined a behavioral model of wetlands tourism, the variable destination image had been found directly affects tourists' satisfaction in the model. Kim, Holland, and Han (2013) built a model of destination loyalty towards Orlando tourism, the result of the study indicated destination image had significant effect on satisfaction. Ghanian, et al (2014) investigated about satisfaction index towards western Iran' tourism, the finding showed the more favorable the destination image, the higher the overall satisfaction. Chi and Qu (2008) examined the image, satisfaction, and loyalty structural in the context of natural tourism, it turned out image was a direct antecedent of attribute satisfaction and overall satisfaction. Chen and Phou (2013) conducted a survey at Angkor temple area of Cambodia, and the result showed destination image had direct effect on visitors' satisfaction.

The main reason why the findings in this paper are identical to those in many previous studies might be that this study also concerns tourism. However, there are some differences between this paper and previous studies. For instance, this paper is based on a survey in Bangkok, whereby the sample consisted of tourists who visited Bangkok during a fairly short time period.

5.2.2 The effect of perceived value on satisfaction

The hypothesis 2 testing result indicated there was a significant effect on perceived value on satisfaction, which was also supported by prior studies. Sanchez, et al. (2006) have noted that the consequence of perceived value is satisfaction. Lai and Chen (2011) believed and proved satisfaction relied on perceived value in the study of KMRT passengers' satisfaction in Taiwan. Williams and Soutar (2009) found that four dimensions of perceived value had significant effects on satisfaction in an adventure tourism context. Petrick (2004) verified that perceived value is a good predictor of tourists' satisfaction. And Gallarza and Saura (2006) accepted the hypothesis of perceived value is a direct antecedent of satisfaction. Raza, et al. (2012) confirmed that there was a significant relationship between perceived value and satisfaction. Bradley and Sparks (2012)'s research results confirmed that perceived value predicted tourists' satisfaction. Bajs (2015) conducted a research of tourists' perceived value, satisfaction and intention in Dubrovnik, and results indicated that perceived value was very significant in shaping visitor's satisfaction. It was not surprising that the results of this study showed perceived value had significant effect on tourists' satisfaction since the value has been growing interest in different markets over decades. And findings of previous literature substantially showed a positive relationship between perceived value and satisfaction. It indicated perceived value was the fundamental role in the market success.

5.2.3 The effect of experience quality on satisfaction

The hypothesis 3 testing result disclosed a significant effect of experience quality on satisfaction. According to supports of previous researches, experience quality has a significant effect on tourists' satisfaction. Chen and Chen (2010) stated that tourists' satisfaction was often depending on experience obtained. Cole and Scott (2004) stated experience quality was affective responses to tourists' desired psychological benefit. And their research results confirmed that tourists did seek certain psychological benefits when they took part in tourism activities and those benefits had affected on their satisfaction. Cole and Illum (2005) also found the direct effect of experience quality on overall satisfaction when adapted Cole and Scott (2004)'s study. Kao et al. (2008) examined the relationship between experience quality and satisfaction then verified there was a positive relationship between two variables. Papadimitriou (2013) found experience quality had the stronger effect on satisfaction than other factors in a festival context.

The findings of this study also revealed that experience quality had stronger impact on tourists' satisfaction than destination image and perceived value. But in a relevant previous study, Jin, Lee and Lee (2015) found destination image had the stronger effect on satisfaction than experience quality and perceived value in the context of water park tourism. The reason could be they adopted the measurement scale of experience quality from Kao et al. (2008), which consist of immersion, surprise, participation and fun. This study adopted the measurement scale from Otto and Ritchie (1996), which consist of hedonic, peace of mind, involvement, and

recognition. Kao et al. (2008)'s scale was only used to exam the relationship between experience quality and satisfaction in a theme park tourism context which is suitable for Jin, Lee and Lee (2015) to apply into a similar field. But Otto and Rithie (1996)'s scale was exercised to measure experience quality in different tourism industries, such as attractions, hotels, aviation. It is much fitter for this study.

Since the result indicated that experience quality had the strongest effect on tourists' satisfaction, it is suggested that future researches pay more attention to experience quality. When establish a conceptual framework in tourism field, experience quality can be an important factor to be analyzed. Moreover, the measurement of experience quality is not limited to the scale that this study has mentioned, a measurement scale that accord with reality of different situations shall be considered.

5.2.4 The effect of satisfaction on willingness to pay more

In testing hypothesis 4, it was found that satisfaction has a significant effect on one's willingness to pay more. Some scholars stated that the condition for customer willingness to pay more for a product or service is to satisfy customers' needs (Vlosky et al., 1999). Finkelman (1993), Reichheld and Sasser (1990) also supported the idea that satisfied customers are willingness to pay higher prices. In the study of Bako national park, Affizzah et al. (2006) had used satisfaction as a benchmark to measure willingness to pay, the finding showed a positive impact of satisfaction on willingness to pay. In the case study of suburban parks, López-Mosquera and Sánchez (2014) also found satisfaction is one of the determinants of willingness to pay more. The

hypothesis result of Baker and Crompton's (2000) study towards outdoor recreation had confirmed satisfaction had significant effect on willingness to pay more as well.

However, there were some studies that not support the relationship between satisfaction and willingness to pay. Lu and Hsiao (2010) found there was no significant effect of satisfaction on intention to pay social networking sites subscription fees in Taiwan. Papadimitriou (2013) also found satisfaction had significant effect on customer loyalty but had no effect on willingness to pay more for attending the festival. The reason could be these researches were not studied in the context of tourism. In addition, this study conducted the survey in Bangkok while others did not.

Based on the discussion above, the summary of hypothesis results in previous relevant research is shown in Table 5.1.

Table 5. 1 Summary of Hypothesis Results in Previous Relevant Studies

	H1	H2	H3	H4
Chi and Qu (2008)	√			
Lee (2009)	√			
Chen and Phou (2013)	√			
Kim, Holland and Han (2013)	√	√		
Ghanian et. al (2014)	√	√		
Ramseook-Munhurrun et. al (2014)	√	√		
Pub (2014)	√			
Petrick (2004)		√		
Callarza and Saura (2006)		√		
Sanchez, et al (2006)		√		
Kwun (2011)		√		
Lu and Hsiao (2010)		√		×
Lai and Chen (2011)		√		
Bradley and Sparks (2012)		√		
Bajs (2015)		√		
Cole and Scott (2004)			√	
Cole and Illum (2005)			√	
Kao et al. (2008)			√	
Chen and Chen (2010)		√	√	
Papadimitriou (2013)			√	×
Baker and Crompton (2000)				√
Homburg (2005)				√
Affizzah et al (2006)				√
López-Mosquera and Sánchez (2014)				√
Jin, Lee and Lee (2015)	√	√	√	

5.3 Implication

The findings in this paper offer an insight into the factors that can influence the willingness of tourists visiting Bangkok to pay more for visiting this popular tourist destination. These findings might be beneficial to business leaders in Bangkok's tourism industry, as well as Thai government officials who regulate this industry. It was found in the survey results that if they are more satisfied, then they are more willing to pay more to visit Bangkok, and that satisfaction can be enhanced by increases in destination image, perceived value and experience quality.

5.3.1 Enhance Satisfaction by Improving Destination Image

Tourism managers and marketers in Bangkok should make every effort to improve destination image. Chi and Qu (2008) argue that once a destination image comes into being, it is hard to change. Thus, it is essential to build and maintain a positive image of a destination. Promotion of a positive destination image will make tourists feel more satisfied and increase their willingness to pay more for visiting. Tourism industry business managers should be able to recognize which tourism offerings can be improved or adjusted.

There is a wide recognition by tourists that image of entertainment and social environment of Bangkok are good due to the higher mean value of these two dimensions. It is recommended that tourism organizations should focus on these aspects in an effort to attract more travelers.

There is room for improvement of environment and infrastructure since there was a segment of the participants had given low score for these two dimensions. The tourism organization should cooperate with other government sectors to improve city image by strengthening the aspects of environment and facilities. Such as strengthening the overall quality of roads, improving local traffic congestion, and keeping the environment uncluttered.

5.3.2 Enhance Satisfaction by Increasing Perceived Value

The study proved that perceived value had significant effect on tourists' satisfaction. This study suggests marketers should pay attention to both functional value (product value/quality, monetary value) and affective value (emotional value, social value).

The training of tourism service providers is necessary according to the impact of product value to tourists. The whole tourism industry should achieve an acceptable standard of quality, and keep consistency. Meanwhile, the monetary value should not be neglected. Sanchez et al (2006) stated that price played a fundamental role in the process of evaluating value, it acts not only before but also after the consumption. Managers in the tourism industry should monitor costs, and offer products and services at reasonable prices for tourists.

Price discounts are not the only means of generating value for consumers. Sweeney and Soutar (2001) demonstrated that emotional value and social value have an impact on consumers' decision-making process. Emotional value is generated from travel experience; social value is generated from motivation, a need to belong to certain social groups. Marketers should segment the market according to the different desires of tourists. They could abandon a traditional, sales-oriented strategy for a strategy that considers more dimensions of value.

5.3.3 Enhance Satisfaction by Increasing Experience Quality

This study showed a stronger effect of experience quality on satisfaction than destination image and perceived value. This is because tourists participate in tourism activities in search of psychological benefits (Cole & Scott, 2004). Tourism industry managers and marketers need to find ways of heightening tourists' experience quality in terms of hedonics, peace of mind, involvement and recognition.

Although it is impossible to control all the dimensions that formed experience quality, it is possible to manage tourism products and service providers who can create fun and pleasure consumption experience for tourists. Therefore, tourism authority should cooperate with private companies in order to enhance the overall quality of tourists' experiences.

With a relatively low mean value in descriptive result, the peace of mind is an element must be cared for. It is suggested tour agencies, hotel, and telecommunication companies should make better efforts to protect customer privacy, avoid disclosing customer information. Furthermore, tourist police should strengthen the management of public security, prevent and remove potential security issues.

In order to improve tourists' involvement, the tourism authority could organize more culture events, attract tourists' attention and increase the involvement by offering a convenient channel for participation. Furthermore, tourism authorities could develop new scenic spots, and thus create new options and incentives for travelers.

5.3.4 Increase Willingness to Pay by Enhancing Tourists Satisfaction

In order to strengthen the overall satisfaction level, and thus enhance tourists' willingness to pay more fee for visiting, related tourism organizations and companies should co-operate together, make the improvement from five aspects, which are attractions, activities, amenities, accommodation, and accessibility.

From the aspect of attraction, first, related tourism organizations can increase training for attractions narrators, improve language skill and debriefing skill of narrators to help tourists understand well about historic culture that the scenic spot represented. Second, tourism sector should strengthen construction of scenic spots, maintain the unique and authentic characters of scenic spots.

From the aspect of activities, tourism authorities could advertise more cultural festivals through both official websites and other channels that international tourists

could access. Such as films about tourism destinations featuring international celebrities, it is more likely to have greater and longer appeal to tourists all over the world. The Songkran festival is the most familiar Thailand traditional festival for tourists, besides the Songkran, there are also many other traditional festivals in Thailand that can be organized for visitors to participating in, such as the Wan Khao Phansa and the Loi Krathong festival. In addition to this, concerts and Thai food festivals could be organized.

For amenity, related companies can increase the coverage range of free WIFI network, for better serve the visitors' need. In the result of descriptive statistic, "public toilet" got the lowest mean value in satisfaction category. It was indicated that many respondents felt dissatisfied with the quality of public toilets in Bangkok. Public health departments should put effort on improvement of the hygiene of public toilet, especially those at bus station, airport, shopping mall, and scenic spots, where many visitors frequent.

Accommodation is one of the dimensions for measuring satisfaction in this study. It also plays an important role in tourists' satisfaction. It is advised that the hotel practitioners are service minded, in order to provide complete hospitality service to customers.

For accessibility, customs officials should simplify immigration procedures and thus reduce visitors' waiting times at customs counters. Placing sign boards around attractions to guide visitors would also be beneficial. In addition, there is a need for more tourist information centers in the city.

5.4 Limitation of the Study and Suggestion for Future Research

1. This study was limited to tourists who were visiting Bangkok during a short time period. Due to limitations in terms of population and time, the findings of this study cannot be generalized to other tourism destinations. Other destinations and different sampling periods should be considered in future studies.

2. In this study, destination image, perceived value, and experience quality were identified as the antecedents of satisfaction and one's willingness to pay more.

However, there might be other factors that affect those two variables. Other predictors such as trust, motivation and expectation should be explored in future studies.

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APPENDIX A

4.3.1 Test result of difference on willingness to pay more between gender groups.

Table of Analysis of Gender by Using T-test

Gender	Frequency	Mean	Std. Deviation
Male	191	3.44	.99
Female	209	3.55	.92

Note: Dependent Variable: Willingness to Pay More

Table of the Result of T-test for Gender groups

	Levene's Test for Equality of Variances		t-test for Equality of Means		
	F	Sig.	t	df	Sig.(2-tails)
Equal variances assumed	1.615	.205	-1.194	398	.233
Equal variances not assumed			-1.191	388.267	.235

Note: Dependent Variable: Willingness to Pay More

An independent sample t-test was applied to test whether there was a significant difference between male and female visitors corresponding to willingness to pay more for visiting. The result revealed that there was no significant difference between male and female, since the p value greater than 0.05 ($t=-1.194$, $df=398$, $p=.233$).

4.3.2 Result of difference on willingness to pay more between age groups.

Table of the Analysis of Age by Using one-way ANOVA

Age	Frequency	Mean	Std. Deviation	F	Sig.
below 21	36	3.4167	1.08	.167	.955
21-30	139	3.5348	.87		
31-40	122	3.4836	.94		
41-50	65	3.4564	.99		
above 50	38	3.5351	1.10		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was used to exam whether there were significant differences among age groups in relation to willingness to pay more for visiting the destination.

And the result showed that there were no significant differences among age groups (F=.167, p=.955).

4.3.3 Result of difference on willingness to pay more between education groups

Table of the Analysis of Education by Using one-way ANOVA

Education Level	Frequency	Mean	Std. Deviation	F	Sig.
elementary	7	3.00	.94	1.776	.133
high school	59	3.40	1.04		
bachelor	192	3.44	.93		
master	119	3.58	.91		
doctor or higher	23	3.86	1.03		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was used to exam whether there were significant differences among education groups in relation to willingness to pay more for visiting the destination. And the result showed that there were no significant differences among education groups (F=1.776, p=.133).

4.3.4 Test result of difference on willingness to pay more between income groups

Table of the Analysis of Income by Using one-way ANOVA

Monthly Income (Bath)	Frequency	Mean	Std. Deviation	F	Sig.
10,000 or less	41	3.39	.99	.320	.865
10,001-20,000	53	3.45	.88		
20,001-30,000	82	3.56	.93		
30,001-40,000	104	3.46	.83		
more than 40,000	120	3.53	1.09		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was used to exam whether there were significant differences among income groups depend on willingness to pay more for visiting the destination. And the result showed that there were no significant differences among monthly income groups (F=.320, p=.865).

4.3.5 Result of difference on willingness to pay more between occupation groups

Table of the Analysis of Occupation by Using one-way ANOVA

Monthly Income (Bath)	Frequency	Mean	Std. Deviation	F	Sig.
company employee	111	3.47	.94	.415	.798
self-employed/Businessman	62	3.40	.91		
civil servant or professional	70	3.55	1.03		
student	74	3.45	.98		
others	83	3.58	.93		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was used to exam whether there were significant differences among occupation groups depend on willingness to pay more for visiting the destination. As the result showed that there were no significant differences among occupation groups ($F=.415$, $p=.798$).

4.3.6 Result of difference on willingness to pay more between marital status groups

Table of the Analysis of Marital Status by Using one-way ANOVA

Marital Status	Frequency	Mean	Std. Deviation	F	Sig.
single, never married	184	3.43	.98	1.751	.138
married/domestic partnership	158	3.58	.89		
widowed	5	3.87	.18		
divorced	33	3.23	1.08		
seperated	20	3.75	1.00		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was used to test whether there were significant differences among marital status groups in relation to willingness to pay more for visiting the destination. As the result showed that there were no significant differences among marital status groups ($F=1.751$, $p=.138$).

4.3.7 Test result of difference on willingness to pay more between race groups

Table 4.19 Analysis of Race by Using one-way ANOVA

Marital Status	Frequency	Mean	Std. Deviation	F	Sig.
Asian	135	3.50	.87	2.760	.018
African	32	3.14	1.04		
North American	59	3.69	.97		
South American	38	3.37	.89		
European	96	3.66	.93		
Australian / Oceanian	40	3.23	1.11		

Note: Dependent Variable: Willingness to Pay More

A one-way ANOVA was applied to test whether there were significant differences among race groups in relation to willingness to pay more for visiting the destination. Based on the result, it was indicate that there were statistically significant differences among tourists in different races, since the p value was less than 0.05 (F=2.760, p=.018).

4.3.8 Summary of demographic analysis

Summary of demographic analysis

Demographic	P value	Show sig. differences across groups
Gender	.233	×
Age	.955	×
Education	.133	×
Income	.865	×
Occupation	.798	×
Marital Status	.138	×
Race	.018	√

Based on the table above, only race showed significant differences among groups in relation to willingness to pay more due to the p value was less than 0.05. Other demographic factors showed there were no statistically significant differences between groups due to the p value were all greater than 0.05.

APPENDIX B
QUESTIONNAIRE

QUESTIONNAIRE

This survey is intended to study the factors affecting international tourists' satisfaction and willingness to pay an entry fee for visiting Bangkok. It is part of my thesis at the University of Thai Chamber of Commerce. Your opinions are valuable for the study.

Section 1 General Information of Respondents

Please check only one answer by marking **X** in the box that most represent your background.

1. Gender

- Male
- Female

2. Age range

- Below 21
- 21-30
- 31-40
- 41-50
- Above 50

3. The highest level of education that you received.

- Elementary
- High school
- Bachelor degree
- Master degree
- Doctor degree or higher

4. Approximate monthly income in Thai Baht

- 10,000 Baht or less
- 10,001-20,000
- 20,001-30,000
- 30,001-40,000
- More than 40,000

5. Occupation

- Company employee
- Self-employed/Businessman
- Civil servant or professional
- Student
- Others

6. Marital Status

- Single, never married
- Married / domestic partnership
- Widowed
- Divorced
- Separated

7. Please specify your race

- Asian
- African
- North American
- South American
- European
- Australian or Oceania

Section 2

Bangkok image

Please indicate your agreement level with the following statements.

(1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree.)

Please mark your answer by marking **X** in the corresponded column.

Destination Image	1	2	3	4	5
Nature Environment					
The scenery of the city is beautiful					
The city is clean					
Bangkok is a city with pleasant climate					
Infrastructure					
Bangkok has quality roads					
The public transport system is good					
Bangkok has good capacity of being a traffic hub of Thailand					
Entertainment					
Bangkok has a great nightlife					
Bangkok is a good shopping place					
Bangkok has varied gastronomy					
Social environment					
The people are friendly					
The people are hospitable					
The people here have a different culture and customs					

Perceived Value of Bangkok

Please indicate your agreement level with the following statements.

(1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree.)

Please mark your answer by marking **X** in the corresponded column.

Perceived Value	1	2	3	4	5
Emotional Value					
I feel excited while visiting Bangkok.					
I feel good on this trip					
I enjoy this trip					
Price/Value for Money					
Traveling in Bangkok is value for money					
Traveling in Bangkok cost reasonable price					
The cost was the main criterion for the decision of traveling to Bangkok					
Social Value					
Many people that I know have traveled to Bangkok					
Taking this trip would change the way I am perceived by others					
Taking this trip would make a good impression on other people					
Quality					
The tourism in Bangkok has an acceptable standard of quality					
The tourism in Bangkok has consistent quality					
The result was as expected					

Experience Quality of Bangkok

Please indicate your agreement level with the following statements.

(1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree.)

Please mark your answer by marking **X** in the corresponded column.

Experience Quality	1	2	3	4	5
Hedonics					
I am doing something memorable that enriches my life					
I am having a “once in a lifetime” experience					
After travelling in Bangkok, I can share memories of my trip					
Peace of mind					
Visiting Bangkok makes me feel a sense of personal security					
Visiting Bangkok makes me feel that my property is safe					
Visiting Bangkok makes me feel that my privacy is assured					
Involvement					
I was educated and informed about where I visited					
That I am involved in the process of this trip					
That I have control over the outcome					
Recognition					
A sense of cooperation from others					
That I am important					
That I am being taken seriously					

Satisfaction

Please indicate your satisfaction level with the following statements.

(1= strongly dissatisfied; 2=dissatisfied; 3=neutral; 4=satisfied; 5=strongly satisfied.) Please mark your answer by marking **X** in the corresponded column.

Satisfaction	1	2	3	4	5
Attractions					
Well-kept and restored sites					
Unique and authentic sites					
Knowledgeable sites for visitors					
Activities					
Availability of a variety of activities					
Organization of cultural events					
Interesting events/festivals					
Amenities					
Telecommunication service (e.g. Internet, WIFI, Telephone services)					
Bank service (e.g. Money exchange, ATM)					
Public toilets					
Accommodation					
Availability of accommodation					
Quality of accommodation					
Hospitality of hotel staffs					
Accessibility					
Clear and helpful directions to show around attractions					
Availability of information for tourists					
Check-in/check-out process at the airport					

Willingness to pay more for visiting Bangkok

If Thailand is going to charge foreign tourists an entry fee of 360 Baht, are you willing to pay more fees for visiting Bangkok next time?

Please indicate your agreement level with the following statements.

(1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree.)

Please mark your answer by marking **X** in the corresponded column.

Willingness to Pay More	1	2	3	4	5
I will pay a higher fee to visit Bangkok, despite other competing destination's price being lower					
I will continue to come to Bangkok, even if the fee is increased					
I am willing to spend extra than the original plan to experience Bangkok					

[*Thank you for your time*]