

The Satisfaction of International Tourists toward Thai Economy and Bangkok's Attributes

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Abstract : This research attempts to explore the satisfaction of international tourists toward Thai economy and Bangkok attributes. Due to tourism industry provides high rate of revenue for Thailand, and the outcome from this business drives every sections of Thailand. Unfortunately, some incidents in the country, such as some turmoil, have ruined the city's image which obviously impacts to tourism industry. Hence, this survey was established to better understand the tourist's satisfaction in these matters. The size of this research was 400 international tourists who visit Bangkok, Thailand during the 1st - 20th March 2009 and age between 20 - 65 years. The results reveal that tourists satisfy with all of Bangkok's attributes including general attractions, heritage attraction, maintenance factors and cultural attraction. Also, tourists' perception toward Thai politics is significantly related to their satisfaction of Bangkok's attributes but their perception toward Thai economy is not significantly correlated to their satisfaction of Bangkok's attributes.

Keywords : Bangkok's attributes, satisfaction of international tourists, Thai economy, and tourism industry

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