

Relationship between Hofstede's Cultural Dimensions and Tourism Product Satisfaction

Authors : Thanawit Buafai, Siyathorn Khunon

Abstract : This paper aims to explore the satisfaction levels of tourism product components on the island of Samui by studying the cultural dimension relationships of Hofstede's classic theory. Both the six Hofstede cultural dimensions and tourism production satisfaction measures have been of interest worldwide. Therefore, the challenge of this study is to re-confirm previous research results in the ever-changing current contexts of the modern globalized business era. Self-rated questionnaires were employed to collect data from six nationalities of tourists in Samui, totaling 386 samples. The reliability of this research methodology was 0.967. Correlation was applied to analyze the relationships. The results indicate that Masculinity is significantly related to tourism destination satisfaction for every factor, while the other five cultural dimensions are related to some factors of tourism satisfaction. Surprisingly, tourist satisfaction toward the bar/restaurant factor is significantly correlated with all six cultural dimensions.

Keywords : cultural dimensions, tourism products, Samui, Thailand

Conference Title : ICHTMM 2016 : International Conference on Hospitality, Tourism Marketing and Management

Conference Location : Copenhagen, Denmark

Conference Dates : August 15-16, 2016