

Three Star Hotels in Sukhumvit Area of Bangkok and the Potential to Be in Tourism Industry Joining the ASEAN Community

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Abstract : The three star hotels in Sukhumvit area of Bangkok and the potential to be in the tourism industry joining the ASEAN Community were studied. The findings revealed that the representative samples satisfy the potential of hotel services at a high level in all aspects. The level of service satisfaction by gender is not different. On the other hand, for different ethnic origins, ages, occupations, levels of education, the satisfaction on the services varies in significance level of 0.05. Factors associated with satisfaction in the services of the hotel include a potential location and environment. It was also found that satisfaction with the service aspects are related as follows: services ($r = .810$), food ($r = .807$), booking service ($r = .768$), room condition ($r = .762$) and security ($r = .756$) which is aligned with the coefficient .826.

Keywords : three star hotel, ASEAN community, potential in tourism industry, Bangkok

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