

An Investigation of Service Quality in Tourism: An Experience of International Tourists in Bangkok, Thailand

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Abstract : The objectives of this research were to study five perceptions of service quality from international tourists who visited Bangkok, Thailand. The independent variables included gender, age, levels of education, occupation, and income while the dependent variables included their opinion on the service provided by employees in Thai tourism. An accidental random sampling method was utilized to get 215 respondents. The respondents were both male and female in the same proportion and most were between 21-40 years old. Most were married and had a graduate degree. The average income of the respondents was between \$20,000-40,000. The findings revealed that the majority of respondents came to Thailand for the first time and spent about 6-8 days in Thailand and preferred to travel in small groups with no children. The five service perceptions of employees in tourism by the international tourists in descending order according to mean were reliable employees, neat and clean employees, polite employees, timely employees, and competent employees.

Keywords : experience, international tourists, service quality, Thailand

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