

Importance of Perceived Values: A Case of Inbound Tourists Revisiting Bangkok, Thailand

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Abstract : The objectives of this research were to study the opinion of inbound tourist concerning the importance of perceived values and their decision to revisit Thailand. An accidental sampling method was utilized to get 200 respondents. The findings revealed that the majority of the respondents were from Europe and Asia which accounted for about 82.5 percent of the total. Approximately 72 percent of the respondents chose to revisit Bangkok once and 28 percent had revisited more than one time. Male and female respondents were approximately the same proportion. In addition, the findings revealed the top three most important perceived values were time, activities, and expenses, whereas the least important perceived values were lodging, knowledge, and night entertainment. The majority of inbound tourists rated the overall perceived value at a medium level of importance since the overall mean was 4.41 which was less than 4.5.

Keywords : perceived values, tourist destination, visiting, Thailand

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