

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 respondent 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

I. INTRODUCTION

Bangkok is the most important source of inbound tourists' revenues for Thailand. Tourism industry is vital in terms of foreign currency and has created jobs for Thailand during the past decades. There are many selling points of Bangkok as the number one source of inbound tourists' revenues such as history, culture, art, business centers, shopping malls, night entertainment, and so forth. However, the factors that can influence the decision of inbound tourists to choose to revisit Bangkok, is customer loyalty. Loyalty is a concept that many researchers believe to be closely related to the level of satisfaction [1]. In other words, highly satisfied tourists often revisit the same tourist destination. The next question is what are the factors that influence the level of satisfaction? Many studies state that destination image, quality of service, and perceived value are among the top three factors. The focus of this research was on the perceived value of the experience of inbound tourists during their trip to

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Bangkok. The idea is to study the important of perceived values that can influence loyalty and choose to visit and revisit to choose to revisit. Therefore, it is important to find the best way to develop the best service to enhance customer's satisfaction as well as customer loyalty to this tourist destination.

II. LITERATURE REVIEW

Perceived value of tourist destination has been one of the key areas of tourism research for many decades. A good and positive perception often enhances the level of satisfaction and leads to tourist destination loyalty. The benefits of having destination loyalty include a steady supply of inbound tourists and steady revenues from these inbound tourists. The study of tourist perceived value is based on the theory of attributions which explains many aspects that tourists may evaluate and rate. It is important to know these attributes that influence the decision to visit or revisit. These attributes may differ from one tourist to the next tourist. Beerli and Martin (2004) categorized these attributes into nine aspects: natural resources, tourist leisure and recreation, natural environment, general infrastructure, cultural history and art, social environment, tourist infrastructure, political and economic factors, and leisure and recreation [2]. These attributes are similar to Chi and Qu (2008) who also had nine different aspects: travel environment, natural attraction, entertainment & events, historic attraction, infrastructure, accessibility, relaxation, outdoor activities, and price & value [3].

III. METHODOLOGY

The objectives of this research were to study the experience of inbound tourists who revisited Bangkok, Thailand and to find out their opinions concerning the importance of perceived values of Bangkok as their tourist destination. Also, this research is aimed to utilize the findings to devise a marketing plan to improve the inbound tourists' satisfaction in the future. The accidental sampling technique and Taro Yamane technique was performed to get a sample group that included 200 inbound tourists who revisited Bangkok, Thailand [4]. An English questionnaire was utilized as the tool for collecting data. Descriptive statistics utilized in this research included percentage, mean, and standard deviation and t-test.

IV. FINDINGS

The findings revealed that the majority of the respondents were from Europe and Asia which accounted for about 82.5 percent. Approximately 72 percent of the respondent had revisited Bangkok once and 28 percent had revisited more than one time. Male and female respondents were approximately

the same proportion or 43.5:56.5 respectively. The majority or about 84 percent had the age between 21-40 years old with a graduate degree and undergraduate degree. The average income was about \$30,001 to \$40,000. The findings revealed that the main objective for traveling to Thailand was to have a vacation, relax, and to visit friends and relatives. The majority of respondents spent about 6-8 days in Thailand. The average expense was about 15,000 baht or 500 US dollars. The majority of inbound tourists preferred to travel in small groups of 3-5 persons with no children. In terms of tourist information, the majority preferred to get information from friends and family, websites, and tour agencies respectively

TABLE I
IMPORTANCE OF PERCEIVED VALUES

	Mean	S.D.	Rank
Attributes			
1. The trip in Thailand was a good value	4.46	0.625	6
2. The activities I participate was a good value	4.61	0.522	2
3. The time I spent in Thailand was a good value	4.66	0.525	1
4. The expenses I paid for was a good value	4.58	0.662	3
5. The service quality I received was a good value	4.36	0.692	7
6. The experience I gained was a good value	4.54	0.666	4
7. The knowledge I gained was a good value	4.25	0.633	9
8. The food in Thailand was a good value	4.49	0.809	5
9. The lodging in Thailand was a good value	4.27	0.614	8
10. The night entertainment was a good value	3.97	0.842	10
Overall	4.41	0.659	

The findings from TABLE I 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. For these perceived values to be rated as “very important”, the mean score must be more than 4.5. There are only four perceived values that had been rated as very important. The first one “the time I spent in Thailand was a good value” was rated with a mean of 4.66 and 0.525 SD. The second one, “the activities I participated in Thailand was a good value” was rated with a mean of 4.61 and 0.522 SD. The third one, “the expenses I paid for in Thailand for was a good value” was rated with a mean of 4.58 and 0.662 SD. Finally, the fourth one, “the knowledge I gained from the trip in Thailand for was a good value” was rated with a mean of 4.49 and 0.809 SD.

V. DISCUSSION

From the findings, it can be concluded that the majority of inbound tourists rated the overall perceived value as a medium level of importance since the overall mean was 4.41 which was less than 4.5. The time spent as well as activities had a high ranking level of importance. This finding disagreed with the study of Kevin Wongleedee which reported that food and lodging often had been rated at a high level of importance as well as high level of satisfaction [5]. However, the findings disclosed that night entertainment had a low ranking level of importance. From an in-depth interview, the inbound tourists focused to visit many places that provided the value of history, art, and culture rather than night entertainment. The night entertainment drew a different kind of tourist who were interested to find an escort friend in Thailand which is a fact known to both domestic tourists and international tourists.

VI. FUTURE STUDIES

Since the research had to sample only the inbound tourists who revisit Thailand, it was done with difficulty. The major limitation of this paper came from the sampling technique which used mainly accidental sampling from a limited group of tourists which may not represent the overall opinion of the mainstream international tourists. Therefore, the findings may not be generalized to represent a true opinion of inbound tourists in Thailand. Hence, future research should use random sampling technique with a large and diverse inbound tourist groups. In addition, future studies should implement an in-depth interview to confirm the opinion of the inbound tourists.

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