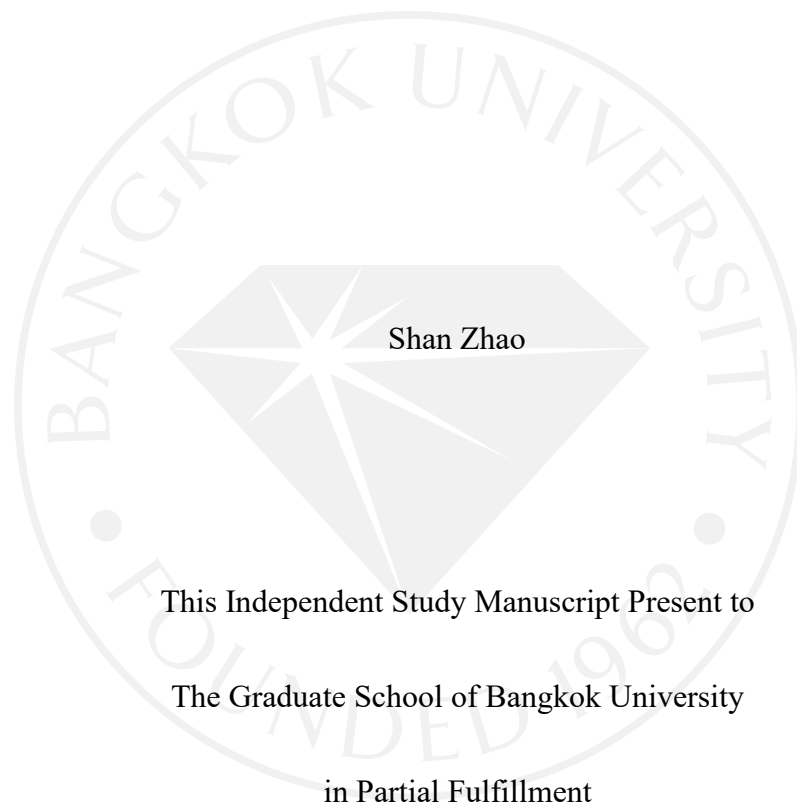


FOOD, ACCOMMODATION, TOURIST ATTRACTION,  
TRANSPORTATION AND SHOPPING IMPACTING CHINESE TOURISTS'  
SATISFACTION IN VISITING THAILAND



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SATISFACTION IN VISITING THAILAND



This Independent Study Manuscript Present to  
The Graduate School of Bangkok University  
in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2019



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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: FOOD, ACCOMMODATION, TOURIST ATTRACTION, TRANSPORTATION  
AND SHOPPING IMPACTING CHINESE TOURISTS' SATISFACTION IN  
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January 25, 2020

Zhao, S. M.B.A., January 2020, Graduate School, Bangkok University.

Food, Accommodation, Tourist Attraction, Transportation and Shopping Impacting Chinese Tourists' Satisfaction in Visiting Thailand (57 pp.)

Advisor: Nittana Tarnittanakorn, Ph.D.

### **ABSTRACT**

This independent study was aimed at exploring food, accommodation, tourist attraction, transportation and shopping impacting Chinese tourists' satisfaction in visiting Thailand. The survey questionnaire was applied for collecting the primary data. The sample size was 200 Chinese tourists who had experience in visiting Thailand and were willing to cooperate with the researcher in answering the questionnaire. The results were found that the majority of respondents were females with 19-30 years of age. They were company employees and earned an average monthly income less than 4,000 CNY. Most of them completed bachelor's degree. Based on the findings, tourist attraction in terms of scenic spot and shopping impacted Chinese tourists' satisfaction in visiting Thailand while food, accommodation, tourist attraction in terms of entertainment and shopping had no impact.

*Keywords: Food, Accommodation, Tourist attraction, Transportation, Shopping, Tourists' Satisfaction*

## ACKNOWLEDGEMENT

This independent study cannot be complete without kind advice and great support from my advisor Dr. Nittana Tarnittanakorn. I do appreciate her patience, encouragement, and professional instructions during my independent study writing. I also would like to express my sincere thanks to all my respondents who dedicated their times to complete the questionnaire and also provided feedback for improving this independent study. Special thanks should go to the three experts who have given me a warm help and precious time for my questionnaire. Additionally, my gratitude also extends to my family who have been assisting, supporting and caring for me all of my life. Lastly, I would like to apologize for any inconvenient and hopefully that this research study will be useful for further study including future development in tourism business.

Shan Zhao

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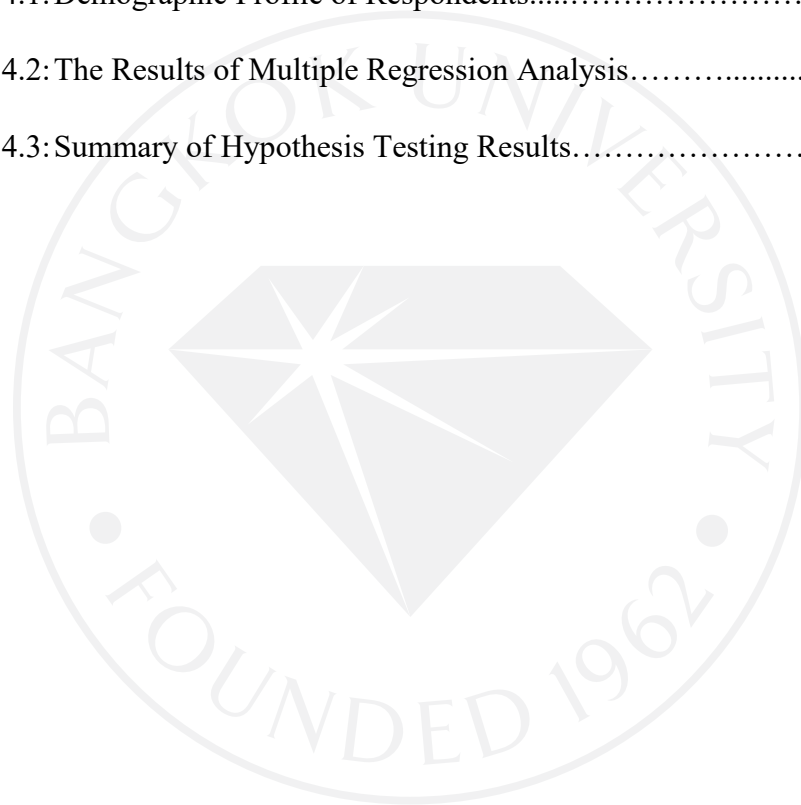
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## **CHAPTER 1**

### **INTRODUCTION**

This chapter provides background and rationales for the study of food, accommodation, tourist attraction, transportation and shopping impacting Chinese tourists' satisfaction in visiting Thailand. Moreover, this chapter will introduce the purpose and significance of this research.

#### **1.1 Rationale and Problem Statement**

In recent years, the demand of Chinese citizens to travel abroad has become increasingly strong with the rapid development of China's economy, the continuous improvement of people's living standards and the improvement of consumer attitudes. In 2018, the number of outbound tourists from Chinese citizens was 149.72 million, an increase of 14.7% over the previous year and ranked first in the world for outbound tourism (National Statistical Office, 2019).

Thailand is one of the first countries to gain Chinese government support for Chinese citizens to travel. In recent years, the exchanges and cooperation between Thailand and China had continued to develop, including economic, cultural, educational and military fields (Embassy of the People's Republic of China in the Kingdom of Thailand, 2019). Thailand is a multicultural and beautiful tropical country that attracts more and more Chinese tourists (Chetanont, 2015). According to the latest statistic of National Statistical Office (2019), in 2015 the number of Chinese tourists traveling to Thailand increased from 4.63 million in 2014 to 7.98 million, an

increase of 72.31%. In recent years, this data has been continuously increasing, reached 8.76 million in 2016 and 9.81 million in 2017. The largest tourism market for Thailand was China and Chinese tourists contributed one-third of the total number of travelers to Thailand (National Statistical Office, 2019). Chinese tourists also were the largest contributor to the lubricate tourism industry of Thailand, with more than 580 billion baht generated from more than 10.54 million tourists in 2018 as shown in table 1.1.

Table 1.1 International and Chinese Tourist Arrival to Thailand (2014-2018)

Year	International Tourist			
	Total	% Growth	Chinese	% Growth
2014	24,809,683	-	4,631,981	-
2015	29,923,185	20.61	7,981,407	72.31
2016	32,529,588	8.71	8,757,646	9.73
2017	35,381,210	8.77	9,805,753	11.97
2018	38,277,300	8.19	10,535,955	7.45

Source: National Statistical Office. (2019). *International Tourist Arrivals to Thailand by Nationality: 2009 - 2018*. Retrieved from <http://statbbi.nso.go.th/staticreport/page/sector/en/17.aspx>

There were many researchers studying the main factors that impact the satisfaction of tourists visiting Thailand. Baguisi, Aung, Yu, Linn and Oo (2015) found that there was a significant difference in the level of satisfaction between tourists from around 2015 and tourists from more than 10 years ago and indicated it was necessary to provide better cleanliness and sanitation in various places. There were also many researchers studying the satisfaction of Chinese tourists toward Thailand. Previous research studied by Choibamroong (2017) illustrated that it was necessary for the income from the tourists to be one consideration in the development of the guideline for promoting tourism in Thailand and it was crucial for government, organizations and business owners to provide Chinese language service to offer assistance to Chinese tourists. In addition, in order to facilitate more and more Chinese tourists, signs and leaflets on the tourist attractions should be provided with a Chinese sign which can guide them how to travel to attractions.

Furthermore, according to Xu, Cui, Ballantyne, and Packer (2013), Thailand owned rich natural tourist attractions which tended to be one of the main factors for Chinese tourists to visit this country. There were several popular tourist attractions in Thailand such as the Grand Palace, Wat Phra Kaew, Doi Suthep, Wat Pho and Ayutthaya Historical Park and so on as shown in Table 1.2 (Iverson, 2017).

Table 1.2: Popular Travel Tourist Attractions in Thailand

<b>Tourist Attraction</b>	<b>Description</b>
The Grand Palace and Wat Phra Kaew	The 94.5-hectare grounds with more than 100 buildings representing the royal history.
Floating Markets Near the Capital	Boats filled with goods provide visitors with a unique shopping experience.
Wat Pho	This temple is one of the largest and the oldest in the capital, which it has a giant reclining Buddha with 46-meter long and 15-meter high.
Chao Phraya River	The Chao Phraya River, is one of the most important waterways in Thailand and there are some famous attractions along its banks.
Red Light Districts	These streets are the most active and interesting areas throughout Thailand.
Doi Suthep	The temple is located on top of the Doi Suthep mountain with some of the most impressive views of Chiang Mai.

(Continued)

Table 1.2 (Continued): Popular Travel Tourist Attractions in Thailand

Tourist Attraction	Description
Elephant Sanctuary	Elephant Nature Park in Chiang Mai which surrounded by mountains is a picturesque animal sanctuary.
Full Moon Party	The party is famous for the large crowd of neon painted and tourists wearing bikinis.
White Temple	The temple is known for its almost complete whiteness, including meditation halls, art galleries, religious relics and more.
Railay Bay	There are four main beaches with some excellent viewpoints and a strikingly blue lagoon.
Maya Bay	This beach is famous for a movie called The Beach. Visitors arrive by boat on this white sand to explore its wonderful scenic.
New Lumpinee Boxing Stadium	Visitors want to witness at least one Thai boxing fight which is considered a national sport of Thailand.

(Continued)

Table 1.2 (Continued): Popular Travel Tourist Attractions in Thailand

Tourist Attraction	Description
Chatuchak Weekend Market	This market is one of the biggest markets in Asia, vendors sell everything and anything visitors could possibly desire.
Khao Yai National Park	Its promise of wildlife and a great number of hiking trails attract more and more visitors. It was not only the first official national park in Thailand, but also was declared a UNESCO World Heritage Site.
Ayutthaya Historical Park	This was the second capital of Siam but destroyed by the Burmese, it was designated a World Heritage Site by UNESCO in 1991.
Sukhothai Historical Park	Many ancient ruins, such as Wat Mahathat are located in this park.

Source: Culture trip. (2017). *20 Must-Visit Attractions in Thailand*. Retrieved from <https://theculturetrip.com/asia/thailand/articles/20-must-visit-attractions-in-thailand/>.

There were so many factors impacting Chinese tourists' satisfaction in visiting



Thailand. If visitors were satisfied with local food, accommodation and transportation system, it would improve the quality of the overall travel experience (Kim & Choe, 2018; Nagy & Carr, 2018; Lumsdon, 2004). Previous research (Xu, Cui, & Ballantyne, 2013) proved that Thailand had rich attractions that were often one of the reasons for Chinese tourists to revisit. Shopping was an essential part of the trip, and visitors would buy souvenirs as evidence of travel and maintain social relationships through souvenirs (Kim & Littrell, 2001). Tourists' destination satisfaction was a powerful indicator of their revisiting and spreading destinations (Christina, Qing, & Hai, 2008).

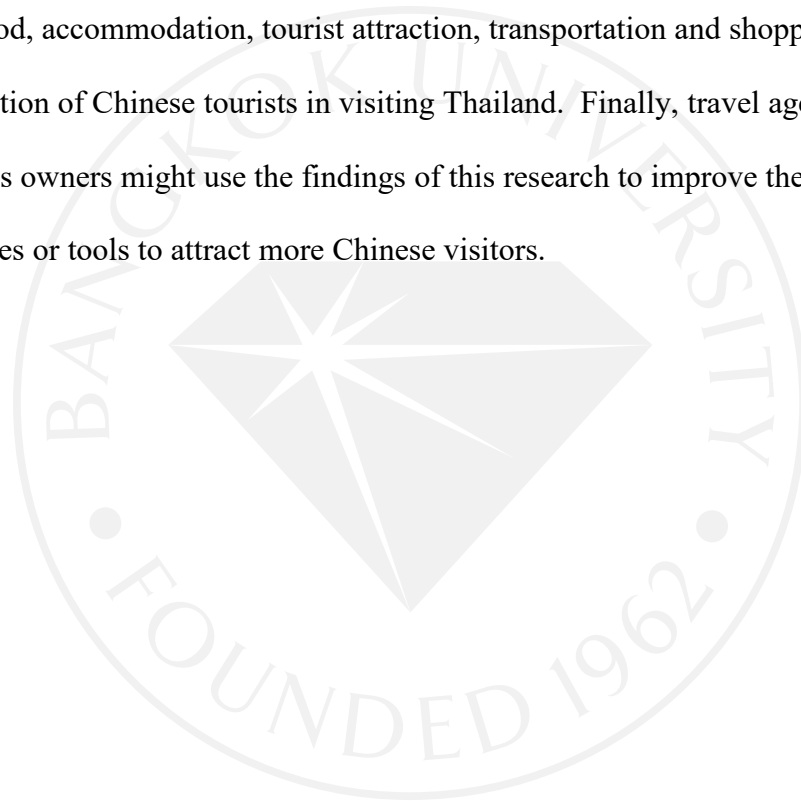
Therefore, It was necessary to conduct a survey on tourism satisfaction in Thailand for Chinese tourists and pay attention to the experience and feedback of their food, accommodation, tourist attraction, transportation and shopping during their stays in Thailand. Government and travel companies should find out the existing problems and put forward corresponding countermeasures, so as to firmly grasp the huge potential of Chinese outbound tourism market. This was the great significance for promoting the sustainable development of tourism in Thailand. At the same time, it would play a good role in promoting cultural exchanges, business cooperation and friendly exchanges between Thailand and China.

## **1.2 Objective of Study**

The main purpose of the study was to investigate the factors impacting tourism satisfaction in visiting Thailand of Chinese tourists. These factors were food, accommodation, tourist attraction in terms of scenic spot and entertainment, transportation and shopping.

### **1.3 Contribution of Study**

This study contributes to the field of marketing in several ways, especially to entertain and enhance the positive experience or satisfaction of Chinese tourists. It was designed to provide statistical evidence about the Chinese tourists' satisfaction in visiting Thailand. Furthermore, Tourists, travel agencies and business owners will have more understanding about the satisfaction of Chinese tourists with Thailand and how food, accommodation, tourist attraction, transportation and shopping impacting satisfaction of Chinese tourists in visiting Thailand. Finally, travel agencies and business owners might use the findings of this research to improve their marketing strategies or tools to attract more Chinese visitors.



## **CHAPTER 2**

### **LITERATURE REVIEW**

The researcher had conducted the literature reviews from the related issues including the theories, theoretical framework and previous research in order to describe the characteristics of the research variables and investigate the relationship among variables. With regard to these concerns, the conceptual framework, the contents of questionnaire and the research hypothesis were derived from this review.

#### **2.1 Related Literature and Previous Studies**

##### **2.1.1 Food**

Food and tourism had always been tightly integrated. A wide variety of producers could satisfy the needs of visitors, including food factories, retailers, hotels, restaurants, attractions, farmers' market and food fair (Hall & Sharples, 2003). Food contributed to the national economy of tourist destination which was a vital part of tourism development (Elmont, 1995) and identity and culture could be presented through a food experience (Dindyal, 2003). Some food and meals experiences on holiday are memorable and wonderful; it provides more than just the functional purpose of filling the tourists' stomach. Local food and meals could attract visitors interested in food (Sim, 2009) and recent years more and more tourists preferred food tourism which was tourists would interact with destinations through the medium of food (Ellis, Park, Kim, & Yeoman, 2018). Researchers had shown that food experience was one of the important sources of satisfaction for travelers (Getz, 2000; Hall & Mitchell, 2001; Hall & Sharples, 2003; Ignatov & Smith, 2006) and importing

food or changing the taste to suit the major tourists group played a key role in travelers' satisfaction (Nield, Kozak, & LeGrys, 2000). Rimmington and Yuksel (1998) showed that the most significant factor impacting on tourists' revisit intention in Turkey was food service.

### **2.1.2 Accommodation**

Accommodation was one of the basic needs for any tourism activity. The basic characteristics of hotel included well service, good security, cleanness and effectiveness (Ninemeier & Perdue, 2006). In a competitive hospitality industry offered familiar services, those who wanted to attract customers must be able to meet the needs of customer better than their competitors and the top three factors impacting on satisfaction of customers were staff quality, room qualities and value (Choi & Chu, 2001). Oh and Parks (1997) mentioned that a hotels with quality service would ultimately increase its profitability. Charmayne (2013) enumerated some strategies that could be used to improve customer satisfaction such as adequate and reasonable price policy, sufficient security, satisfaction management, customer feedback management, quality service delivery, employee training and retraining, etc. In addition, the price of group travel would affect the expectations and satisfaction of Chinese tourists for accommodation (Choibamroong, 2017).

### **2.1.3 Tourist Attraction**

Tourist attraction could be defined as a long-lasting building that can be natural or cultural, developed and offered to visitors for different purpose such as relaxation, recreation, adventure or education (Stevens, 1991).

### **2.1.3.1 Scenic Spot**

Thailand owned rich natural tourist attractions such as island, seashore, mountains and other natural scenic spots which tended to be one of the chief attractions for Chinese travelers to visit and revisit (Xu, Cui, & Ballantyne, 2013). Greg (2001) pointed out that cultural attractions were formed by heritage sites and art attractions. The results of Vanessa, Prateep and Diyah's (2011) study showed that tourists from Thailand were interested in cultural heritage attractions and religious value, history and cultural are the main attraction of cultural heritage tourist attractions.

### **2.1.3.2 Entertainment**

Besciu (2013) defined that entertainment was activities of watching movies, sports competitions, variety shows, dancing, visiting theme parks etc. The content of entertainment activities determines the popularity of entertainment (Besciu, 2013). Adeboye (2012) stated that entertainment tourism was becoming more popular in the world today and the entertainment industry attracted a great many of tourists who are looking for a fun time throughout the world. According to an article by CNN in 2014 called "The World's Best Nightlife City", one of the top ten nightlife cities in the world was Bangkok (Manson, 2014). A book named the rough guide to Thailand mentioned that Thai boxing was a sport that was worthy of being a cultural experience even if you were not interested in your own sports (Gray & Ridout, 2001). Maneenetr, Tran, and Sangsrirueng (2014) pointed out that ladyboy cabaret show was an entertainment activity suited for the whole family.

#### **2.1.4 Transportation**

Tourism was all about travel, it could not separate from transportation which played an important role in its operation (Sorupia, 2005) and transportation was one of the most vital factors that guided the tourism industry to success. (Palhares, 2003). Page and Lumsdon (2004) argued that the transportation system of tourist destinations has an impact on the travel experience, which explained the way people travel and the reasons they choose different forms of vacation, destination and transportation. Transportation was a core factor in connecting tourism demand and supply (travelling to and from destinations), as well as a significant element in determining the attractiveness of a destination, which would affect demand (Truong & Shimizu, 2017). Good transportation to destinations and at destinations could reduce travel costs and make destinations more accessible (Masson & Petiot, 2009). Gunn and Var (2002) revealed the convenience of transportation made travelers travel more comfortable and easier. Thailand was one of the world's most traffic congested country and traveling during peak hours was a challenge (Marks, 2019).

#### **2.1.5 Shopping**

Shopping as an essential travel activity was an important part of the travel experience (Correia & Kozak, 2016) and was a large component of tourists' consumption (Lloyd, Yip, & Luk, 2011). Timothy (2005) noted in his book, the purchase experience became part of the travel experience, and the purchased items could recall the time, the background and scene of purchase. This might be special when the background and scene of the purchase was quite different from daily purchase. Kim and Littrell (2001) presented travelers preferred to keep souvenirs as

evidence of their trip and maintain social relationships via giving souvenirs as gifts. Chinese tourists were well known for their purchasing power in the global travel market (Xu & McGehee, 2012) and most Chinese tourists considered that gifts should be purchased for family members, friends and close colleagues during their travels (Li, Lai, Harrill, Kline, & Wang, 2011). Hauglann (2019) argued that shopping in Bangkok blended the best in the West with cultural uniqueness of the East.

### **2.1.6 Satisfaction**

Oliver (1997) defined satisfaction as the degree to meet the demand at the end of the purchase. Satisfaction was also considered as the feeling of pleasure, excitement or disappointment of a person, which was produced by comparing the perceived performance of the product with his or her expectations. Perceived value was a key prerequisite for satisfaction, comparing customer benefits with monetary and non-monetary sacrifices (Lee, Yoon, & Lee, 2007). Tourists' satisfaction was not only reflected in the experience of tourist destinations, but also reflected whether people are satisfied with the treatment of people at destinations (Um, 2006). In the management of tourist destinations, it was very important and necessary to improve the satisfaction of tourists and the willingness to return (Yoon & Uysal, 2005). In terms of the continued development of destination tourism, research on tourist satisfaction was of paramount importance (Lather et al., 2012).

## **2.2 Hypothesis Statement**

Based on the previous research on related factors and theories, this research aims to focus on the Chinese tourists' satisfaction in visiting Thailand. The research hypotheses are generated as follows:

H1: There was an impact of food on Chinese tourists' satisfaction in visiting Thailand.

H2: There was an impact of accommodation on Chinese tourists' satisfaction in visiting Thailand.

H3: There was an impact of tourist attraction on Chinese tourists' satisfaction in visiting Thailand.

H3.1: There was an impact of tourist attraction in terms of scenic spot on Chinese tourists' satisfaction in visiting Thailand.

H3.2: There was an impact of tourist attraction in terms of entertainment on Chinese tourists' satisfaction in visiting Thailand.

H4: There was an impact of transportation on Chinese tourists' satisfaction in visiting Thailand.

H5: There was an impact of shopping on Chinese tourists' satisfaction in visiting Thailand.

### **2.3 Conceptual Framework**

The conceptual framework of food, accommodation, tourist attraction, transportation and shopping impacting Chinese tourists' satisfaction in visiting Thailand was illustrated as figure 2.1.



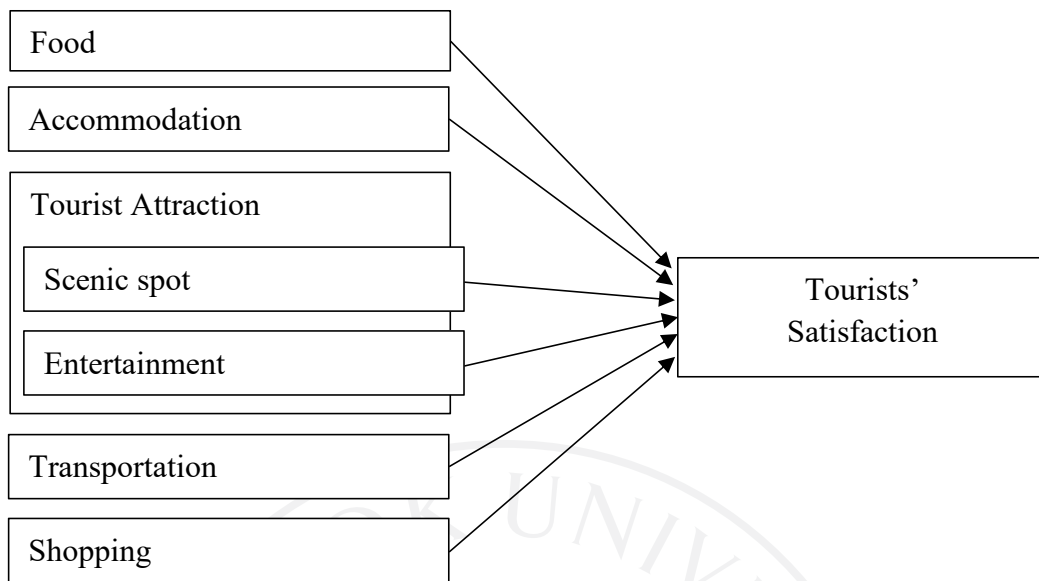


Figure 2.1: The Conceptual Framework of Factors Impacting Chinese Tourists' Satisfaction in Visiting Thailand

The conceptual framework in this study illustrated the relationship between the independent value: a) food (Choea & Kim, 2018), b) accommodation (Nagy & Carr, 2018), c) tourist attraction in terms of scenic spot (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013) and entertainment (Choibamroong, 2017), d) transportation (Hacıa ,2016), e) shopping (Kim, 2018) and the depend variable of tourists' satisfaction (Agyeiwaah, Adongo, Dimache, &Wondirad, 2016).

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter covered search design, population and sample selection, research instrument and statistics for data analysis. The details of the research methodology procedure were described as follows:

#### **3.1 Research Design**

The researcher has adopted the technique of quantitative approach to study the factors impacting Chinese tourists' satisfaction in visiting Thailand. The questionnaire was used as a survey tool, constructed using relevant theories and previous research methods, and approved by three professionals.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Population**

Populations of this research were Chinese tourists who had experienced in visiting Thailand, regardless of their genders, ages, occupations, incomes and educational background. According to statistics of Ministry of Culture and Tourism (2019), more than 10.54 million Chinese tourists visited Thailand in 2018.

##### **3.2.2 Sample Size**

After conducting a pilot with 40 respondents and inputting the data to Statistical Package for the Social Sciences (SPSS), the partial  $R^2$  was estimated. Then G\*Power version 3.1.9.4 (Erdfelder, Faul, & Buchner, 1996) was used to compute the sample size of the study. Based on the power ( $1-\beta$ ) of 0.95, alpha ( $\alpha$ ) of 0.05, test

predictor number of 6, effect size of 0.1128422, and partial  $R^2$  of 0.1014, the result was 192. Then, the total sample size of 200 was implemented for the field survey.

### **3.2.3 Sample Selection**

The target sample was Chinese tourists who had experienced in visiting Thailand and was willing to cooperate with the researcher in answering the questionnaire. The survey method was convenience sampling selection by sending the online questionnaire to Chinese tourists. The online survey questionnaires with a screening question were distributed to the target sample by posting on WJX and Mafengwo for collecting data. WJX was one of the famous Chinese websites for collecting data online (Li, 2016) and Mafengwo was one of the famous websites for sharing travel information by whom traveled all over the world (China Webmaster, 2019).

### **3.3 Research Instrument**

In this study a close-ended survey questionnaire based on related theories and previous studies was used as research instrument to collect. The questionnaire was translated into Chinese language data, in order to make it easier for Chinese tourists to understand and answer the questions. This research questionnaire consisted of the following three sections:

Section 1: Questions on basic background information of respondents

Section 2: Questions on factors impacting Chinese tourists' satisfaction in visiting Thailand

Section 3: Questions about Chinese tourists' satisfaction in visiting Thailand

In the first section, closed-end format was used for personal information;

gender, age, occupation, income, education background, number of visiting Thailand, and type of travel. In the second section was questions asking about food (F), accommodation (A), tourist attraction in terms of scenic spot (SS) and entertainment (E), transportation (T), and shopping (S) impacting Chinese tourists' satisfaction in visiting Thailand. The answers of these questions indicated the respondent's judgment relating to factors impacting Chinese tourists' satisfaction in visiting Thailand. The interval scale measure was implemented using the Likert scale by level from 1 to 5 and 1 stood for strongly disagree, 2 was disagree, 3 was neutral, 4 was agree, and 5 was strongly agree.

In the last section, there were five questions asking about Chinese tourists' satisfaction in visiting Thailand (CTS). The results of these given questions indicated the respondent's opinion on tourists' satisfaction in visiting Thailand. The interval scale measure was implemented using the Likert scale by level from 1 to 5 and 1 stood for strongly disagree, 2 was disagree, 3 was neutral, 4 was agree, and 5 was strongly agree.

### **3.4 Reliability and Content Validity**

The questions in the questionnaire were based on the previous studies, academic articles and the adviser's suggestion. Moreover, the following three experts verified the validity of the content:

- Mr. Guo Chun Jin, Manager of Shangri-La Hotel, Bangkok, Thailand;
- Miss. Deng Bin Mei, Sales Manager of King Power Duty Free Shop, Bangkok, Thailand;
- Mr. Cedric Duperray, Assistant Vice President of Central Food Retail Co.,

Ltd., Bangkok, Thailand.

Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between  $0 \leq \alpha \leq 1$  (Nunnally, 1978), the score that closest to 1 was the most reliable as shown in Table 3.1.

Table 3.1: Reliability Analysis of Coefficient Cronbach's Alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Items	n = 40	Items	n = 200
Food (F)	5	0.912	5	0.874
Accommodation (A)	4	0.945	4	0.880
Scenic Spot (SS)	5	0.922	5	0.850
Entertainment (E)	5	0.921	5	0.871
Transportation (T)	4	0.930	4	0.890
Shopping (S)	5	0.916	5	0.909
Chinese Tourists' Satisfaction (CTS)	5	0.903	5	0.877
Total	33	0.921	33	0.879

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable should be rating between  $0.65 < \alpha < 1$  (Nunnally, 1978). Consequently, 40 sets of the questionnaires were applied for pilot test. The results of reliability test revealed that Cronbach's alpha value of 0.903-0.945 was acceptable. In addition, the results from 200 sets of questionnaires were ranging

between 0.850-0.909 as shown in Table 3.1. Therefore, all questions could be used because the scores were higher than 0.65 (Nunnally, 1978). Thus, all data from the questionnaires were usable for further analysis.

### **3.5 Statistics for Data Analysis**

Statistical Package for Social Sciences (SPSS) program version 23 was used to analyze the data. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

#### **3.5.1 Descriptive statistical analysis**

Section 1: Respondents basic information including gender, age, educational background, occupation, monthly income, number of visiting Thailand, and type of travel was analyzed by using frequency and percentage.

Section 2-3: Factors impacting Chinese tourists' satisfaction in visiting Thailand in Likert scale questions were analyzed by using mean ( $\bar{x}$ ) and standard deviation (S.D.).

#### **3.5.2 Inferential Statistics Analysis**

In order to test the hypotheses of the study, multiple regression analysis was conducted to analyze the relationship between the independent variable (food, accommodation, tourist attraction in terms of scenic spot, tourist attraction in terms of entertainment, transportation and shopping) and dependent variable (Chinese tourists' satisfaction).

## CHAPTER 4

### RESEARCH RESULTS

The research findings which derived from data analysis of 200 questionnaire sets were presented in 3 parts as follows:

#### 4.1 Summary of Demographic Data

This section includes the presentation of the personal information in terms of gender, age, education background, occupation, monthly income, number of travelling to Thailand, and the type of travel. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Demographic Profile of Respondents (n=200)

	<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percent</b>
Gender	Male	71	35.5%
	Female	129	64.5%

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents (n=200)

	<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percent</b>
Age	Under 18 years old	2	1%
	19-30 years old	93	46.5%
	31-40 years old	76	38%
	41-50 years old	17	8.5%
	51-60 years old	9	4.5%
	Over 60 years old	3	1.5%
Education	Middle school & below	5	2.5%
	High school/vocational	17	8.5%
	College's degree	40	20%
	Bachelor's degree	104	52%
	Master's degree	29	14.5%
	Doctor's degree	5	2.5%
Occupation	Student	43	21.5%
	Government employee	34	17%
	Company employee	65	32.5%
	Self-employee	16	8%
	Retiree	14	7%
	Other	28	14%

(Continued)



Table 4.1 (Continued): Demographic Profile of Respondents (n=200)

	<b>Demographic Profile</b>	<b>Frequency</b>	<b>Percent</b>
Monthly income	Below 4,000 CNY	72	36%
	4,000-6,000 CNY	50	25%
	6,001-10,000 CNY	53	26.5%
	Above 10,000 CNY	25	12.5%
How many times have you visited Thailand?	Only 1 time	143	71.5%
	2 times	25	12.5%
	3 times	9	4.5%
	More than 3 times	23	11.5%
What is your type of travel?	Group tour	128	64%
	Independent travel	72	36%
<b>Total</b>		<b>200</b>	<b>100%</b>

The most respondents were female (64.5%) out of 200 respondents while the rest of respondents were male (35.5%). They were mostly in the range between 19 - 30 years old (46.5%). More than half of them completed a bachelor's degree (104 people with 52%). Moreover, one-third of the respondents were company employees (65 people with 32.5%) and their monthly income was less than 4,000 CNY (36%). Additionally, most of respondents in this survey had visited Thailand once through group tour (64%).

## 4.2 Results of Hypothesis Testing

The following table presented perception of food, accommodation, scenic spot, entertainment, transportation and shopping which impacting Chinese tourists' satisfaction in visiting Thailand. This research used the multiple regression analysis (MRA) was implemented to analyze the hypothesis testing. The results were presented in the following table.

Table 4.2: The Results of Multiple Regression Analysis

Variables	$\bar{x}$	S.D.	Tourists' satisfaction						
			S.E.	B	$\beta$	t	Sig.	Tolerance	VIF
Constant			.151	.630	-	4.174	.000	-	-
Food	3.907	.6677	.059	.035	.040	.600	.549	.312	3.203
Accommodation	3.961	.6531	.067	.130	.143	1.951	.052	.253	3.955
Tourist Attraction									
- Scenic spot	3.972	.6085	.074	.213	.218	2.867	.005*	.236	4.246
- Entertainment	3.851	.6369	.063	.121	.130	1.911	.057	.294	3.402
Transportation	3.687	.7206	.064	.028	.034	.616	.538	.441	2.266
Shopping	3.984	.6897	.057	.333	.386	5.806	.000*	.307	3.262

$R^2 = .738$ ,  $F = 90.722$ ,  $*p < .05$

According to table 4.2, the findings were found that most of the respondents

agreed with shopping ( $\bar{x} = 3.984$ ), followed by scenic spot ( $\bar{x} = 3.972$ ), accommodation ( $\bar{x} = 3.961$ ), food ( $\bar{x} = 3.907$ ), entertainment ( $\bar{x} = 3.851$ ), and transportation ( $\bar{x} = 3.687$ ) respectively impacting their satisfaction in visiting Thailand.

The consequence of multiple regression analysis found that scenic spot and shopping impacted Chinese tourists' satisfaction in visiting Thailand. At the same time it was found that food, accommodation, entertainment and transportation (Sig > 0.05) did not impact Chinese tourists' satisfaction in visiting Thailand.

The finding also revealed that shopping ( $\beta = .386$ ) accounted for the largest weights of relative contribution toward Chinese tourists' satisfaction in visiting Thailand, followed by scenic spot ( $\beta = .218$ ). In addition, the R-square in this study was .738 which explained that scenic spot and shopping accounted for 73.8% of the influence toward Chinese tourists' satisfaction in visiting Thailand.

Finally, multicollinearity, the method for determining multiple correlations among independent variables and uncorrelated assumption of independent variables was detected using variance inflation factor (VIF) and tolerance. It happened when independent variables in a regression model are correlative. Tolerance value must above .2 (Miles & Shevlin, 2001), while VIF value must below 5 (Zikmund, Babin, Carr, & Griffin, 2013, p.590). VIF was greater than 5 indicated critical levels of multicollinearity where the coefficient estimations are insufficient, and the p-values are questionable. VIF values of this study were 2.266 - 4.246 which were below 5

and the Tolerance values ranged between .236 - .441 which were above .2. Therefore, multicollinearity problem does not exist in this research. The summarized results of the study were depicted in Figure 4.1.

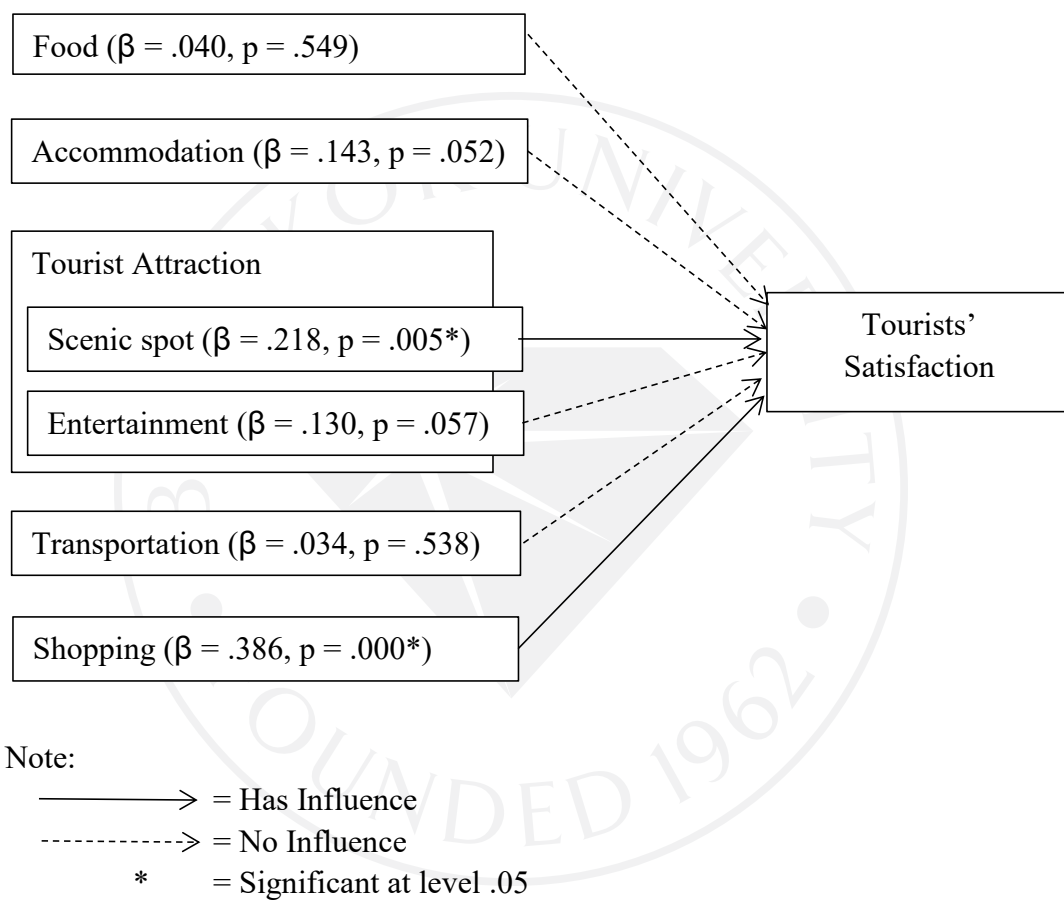


Figure 4.1: Inferential Statistics Analysis for Hypothesis Testing

### 4.3 Summary of Hypothesis Testing

Regarding to the inferential statistics analysis, hypothesis testing of food, accommodation, scenic spot, entertainment, transportation and shopping impacting

Chinese tourists' satisfaction in visiting Thailand, the results were summarized in the following table:

Table 4.3: Summary of Hypothesis Testing Results

Hypotheses	Results
H1: There was an impact of food on Chinese tourists' satisfaction in visiting Thailand.	Not support
H2: There was an impact of accommodation on Chinese tourists' satisfaction in visiting Thailand.	Not support
H3: There was an impact of tourist attraction in terms of scenic spot on Chinese tourists' satisfaction in visiting Thailand.	Support
H4: There was an impact of tourist attraction in terms of entertainment on Chinese tourists' satisfaction in visiting Thailand.	Not support
H5: There was an impact of transportation on Chinese tourists' satisfaction in visiting Thailand.	Not support
H6: There was an impact of shopping on Chinese tourists' satisfaction in visiting Thailand.	Support

## CHAPTER 5

### DISCUSSION

This independent study was quantitative research which aimed in studying food, accommodation, tourist attraction in terms of scenic spot and entertainment, transportation, and shopping impacting Chinese tourists' satisfaction in visiting Thailand. The questionnaires were used for collecting information from 200 respondents. SPSS Statistics was used to analyze the data. Finally, the research results were summarized, discussed, and yielded the recommendation and further research.

#### 5.1 Research Findings and Conclusion

From the profiles of 200 respondents, the findings found that the majority of respondents were females who were 19 - 30 years old with the percentage of 46.5%. Half of them have gained a bachelor's degree with the percentage of 52%, and one-third of them earned monthly salaries were below 4,000 CNY. Additionally, two-thirds of the respondents in this survey had visited Thailand through group tour, and 71.5 percent of them used to visited Thailand once.

The results of multiple regression analysis found that tourist attraction in terms of scenic spot and shopping impacted Chinese tourists' satisfaction in visiting Thailand at .05 level of statistical significance. In addition, the findings also showed

that shopping contributed the strongest weights of relative contribution toward Chinese tourists' satisfaction in visiting Thailand, followed by scenic spot. On the other hand, food, accommodation, entertainment and transportation did not impact Chinese tourists' satisfaction in visiting Thailand.

## 5.2 Discussion

Hypothesis 1: There was an impact of food on Chinese tourists' satisfaction in visiting Thailand. The research results showed that there was no impact of food on Chinese tourists' satisfaction in visiting Thailand. This might be because personal factors including culture affected the food preferences. Dindyal (2003) released that culture factor was the foundation of our daily food choice and global consumption, and he also mentioned different cultures encouraged or disapproved people belonging to the same group to eat some certain food. In addition, the previous study found that it was necessary to import food or change the taste to suit the major tourists group (Nield, Kozak, & LeGrys, 2000). The result was contrast with the study of Ellis, Park, Kim and Yeoman (2018) that more and more tourists preferred food tourism which food was a main motivation for travelers choosing their destinations.

Hypothesis 2: There was an impact of accommodation on Chinese tourists' satisfaction in visiting Thailand. The research results showed that there was no impact of accommodation on Chinese tourists' satisfaction in visiting Thailand. This hypothesis was unsupported. This might be the reason that two-thirds of the

respondents in this study were with group tours. Choibamroong (2017) found that some Chinese tourists with group tours did not pay much expectation and satisfaction on accommodation because the accommodation had already been packaged in the price of the travel program offered by travel agencies.

Hypothesis 3: There was an impact of tourist attraction in terms of scenic spot on Chinese tourists' satisfaction in visiting Thailand. The research showed that there was an impact of tourist attraction in terms of scenic spot on Chinese tourists' satisfaction in visiting Thailand. The result confirmed the previous study proved that Thailand own abundant natural attractions like island, seashore, mountains and other natural scenic spots which tended to be the chief attractions for Chinese tourists to visit and revisit (Xu, Cui, & Ballantyne, 2013). Vanessa, Prateep and Diyah (2011) demonstrated in the study that tourists traveling to Thailand were interested in the tourism attractions with cultural heritages.

Hypothesis 4: There was an impact of tourist attraction in terms of entertainment on Chinese tourists' satisfaction in visiting Thailand. The research showed that there was no impact of tourist attraction in terms of entertainment on Chinese tourists' satisfaction in visiting Thailand. This hypothesis was not support. This might because most of the respondents in this study were females with 64.5%, which was not interested in Thai boxing and ladyboy cabaret show as a must-see for Thai tourism. The result was contrast with the previous study which showed the ladyboy cabaret show was an entertainment activity suited for the whole family and



were guaranteed by viewers on many tourism websites (Maneenetr, Tran, & Sangsrirueng, 2014).

Hypothesis 5: There was an impact of transportation on Chinese tourists' satisfaction in visiting Thailand. The research showed that there was no impact of transportation on Chinese tourists' satisfaction in visiting Thailand. This was because respondents might thought traffic in Thailand was congested. Fernquest (2016) released that Thailand was one of the world's most traffic congested country. The problem was further exacerbated by reduced road space due to the ongoing construction of many mass-transit projects. This made it a challenge to get around the city during peak rush hours (Marks, 2019). The result contrasted with the previous study of Page and Lumsdon (2004), they argued that the transportation system of tourist destinations would affect the travel experience of the tourists.

Hypothesis 6: There was an impact of shopping on Chinese tourists' satisfaction in visiting Thailand. The research showed that there was an impact of shopping on Chinese tourists' satisfaction in visiting Thailand. This was because Bangkok, the capital city of Thailand, was one of the world's premier shopping hub including mega-malls and unique outdoor markets. The variety of shopping experiences in Bangkok goes far beyond a stroll in a mall. Shopping in Bangkok was a day-and-night activity that runs parallel with the best in the West, while also giving a flavour of the cultural uniqueness of the East (Hauglann, 2019). In addition, most of the respondents agreed that goods were variety and distinctive, and the price of the

goods was reasonable. The result of this study confirmed the previous study of Correia and Kozak (2016) which revealed that shopping as an essential tourist activity was an important part of the travel experience. The results also aligned with the research of Xu and McGehee (2012) in which Chinese tourists were well known for their purchasing power in the global travel market.

### **5.3 Recommendation for Managerial Implication**

According to the results of the study, tourist attraction in terms of scenic spot impacted Chinese tourists' satisfaction in visiting Thailand. Thailand should use Buddhist culture as the focus of scenic spot development to realize the specialization of tourism resources. It was necessary to expand online publicity and strengthen cooperation with tourism companies, which can increase visibility and attract more tourists. Moreover, scenic spot should actively apply for international conferences and exhibitions on the basis of attracting general tourists, which can attract some high-level tourists. In addition, the researcher suggests the organizer should combine the scenic spots with entertainment activities. For example, organizing a hike in a scenic mountain area, the tourists can not only enjoy the activities, but also enhance the experience of the scenic spots.

Shopping had an impact on Chinese tourists' satisfaction in visiting Thailand. Shopping was a crucial part of travel experience. Travelers keep souvenirs as evidence of travel and maintain social relationships through souvenirs as a gift.

Thailand should pay attention on tourism shopping, regulate the tourism shopping market, increase the development of souvenirs, provide more types of tourism products with more quality, and conduct targeted promotions and marketing activities. For example, public of prices was required whether in the shopping malls or small vendors and receipts or invoices are also required after shopping. Moreover, the merchants should show the production process of the products to the tourists so that they can gain a better understanding of the products and generate a purchasing tendency. For example, the process of making tropical dried fruits can allow tourists to know that those dried fruits are made with fresh fruits and the production process was clean and hygienic, so the tourists can rest assured to buy.

#### **5.4 Recommendation for Future Research**

The research study was conducted in the basis of Chinese who had traveled to Thailand. Therefore, there would be more research opportunities in the future and more extensive research on Thailand tourism should target in tourists from different countries to obtain more reliable results. Those who were interested in this topic might compare the development of the Chinese tourism market in Thailand and other Southeast Asian countries by extracting the advantages and disadvantages of competition among these countries.

Moreover, the researchers might add expectation of destinations in independent factors which might be a significant factor impacting Chinese tourists'

satisfaction in visiting Thailand, so they might investigate and compare the results based on the different levels of tourists' expectations.

Finally, for the next research methodology, the study of tourists' satisfaction should be considered through the use of importance-performance analysis (IPA) (Martilla & James, 1977). IPA could generate four different recommendations that are a combination of importance and performance. Tourism related departments could clearly capture a) which part needed to keep up the good work, b) which part was possible overkill, c) which part contributed low priority, d) which part needed to concentrate. They could maintain, limit, improve and strengthen their products or services in a targeted manner, which was an effective and efficient way to improve tourists' satisfaction.

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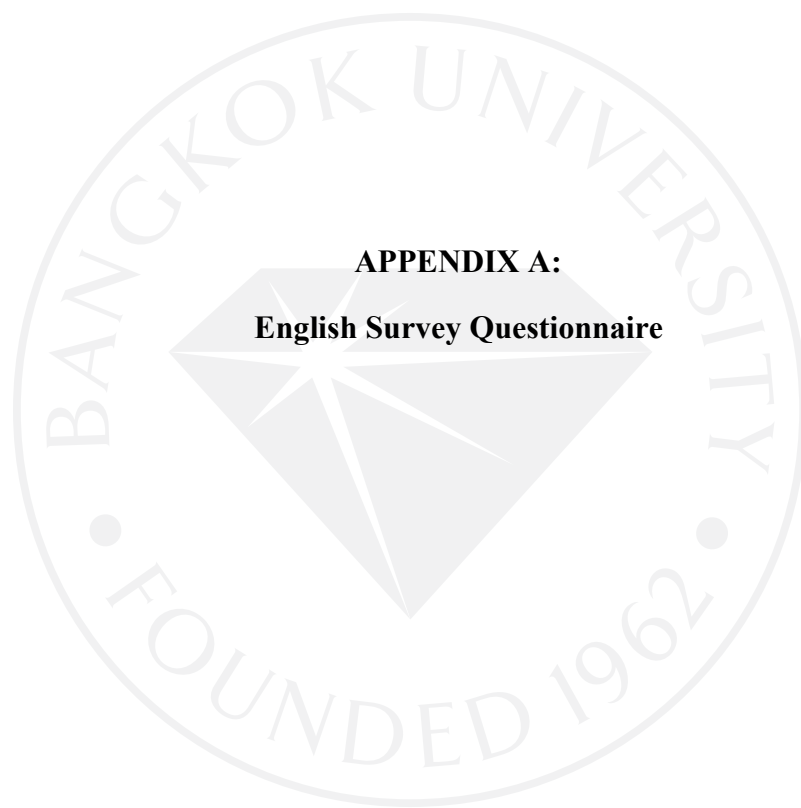


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**APPENDIX A:**  
**English Survey Questionnaire**

**QUESTIONNAIRE:**

**Food, Accommodation, Tourism Attraction, Transportation and Shopping Impacting Chinese Tourists' Satisfaction in visiting Thailand**

This survey research was aimed to comprehend the factors impacting Chinese tourists' satisfaction in visiting Thailand. This study is a part of BA715: Independent Study, Graduate School, Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

**Part 1: Personal Details**

**Explanation:** Please mark  into  that matches your information the most.

1. Gender:

1) Male

2) Female

2. Age:

1) Under 18 years old

2) 19 – 30 years old

3) 31 – 40 years old

4) 41 – 50 years old

5) 51 – 60 years old

6) Over 60 years old

## 3. Educational background:

- 1) Middle school or under middle school
- 2) High school or vocational
- 3) College's degree
- 4) Bachelor's degree
- 5) Master's degree
- 6) Doctor's degree

## 4. Occupation:

- 1) Student
- 2) Government employee
- 3) Company employee
- 4) Self-employee
- 5) Retiree
- 6) Other (please specify)

## 5. Monthly Income:

- 1) Below 4,000 CNY
- 2) 4,000 – 6,000 CNY
- 3) 6,001-10,000 CNY
- 4) Above 10,000 CNY

## 6. How many times have you visited Thailand?

- 1) Only 1 time
- 2) 2 times
- 3) 3 times
- 4) More than 3 times

## 7. What is your type of travel?

- 1) Group tour
- 2) Independent travel

## Part 2: Factors impacting Chinese tourists' satisfaction in visiting Thailand

**Explanation:** Please mark  $\surd$  the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree.

Factors impacting Chinese tourists' satisfaction in visiting Thailand	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
<b>1. Food: F</b>					
1.1 The local food is various, delicious and nutritious.	5	4	3	2	1
1.2 The server is friendly and nice.	5	4	3	2	1
1.3 Food and beverage are good value for the price.	5	4	3	2	1
1.4 The dining environment is comfortable.	5	4	3	2	1
1.5 The staff can take the order and serve the food quickly and exactly.	5	4	3	2	1
<b>2. Accommodation: A</b>					
2.1 The room is clean and tidy.	5	4	3	2	1
2.2 The place I lived is a safety destination.	5	4	3	2	1
2.3 The room is good value for the price.	5	4	3	2	1
2.4 The service is enthusiasm, patience and considerate.	5	4	3	2	1
<b>3. Tourism attraction</b>					
<b>3.1 Scenic spot: SS</b>					
3.1.1 Thailand has a variety of natural resources and cultural heritages.	5	4	3	2	1
3.1.2 Tickets of scenic spot are reasonably charged.	5	4	3	2	1
3.1.3 The environment is kept clean and tidy.	5	4	3	2	1
3.1.4 Infrastructure is sufficient. (WC and signpost etc)	5	4	3	2	1

Factors impacting Chinese tourists' satisfaction in visiting Thailand	Level of Opinions				
	Strongly Agree	←→			Strongly Disagree
3.1.5 The service is enthusiasm, patience and helpful.	5	4	3	2	1
<b>3.2 Entertainment: E</b>					
3.2.1 The entertainment venues have a nice atmosphere.	5	4	3	2	1
3.2.2 They keep the environment clean and tidy.	5	4	3	2	1
3.2.3 Tickets of entertainment are reasonably charged.	5	4	3	2	1
3.2.4 The service is enthusiasm, patience and helpful.	5	4	3	2	1
3.2.5 Entertainment activities are innovative.	5	4	3	2	1
<b>4. Transportation: T</b>					
4.1 The transportation facilities are complete.	5	4	3	2	1
4.2 Tickets of transportation are reasonably charged.	5	4	3	2	1
4.3 Traffic is convenient and fast.	5	4	3	2	1
4.4 Traffic indicator is clearly identifiable.	5	4	3	2	1
<b>5. Shopping: S</b>					
5.1 Shopping environment is excellent.	5	4	3	2	1
5.2 The goods are variety and distinctive.	5	4	3	2	1
5.3 The price of the goods is reasonable.	5	4	3	2	1
5.4 The sales staff is enthusiasm, patience.	5	4	3	2	1
5.5 The sale of goods is regulated. (Provide clear price and invoice etc)	5	4	3	2	1

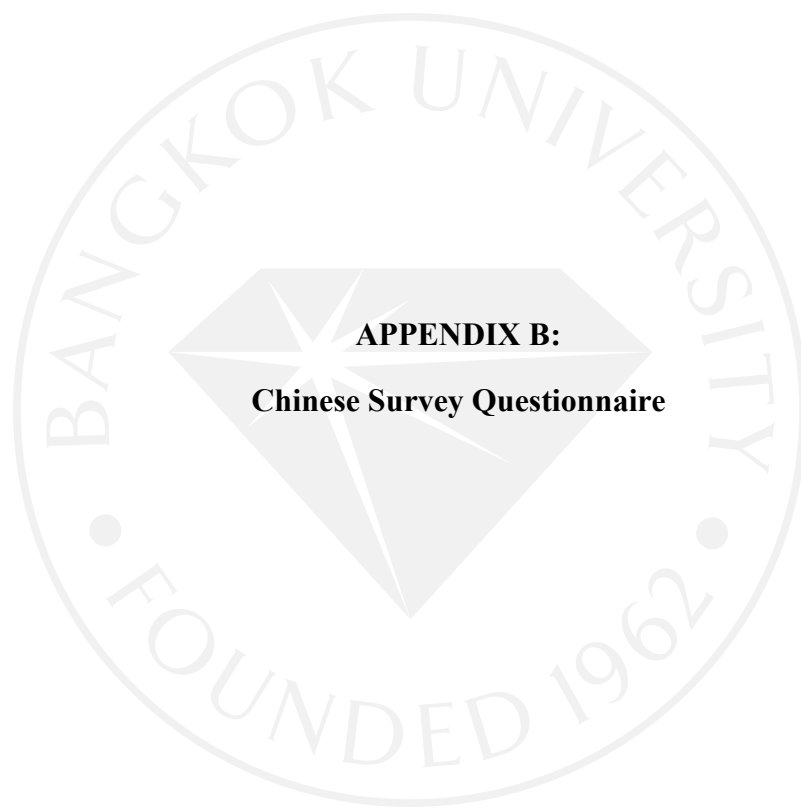


### Part 3: Chinese tourists' satisfaction in visiting Thailand

**Explanation:** Please mark  $\surd$  the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree.

Chinese tourists' satisfaction: CTS	Level of Opinions				
	Strongly Agree	←→			Strongly Disagree
1. I fell satisfied for choosing Thailand to visit in.	5	4	3	2	1
2. I will recommend Thailand to my friends.	5	4	3	2	1
3. I will revisit Thailand.	5	4	3	2	1
4. I will talk a good word for visiting Thailand when I talk with other people about it.	5	4	3	2	1
5. I will talk about the shortcomings of visiting Thailand when I talk with other people about it.	5	4	3	2	1

**\*\* Thank you for your kind cooperation \*\***





5. 月收入:

- 1) 低于4,000元人民币                       2) 4,000 - 6,000元人民币  
 3) 6001-10,000元人民币                       4) 高于10,000元人民币

6. 您到泰国旅游的次数是 \_\_\_\_\_?

- 1) 1次     2) 2次  
 3) 3次     4) 3次以上

7. 您的旅行方式是\_\_\_\_\_?

- 1) 跟团游     2) 自助游

## 二：影响中国游客满意度的因素

请按照您的想法选择相应选项。

5表示非常赞同，4表示赞同，3表示一般，2表示不赞同，1表示非常不赞同。

影响中国游客满意度的因素	赞同程度				
	非常 赞同	←	→	非常 不赞同	
<b>1. 食</b>					
1.1 食物种类丰富，营养美味	5	4	3	2	1
1.2 餐饮工作人员服务热情周到	5	4	3	2	1
1.3 食物和饮品都物有所值	5	4	3	2	1
1.4 就餐环境舒适	5	4	3	2	1
1.5 餐饮工作人员快速准确地点餐和提供食物	5	4	3	2	1

影响中国游客满意度的因素	赞同程度				
	非常 赞同	←————→			非常 不赞同
<b>2. 住</b>					
2.1 所住的房间干净整洁	5	4	3	2	1
2.2 居住地安全系数高	5	4	3	2	1
2.3 房间价格物有所值	5	4	3	2	1
2.4 工作人员热情耐心，考虑细致	5	4	3	2	1
<b>3. 旅游目的地</b>					
<b>3.1 景区</b>					
3.1.1 自然资源和文化遗产丰富	5	4	3	2	1
3.1.2 景区门票收费合理	5	4	3	2	1
3.1.3 景区基础设施完善（卫生间和指示牌等）	5	4	3	2	1
3.1.4 服务热情耐心且有帮助	5	4	3	2	1
<b>3.2 娱乐场所</b>					
3.2.1 娱乐场所环境舒适	5	4	3	2	1
3.2.2 环境卫生保持整洁	5	4	3	2	1
3.2.3 门票收费合理	5	4	3	2	1
3.2.4 服务热情耐心且有帮助	5	4	3	2	1
3.2.5 娱乐活动是新颖的。	5	4	3	2	1
<b>4. 行</b>					
4.1 交通设施完善	5	4	3	2	1
4.2 交通收费合理	5	4	3	2	1

影响中国游客满意度的因素	赞同程度				
	非常 赞同	←————→			非常 不赞同
4.3 交通方便快捷	5	4	3	2	1
4.4 交通标识清晰可辨	5	4	3	2	1
<b>5. 购物</b>					
5.1 购物环境非常好	5	4	3	2	1
5.2 商品种类繁多，有特色	5	4	3	2	1
5.3 商品的价格合理	5	4	3	2	1
5.4 销售人员热情有耐心	5	4	3	2	1
5.5 商品销售规范（提供明确的价格和发票）	5	4	3	2	1

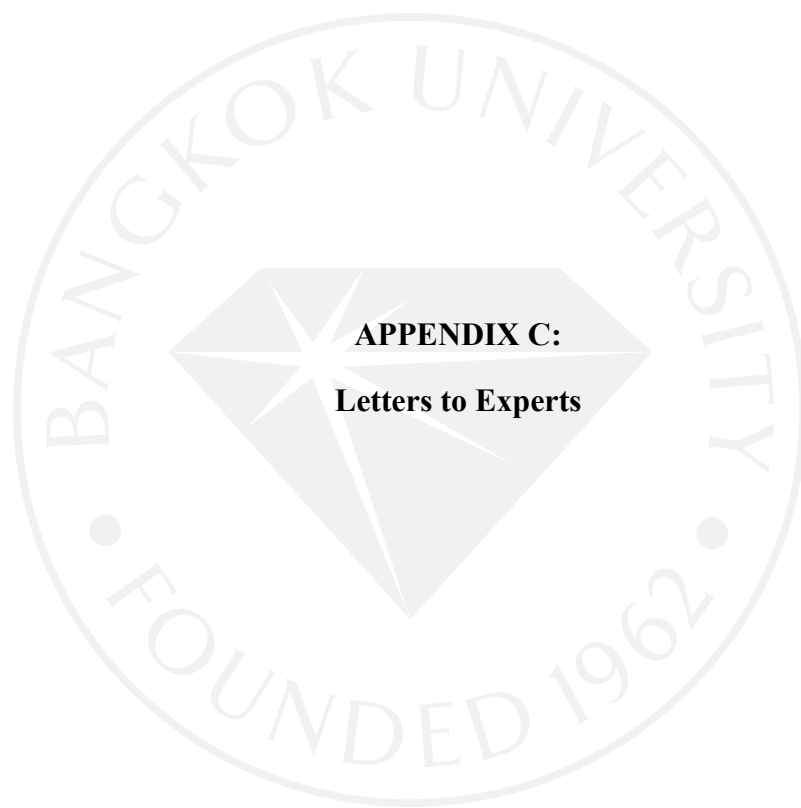
### 三：泰国旅游满意度

请按照您的想法选择相应选项。

5表示非常赞同，4表示赞同，3表示一般，2表示不赞同，1表示非常不赞同。

泰国旅游满意度					
1. 我对到泰国旅游感到满意	5	4	3	2	1
2. 会推荐泰国给亲朋好友	5	4	3	2	1
3. 我会再次到泰国旅游	5	4	3	2	1
4. 会将泰国的优点告诉亲朋好友	5	4	3	2	1
5. 会将泰国的优点告诉亲朋好友	5	4	3	2	1

**\*\*感谢您的配合\*\***





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The Graduate School

July 18, 2019

Human Resources Manager  
Mr. Cedric Duperray  
Assistant Vice President  
Central Food Retail Co., Ltd.

Dear Mr. Cedric Duperray

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mrs. Shan Zhao, Student Code 7610200607 Invitation as the honor expertise for approving research instrument (BA 715 Independent Study) entitle "Food Accommodation Tourist Attraction Transportation and Shopping Impacting Chinese Tourists Satisfaction in Visiting Thailand"

The information gained will be solely used for academic purposes, and we are very certain that Mrs. Shan Zhao She will benefit greatly from this practical and engaging activity. We, therefore, look forward to your positive response to our request.

Sincerely yours,

Suchada Chareanpunsirikul, Ph.D.  
Dean, Graduate School

Graduate School  
Tel. 02-407-3888  
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The Graduate School

July 18, 2019

Human Resources Manager  
Mr. Guo Chun Jin  
Manager  
Shangri-La Hotel Bangkok

Dear Mr. Guo Chun Jin

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mrs. Shan Zhao, Student Code 7610200607 Invitation as the honor expertise for approving research instrument (BA 715 Independent Study) entitle "Food Accommodation Tourist Attraction Transportation and Shopping Impacting Chinese Tourists Satisfaction in Visiting Thailand"

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The Graduate School

July 18, 2019

Human Resources Manager  
Miss Deng Bin Mei  
Sales Manager  
King Power Duty Free Shop Bangkok

Dear Miss Deng Bin Mei

The Graduate School of Bangkok University would like to request your permission to allow one of our students in the Master of Business Administration Program (English Program), Mrs. Shan Zhao, Student Code 7610200607 Invitation as the honor expertise for approving research instrument (BA 715 Independent Study) entitle "Food Accommodation Tourist Attraction Transportation and Shopping Impacting Chinese Tourists Satisfaction in Visiting Thailand"

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Sincerely yours,

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Dean, Graduate School

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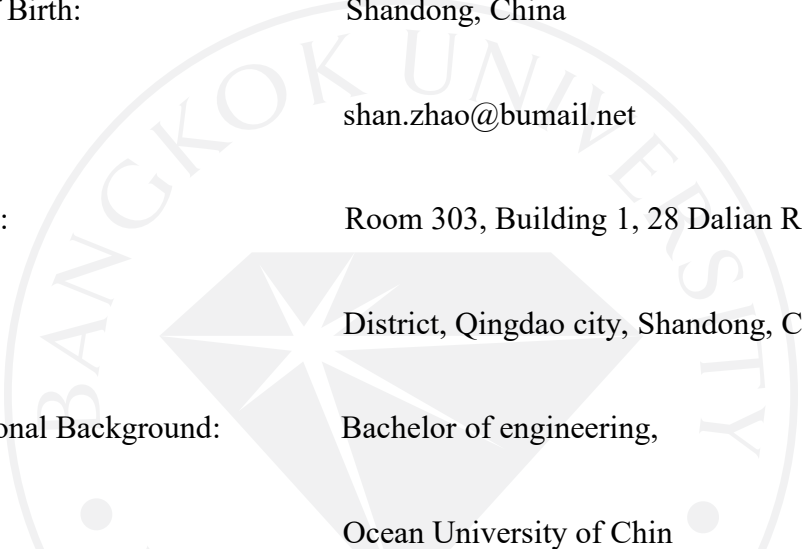
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Educational Background: Bachelor of engineering,  
Ocean University of Chin

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