



The satisfaction of long-stay senior tourists on tourism management in Cha-Am district, Petchaburi and Hua-Hin district, Prachuap Khiri Khan

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Abstract

The purpose of this research is to study the factors influencing senior tourists' decision making to take long-stay trips in Cha-Am and Hua-Hin Districts and also their satisfaction on tourism management in both districts. The population used for this study was a group of 400 long-stay senior tourists visiting both Cha-Am and Hua-Hin. A quota sampling technique was used and data evaluation was processed by a statistical computer program (SPSS) for analysis of various statistical values consisting of number, percentage, average, standard deviation and analysis of variance. The study findings revealed that: 1) among those 400 senior tourists, most of them were males aged between 51-60 years old with a bachelor's degree, self-employed occupation and they were married, 2) at each different group of ages, their long stay satisfaction in Cha-Am and Hua-Hin Districts in view of tourism sport activities, health facilities and SPA service activity were different at least for 1 couple at statistical significance of .05, 3) with the different education level, the overall satisfaction on tourism sport activities: golf activity, fitness and SPA service activity appeared not to be different, 4) with respect to different types of occupation, the overall satisfaction on tourism sport activities, golf activity, fitness and SPA service activity appeared not to differ either, and 5) in terms of different marital status, the overall satisfaction on tourism sport activities, golf activity, fitness and SPA service activity also appeared not to be unlike.

Keywords: Satisfaction, senior tourists, long stay, Thailand.

Introduction

Since the beginning of the 21st century, global population numbers are on the rise. The senior population numbers have dramatically increased, since 40% of all world population numbers are linked to the baby boom generation who have been presently getting older than 60 years of age. Due to the advances in medical technology, people have lived with long life spans and good health whereas their cost of living in most developed countries is high. Consequently, some of those



countries have tried to encourage their senior people to relocate to countries where the cost of living is appropriate and where there is a good quality of life. In addition, presently, owing to the reduction of the working period of people, their retirement can be arrived at earlier than at the usual statutory retirement age, people then have more time to spend for travelling. From the afore-mentioned facts, those retirees can earn incomes from welfare or pensions monthly paid by their governments that help secure their income gain including their own saving amounts enabling them to have buying power and the ability take long-stay trip that leads to an increase of spending. Therefore, the group of retiring senior tourists is an important target of long stay tourism that the Tourism Authority of Thailand aims to firstly develop and promote for this project to succeed.

According to the statistics of the past 5 years, the growth of the senior tourist numbers has been expanding continuously at the average of a 6% increase per year. For the retirees visiting Thailand, the numbers showed positive expansion as well at the average of a useful 5.33 % increase per year. The average of daily spending of most senior tourists was approximately US\$ 44 per person. Even though the amount of spending appeared lower than the average of spending amounts of a general tourist, the longer they stay, the more income from spending can be gained. With reference to the statistics of senior tourists (55+ years old) travelling to Thailand during the past 5 years, the tourists from United States of America were the largest market group followed by Japan, German, England and France, respectively. This shows that long stay senior tourists mostly came from the countries where they lived and enjoyed relatively high costs of living.

However, since those countries remunerate their retiring senior people with welfare, pension, social security funds, etc. accounting to higher amounts when compared with the cost of living rate of people in other countries, this then enables them to afford to enjoy a long-stay trip. In response the Thailand government's policy is to promote tourism as one of the national strategies through which to import foreign currencies to urgently stimulate Thailand's economy and this is deemed to be a national agenda priority. The Tourism Authority of Thailand ("TAT") therefore implemented various projects and activities to promote Thailand as the preferred destination among tourists including expanding the tourism niche market/segment group to be more inclusive. TAT considers that the expansion of the market to the long-stay tourists can increase both the period of stay and tourist spending amounts contributing to the higher income gain of the country which also strengthens Thailand's economy.

The expansion of manufacturing and service sectors of businesses related to tourism such as the food industry, lodging businesses, health service businesses, etc. can create needed employment and income gained can support a higher number of tourists. The effort of long stay tourism promotion and development was proposed to seek the approval from the cabinet to facilitate the immigration of senior tourists (aged 50 years older and up) by emphasizing the group of wealthy retiring senior travellers in order that they would not become a problem or burden for Thailand in the case of them getting ill. Moreover, for clear effective results of the economic recovery, long-stay tourism projects then became one of the government projects used to generate more income gain, and it is also one of the important strategies to import foreign currencies for the stimulation of the economy

As per the importance described above, the researchers were interested in studying the long-stay senior tourist satisfaction on tourism management in Cha-Am District, Phetchaburi and Hua-Hin District, Prachuap Khiri Khan, in order to be used the data for service improvement for long-stay senior tourists and so as to create a good impression and promote continuous repeat visits to Thailand to help stimulate the Thai economy and then also to generate greater income for related tourism businesses.



Objectives

1. To study the determining factors influencing senior tourists to have long-stay trips in Cha-Am District, Phetchaburi and Hua-Hin District, Prachuap Khiri Khan.
2. To study long-stay senior tourist satisfaction on tourism management in Cha-Am District, Phetchaburi and Hua-Hin District, Prachuap Khiri Khan.

Study Methodology

This research was a survey study and the population of the study was long-stay senior tourists in Cha-Am District, Phetchaburi and Hua-Hin District, Prachuap Khiri Khan. The calculation of the sampling group size was made through Taro Yamane' s formula (Yamane,1970) at the significance value of 0.05 gaining 400 respondents of sampling group and the quota sampling was applied with the following study variables: the independent variables consisting of gender, age, educational level, occupation and marital status and dependent variable that was long-stay trip satisfaction factors in Cha-Am and Hua-Hin Districts consisting of tourism sport activities and health facilities.

The instrument for this study was a 5-point Likert Rating Scale questionnaire containing 82 items and the validation of the tests was the content validity made by 3 experts, including reliability made by try-out method through the similar sampling group of 30 respondents from which the reliability value is equivalent to .9800. The data evaluation was processed by a statistical computer program and divided into 1) showing a distribution of sampling group based on general information; statistics of number and percentage, 2) inferential statistics analysis for hypothesis testing as follows: 2.1) comparing and analyzing the satisfaction factors of tourists to take long-stay trip in the areas of Cha-Am and Hua-Hin by analysis of the difference of means between two sampling groups with an independent t-test.

Firstly, the Levene' s Test was used to identify the difference of variance, and if the result of test found that the variance value of both groups was not different, the t-test of equal variances assumed method would be applied. In case of different variance value, the t-test of equal variances not assumed method would be applied, 2.2) comparing and analyzing the satisfaction factors of tourists to take long-stay trip in the areas of Cha-Am and Hua-Hin by analysis of the difference of means among more than 2 sampling groups with the one way analysis of variance (One Way ANOVA) and after the difference value was found, the least significant difference method (LSD) would be applied for testing on couple basis.

Results

Part 1 Analysis Results of the Respondents' General Information

According to the analysis results of general information of 400 respondents based on gender, country, educational level, occupation and marital status, most of them or 265 respondents were males (66.3 %) whereas 135 respondents were females (33.7 %). In view of age, most of them or 140 respondents were between 51-60 years old (35.0 %), followed by 66-70 years old of 107 respondents (26.7 %) and 71-75 years old of 60 respondents (15.0 %), respectively. In view of country of origin, most of them or 47 respondents were from Germany (11.8 %), followed by 42 respondents (10.5%) from Switzerland and Norway and 37 respondents (9.3 %) from Sweden & France, respectively. In view of educational level, most of them were highly educated consisting of 260 respondents (65.0%) with a bachelor degree, followed by 89 respondents (22.2%) with a



higher bachelor degree and 51 respondents (12.8%) with a lower bachelor degree, respectively. With regard to occupation, most of them or 144 respondents (36.0%) were business owners/self-employed, followed by 93 businessmen (23.3%) and 70 government officials (17.5%), respectively. Lastly, for marital status, most of them or 293 respondents (73.2%) were married, followed by 84 divorced respondents (21.0 %) and 23 single ones (5.75%), respectively.

Part 2 Analysis Results of the Determining Factors of Tourists to take Long-Stay Trip

The determining factors of tourists to take long-stay trip in Cha-Am and Hua-Hin were: 1) Location Aspect: most of them or 162 respondents (40.5%) were of the view that both districts had good climate, followed by 86 respondents (21.5%) giving priority to the living facilities while remaining 80 respondents (20.02%) giving priority to the topography, 2) Economic Aspect (cost): most of them or 169 respondents (42.3%) considered that the cost of living was appropriate, followed by 102 respondents (25.5%) giving priority to reasonable travel cost while remaining 68 respondents (17.0%) gave priority to reasonable charges of medical expenses, respectively., 3) Social & Cultural Aspect: most of them or 166 respondents (41.5%) gave priority to simple lifestyle, followed by 109 respondents (27.2%) giving priority to similar culture while remaining 103 respondents (25.8 %) gave priority to good human relationship of local people, respectively., 4) Tourism Aspect: most of them or 101 respondents (25.3%) scored diversified tourism activities, followed by 92 respondents (23.0%) scoring attractive tourist attractions whereas remaining 69 respondents (17.3%) scored high tourism security, respectively, and finally 5) Other Aspects: most of them or 155 respondents (38.8%) were of the view that Thailand and their countries had a long stay good relationship with each other, followed by 78 respondents (19.5%) giving priority to the availability of long-stay service providers while remaining 44 respondents (11.0%) focused on Thailand' s long-stay tourism promotion policy, respectively.

Part 3 Satisfaction Factors of Long-Stay Senior Tourists on Tourism Management in Cha-Am District, Phetchaburi and Hua-Hin District, Prachuap Khiri Khan

The comparison of satisfaction factors of long-stay senior tourists on tourism management in Cha-Am, Phetchaburi and Hua-Hin, Prachuap Khiri Khan, in view of tourism sport activity & health facilities aspects, classified by gender was undertaken under the hypothesis set up by the researchers as follows:

H₀: In view of tourism sport activity & health facilities aspects, both male and female tourist satisfaction on long-stay trip was not different.

H₁: In view of tourism sport activity & health facilities aspects, both male and female tourists' satisfactions on long-stay trip was different.

The t-value was the statistical value used for testing the difference between both population groups while each group was independent from the other, with the reliability level of 95% and rejection of H₀ would be arisen in case the p-value was less than or equivalent to .05. The results of the hypothesis testing are as shown in Table 1 below:



Table 1. Satisfaction Factors of Long-Stay Tourists in view of tourism activity & health facilities aspect classified by gender

Satisfaction factors of long- stay trip in view of tourism sport activity & health facilities aspect	Gender	\bar{X}	S.D.	t	df	p-value
Golf Activity	Male	4.15	.189	.778	359.589	.440
	Female	3.64	.401			
Fitness	Male	3.66	.931	1.776	366.703	.080
	Female	3.00	.674			
SPA Service Activity	Male	4.02	.384	1.380	368.088	.172
	Female	3.89	.993			
Overview	Male	4.28	.585	1.480	369.683	.143
	Female	3.71	.667			

Table 1 showed the comparison results of the satisfaction factors of long-stay senior tourists in view of tourism sport activity & health facilities aspect classified by gender. Based on the statistical t-test, it was found that an overview and 3 aspects' p-value were .143, .440, .080 and .172, respectively which were higher than .05. Consequently, the null hypothesis of H_0 was then accepted meaning that an overview of both male and female tourists' satisfaction on long stay trip in Cha-Am and Hua-Hin, with respect to both tourism sport activity & health facilities aspects, golf activity, fitness & SPA service activity, were not different.

For the comparison results of the satisfaction factors of long-stay senior tourists in view of tourism, tourism sport activity and health facilities aspects classified by age, the one way analysis of variance (ANOVA) was used for analyzing with the reliability level of 95%, whereas rejection of H_0 would be incurred in case the p-value was less than or equivalent to .05 as per the following results shown in Table 2 below.

Table 2. Comparison of satisfaction factors of long-stay tourists on tourism management, in view of tourism sport activity & health facilities aspect, classified by age

Satisfaction factors of long-stay trip in view of tourism sport activity & health facilities aspect	Source of Variance	df	SS	MS	F	p-value
Golf Activity	between-group	4	6.565	.141	.992	.417
	within-group	395	13.903	1.023		
	Total	399	20.468			
Fitness	between-group	4	.840	.710	1.286	.282
	within-group	395	19.597	1.686		
	Total	399	20.437			
SPA Service Activity	between-group	4	3.551	.388	2.591*	.043
	within-group	395	15.649	1.749		
	Total	399	19.201			
Overview	between-group	4	3.119	.280	1.290	.281
	within-group	395	19.517	1.994		
	Total	399	22.636			

* at Statistical Significance level of .05

Table 2 showed the comparison results of satisfaction factors of long stay senior tourists, in view of tourism sport activity & health facilities aspects, classified by age. Based on the one-tailed test analysis, it was found that for both overview and 2 aspects, the p-value was .281, .417 and .282, respectively, reflecting the acceptance of H_0 and meaning that at a different age, an overview of the satisfaction of long stay tourists on tourism sport activity & health facilities; golf activity and fitness, was not different.

Considering the aspect of which its p-value was .043, the figures showed the value less than .05 reflecting the acceptance of H_0 or meaning that at a different age, tourists' satisfaction on tourism sport activity & health facilities and SPA service activity were different at least 1 couple with statistical significance level of .05.

Based upon the findings as mentioned in the above paragraph, the researchers then took the results for a multiple comparison through the least significant difference testing (LSD) in order to find out which couples were different as per Table 3.

Table 3. Multiple Comparison of satisfaction of long-stay senior tourists on tourism management in view of tourism sport activity & health facilities; SPA service activity, classified by age

Age	\bar{x}	less than 60 years	61 – 65 years	66 – 70 years	71 – 75 years	from 76 years up
less than 60 years	3.19	-	.049 (.394)	.170 (.689)	-1.373* (.018)	-.329 (.269)
61 – 65 years	3.23	-	-	-.139 (.596)	-1.332* (.010)	-.288 (.112)
66 – 70 years	3.36	-	-	-	-1.213* (.010)	-.154 (.176)
71 – 75 years	4.56	-	-	-	-	1.054 (.350)
from 76 years up	3.51	-	-	-	-	-

* at statistical significance level of 0.05

Based on the figures shown in the above Table 3, the multiple comparison of satisfaction of long-stay senior tourists on tourism management, in view of tourism sport activity & health facilities, SPA service activity, classified by age, reflected that the p-value of satisfaction of the tourists at the age of 71-75 years and less than 60 years, 61-65 years and 66-70 years were .018, .010 and .010, respectively and all were less than .05. This meant that the satisfaction value of the tourists aged between 71 – 75 years was different from that of others with the statistical significance level of .05 whereas the satisfaction value of tourists aged between 61 – 65 years was higher than that of tourists' whose ages were less than 60 years and between 66 – 70 years.

The comparison of satisfaction factors of long-stay tourists on tourism management, in terms of tourism sport activity & health facilities aspects, classified by educational level, was undertaken under the hypothesis as follows:

H_0 : With the different educational background, tourists' satisfaction in term of tourism sport activity & health facilities aspects was not different.

H_1 : With the different educational background, tourists' satisfaction in term of tourism sport activity & health facilities aspects was different at least in 1 couple.



In the analysis process, the one way analysis variance (one way ANOVA) was applied for testing the satisfaction of long-stay tourists in term of tourism sport activity & health facilities aspect, classified by educational level with reliability value of 95% and H_0 rejection to be subject to p-value less than or equivalent to .05 as per the following results of hypothesis testing as shown in Table 4 below.

Table 4. Comparison of satisfaction of long-stay senior tourists on tourism management in view of tourism sport activity & health facilities; classified by educational level

Satisfaction factors of long stay trip in view of tourism sport activity & health facilities aspect	Source of Variance	df	SS	MS	F	p-value
Golf Activity	between-group	2	.382	.691	2.850	.064
	within-group	397	11.085	2.302		
	Total	399	11.468			
Fitness	between-group	2	.393	.196	2.599	.080
	within-group	397	14.044	1.760		
	Total	399	14.437			
SPA Service Activity	between-group	2	.390	.695	1.489	.232
	within-group	397	15.811	1.215		
	Total	399	16.201			
Overview	between-group	2	.608	.804	2.801	.067
	within-group	397	13.028	1.530		
	Total	399	13.636			

According to the Table 4, the comparison of results of long- stay tourists' satisfaction in Cha-Am and Hua-Hin, in term of tourism sport activity & health facilities aspects, classified by the educational level, through the one way analysis variance, showed that the p-value of an overview and 3 aspects were .067, .064, .080 and .232, respectively which were higher than .05 reflecting the H_0 acceptance. This therefore meant that with different educational levels, the satisfaction of tourists in term of an overview of tourism sport activity & health facilities aspects, golf activity, fitness and SPA service activity, was not different.

The comparison of satisfaction factors of long-stay tourists on tourism management, in term of tourism sport activity & health facilities aspect, classified by occupation, was undertaken under the hypothesis as follows:

H_0 : Based on the different occupation, tourists' satisfaction in term of tourism sport activity & health facilities aspects was not different.

H_1 : Based on the different occupation, tourists' satisfaction in term of tourism sport activity & health facilities aspects was different at least in 1 couple.

In the analysis process, the one way analysis variance (one way ANOVA) was applied for testing the satisfaction of long-stay tourists, in terms of tourism sport activity & health facilities aspect, classified by occupation, with a reliability value of 95% and H_0 rejection to be subject to p-value



less than or equivalent to .05 as per the following results of hypothesis testing shown in Table 5 below.

Table 5. Comparison of satisfaction of long-stay senior tourists on tourism management in view of tourism sport activity & health facilities; classified by occupation

Satisfaction factors of long-stay trip in view of tourism sport activity & health facilities aspect	Source of Variance	df	SS	MS	F	p-value
Golf Activity	between-group	7	.106	.158	1.009	.432
	within-group	392	13.362	1.658		
	Total	399	13.468			
Fitness	between-group	7	.763	.252	.499	.833
	within-group	392	13.674	1.175		
	Total	399	14.437			
SPA Service Activity	between-group	7	.640	.806	.364	.920
	within-group	392	11.561	1.456		
	Total	399	12.201			
Overview	between-group	7	.721	.674	.693	.678
	within-group	392	10.915	1.345		
	Total	399	11.636			

According to the Table 5, the comparison results of long-stay tourists' satisfaction, in term of tourism sport activity & health facilities aspect, classified by the occupation, through the one way analysis variance, showed that the p-value of an overview and 3 aspects were .678, .432, .833 and .920, respectively which were higher than .05 reflecting the H_0 acceptance. This therefore meant that although their occupations were different, the satisfaction of tourists, in terms of an overview of tourism sport activity & health facilities aspects, golf activity, fitness and SPA service activity, appeared not to be different.

The comparison of satisfaction factors of long-stay tourists on tourism management, in term of tourism sport activity & health facilities aspect, classified by marital status, was undertaken under the hypothesis as follows:

H_0 : Based on the different marital status, tourists' satisfaction in term of tourism sport activity & health facilities aspect was not different.

H_1 : Based on the different marital status, tourists' satisfaction in term of tourism sport activity & health facilities aspect was different at least 1 couple.

In the analysis process, the one way analysis variance (one way ANOVA) was applied for testing the satisfaction of long-stay tourists, in term of tourism sport activity & health facilities aspects, classified by marital status, with a reliability value of 95% and H_0 rejection to be subject to p-value less than or equivalent to .05 as per the following results of hypothesis testing shown in Table 6 below.

Table 6. Comparison of satisfaction of long-stay senior tourists on tourism management in view of tourism sport activity & health facilities, classified by marital status

Satisfaction factors of long- stay trip in Cha-Am and Hua-Hin, in view of tourism sport activity & health facilities aspect	Source of Variance	df	SS	MS	F	p-value
Golf Activity	between-group	2	.602	.301	2.398	.097
	within-group	397	13.866	1.300		
	Total	399	14.468			
Fitness	between-group	2	.822	.911	2.419	.095
	within-group	397	10.615	1.104		
	Total	399	11.437			
SPA Service Activity	between-group	2	.420	.210	2.245	.112
	within-group	397	10.781	1.347		
	Total	399	11.201			
Overview	between-group	2	.461	.730	3.427	.137
	within-group	397	13.175	1.520		
	Total	399	13.636			

As per Table 6 above, the comparison results of long-stay tourists' satisfaction, in term of tourism sport activity & health facilities aspects, classified by marital status, through the one way analysis variance, showed that the p-value of an overview, and 3 aspects were .137, .097, .095 and .112, respectively which were higher than .05 reflecting the H_0 acceptance. This therefore meant that although their marital status was different, the satisfaction of tourists, in term of an overview of tourism sport activity & health facilities aspects including golf activity, fitness and SPA service activity, appeared not to be different.

Conclusion and Discussion

The study on factors affecting satisfaction on long-stay trip of senior tourists in Hua-Hin and Cha-Am was undertaken on the purpose of comparing the satisfaction factors on long-stay trip of senior tourists in Cha-Am and Hua-Hin. The population for this study was 400 senior tourists taking long-stay trip in Hua-Hin and Cha-Am and the quota sampling was used for data analysis and processed through the statistical computer program. The statistics attributes for data evaluation consisting of number, percentage, average, standard deviation and analysis of variance in line with the study of Seyanont and Somphobskul(2010) using the descriptive method, analysis of variance (ANOVA) and multiple regression analysis by collecting questionnaires distributed to both Thai and foreign tourists staying at the homestays in Amphawa Floating Market, Samut Songkhram and also in line with the study of Kanchana Thavinant and Khamsuk, (2015) studying on "The service quality affecting customers' satisfaction in long-stay tourism service business of Thailand tourism industry". The latter was the quantitative study for which the questionnaires were distributed to 308 long-stay tourists and the collected data was analyzed by multiple regression analysis that was also in line with the study of Pranee (2014) on "A guideline for quality management of health SPA business in Ranong" and the study of Thitiphorn Sri Arphorn and Narongphant Chunrum (2015) on "Factors influencing the Japanese tourists' decision making in long-stay visit in Chiangmai". In addition, it was also in line with the study of Boonying (2018) on



“Demands and problems faced by Chinese tourists travelling in Thailand” and that of Vorasingha (2018) on “The traveling route for gastronomic tourism via salt in western region of Thailand”.

The results of determining factors of long-stay trip in Cha-Am and Hua-Hin were: 1) Location Aspect : mostly were due to good climate and living facilities and this was in line with the study of Thitiporn Sri Arphorn and Chunrum, (2015) indicating that most of tourists who had been already retired focused on the influence of facility factor and Thong-ngarm, (2010) on “ The satisfaction of foreign tourists on visiting Sukhothai Historical Park” indicating that the captioned satisfaction in all aspects were in high rank inclusive with location and facility aspects that was in line with the study of Sivaphirunthep (2014) on “The satisfaction and suggestion for development of tourists visiting Cha-Am beach, Phetchaburi” indicating that travelling during a different season, tourists’ satisfaction reflected difference at a statistical significance value of .05 and the variances were sea & beach, and location & environment.

The satisfaction value of tourists travelling during high season was higher than the tourists’ during low season, 2) Economic (Cost) Aspect: most tourists were of the view that the cost of living was appropriate. This was in line with the study of Jam-jan and Sopharat, (2012) stating that the important determining factor of long stays of tourists, was the factor of the cost of living (compared to the living standard), 3) Social & Cultural Aspects : it was a simple lifestyle which was in line with the study of Chamchan and Soparat, (2012) indicating that local people (friendship and hospitality), food and culture, language and accompanying of relatives or friends were important determining factors of tourists when taking long-stay trips, and 4) Tourism Aspect: mostly were various interesting tourism activities, beautiful scenery of tourist attractions and high safety. This was in line with the study of Chamchan and Soparat(2012) indicating that the important factor of tourists were safety and security, beautiful scenery and attractive tourist attractions. Furthermore, this also concurred with the study of Khongprasert, Pasakornjaras, and Getawandee, (2014) on “Factors influencing Japanese tourists in Chiangmai”, indicating that the official pull factors consisted of tourism natural resource, topography or location, facilities, local people, culture or traditional events, accommodation and cost of living or travelling expenses.

In addition, the results also revealed that: 1) the tourists whose ages were different had different satisfaction on long-stay trip in Cha-Am and Hua-Hin, in view of tourism sport activity & health facilities; SPA service activity, at least one couple with the statistical significance level of .05. This was in compliance with the study of Chaikae (2013) indicating that the overall satisfaction of foreign tourists , whose ages were different, visiting Sukhothai Historical Park was different at the statistical significance level of .05 which was also in compliance with the study of Damrong Sri (2011) on “The satisfaction of Thai tourists on Sam Chuk 100-year Market, the conservative tourist attraction in Suphan Buri” indicating that Thai tourists’ satisfaction appeared in high level. When being compared on aspect basis and classified by age variance, overall satisfaction was in high level and different, 2) in term of the different educational level, overall satisfaction in view of tourism sport activity & health facilities aspect; golf activity, fitness and SPA service activity, was not different, 3) in term of the different occupation, overall satisfaction in view of the captioned aspect was not different, and 4) in term of different marital status, overall satisfaction in view of the captioned aspect was not different.

This was in compliance with the study of Parnmas, (2017) on “ Satisfaction and behavior of tourists on marine sports in Samui Island, Surat Thani” indicating that the individual different attributes such as gender, age, educational level, occupation and monthly income gain, did not cause any difference of tourists’ satisfaction but only the different marital status showed the different satisfaction on marine sports in Samui Island, Surat Thani with the statistical significance level of .05. The results of this referred study revealed that the satisfaction was related to the



behavior of tourists in view of marine sports in Samui Island with the statistical significance level of .01. Referring to the study of Kue-seng, Sri-ram & Bua-prot (2012) on “The expectation and satisfaction of tourists on environmental management of Sai Khao Waterfall” revealing that the overall tourist satisfaction was mostly at a high level, and when being compared on an ‘aspect’ basis, it was found that their expectation and satisfaction were mostly at high levels whereas the study results regarding individual attributes including gender, age, religion, educational level, occupation, income and birthplace, did not cause any negative effect on their expectation and satisfaction as such an environmental management issues.

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