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# Chapter 1

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#### Figure 1

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# Chapter 2

## Sub section

### Sub sub section

**Factors Affecting Tourist Satisfaction: An Empirical Study in  
the Northern Part of Thailand**  
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Abstract. In 2015, the ASEAN Economics Community (AEC) will be fully  
implemented, and, to pave the way for Thailand to be the tourism hub of Southeast Asia,  
it is important to study factors affecting tourist satisfaction. The emphasis of this study is  
on a northern province in Thailand, Chiang Mai, where there are many natural and  
cultural attractions. The significant factors are identified using statistical techniques. The  
data is obtained from a satisfaction survey as it was developed and distributed randomly  
to foreign tourists who visit Chiang Mai. The quantitative data is then analyzed using  
factor analysis and multiple regression analysis to identify significant factors. The result  
indicates that the most significant factor affecting the overall satisfaction is the cost of  
staying, and other significant factors are hospitality, attractions and accessibility, and  
infrastructure. In addition, policy recommendations are presented in the paper.  
1 Introduction  
Thailand is a destination with many iconic tourist attractions, such as mountains, islands, culture and  
traditions, architectures, the way of life, and foods. The tourism industry plays a vital role as an  
industry of Thailand. It is extremely essential to Thailand’s economy. According to the statistical data  
from the Ministry of Tourism and Sports shows that the revenue received from the tourism industry in  
2012 was 983,928.36 million Baht, increased by 26.76% from 2011. The number of international  
tourist arrivals in Thailand in 2012 was 22,353,903 people. The value of the tourism industry has  
increased by 16.24% from 2011. The average expenditure is 4,392.81 Baht person per day, with  
revenue of 983,928.36 million Baht. The average growth rate for the years 1987-2012 has increased  
by 7.72%.  
In 2015, the ASEAN Economic Community will be implemented. This will strongly affect  
Thailand’s tourism industry. Dr. Suthawan Chirapanda, Principle of School of Business, University of  
the Thai Chamber of Commerce has forecasted the number of tourists visiting Thailand at around  
twenty million people and forecasted that Thailand will rank as the second country in Asia that  
tourists choose to visit. This is also due to the fact that Thai people radiate warmth like no other.  
The international community has long regarded Thais as people whom are friendly, welcoming,  
and good in services. In terms of liberal arts, Thailand is also considered as a forerunner in  
attractiveness because of the exoticness in designs and patterns. There are plenty of tourist attractions,  
such as Chiang Mai, Phuket, Krabi, Pattaya, etc. The strength of Thailand is further augmented due to  
its geographical location, since it is the center of ASEAN. Provinces that contribute highly to the  
tourism industry’s income for Thailand are Phuket, Bangkok, Krabi, Chonburi, and Chiang Mai.

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# Chapter 3

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### 6 Conclution

### In conclusion, this study provides information that can be useful in the tourism industry to improve

### service quality in Chiang Mai. In preparation for the AEC, policies should be improved and developed

### to attract and satisfy tourists. Finally, this study indicates the most influential factor, which is Cost of

### Staying. The tourism authority of Thailand introduces new policies to prepare for the upcoming AEC.

### Those policies do not cover all factors, especially Cost of Staying, which should be the main concern

### for policy makers. All results obtained in this study is restrict to current information only. This study

### focuses only on factors that increase tourists’ satisfaction.

### This study can provide policy recommendations to government agencies. Controlling the standard

### of the price to be the same for both Thai and foreign tourists can raise the level of satisfaction among

### tourists. Besides this factor, conserving tourism resources (cultural and natural) and improving

### cleanliness of public toilets for both free and charge toilets can help in assisting the ability (of Chiang

### Mai) in the tourism industry to compete with other nations in the AEC. Methods of conserving

### tourism resources are: educating local people for the protection and judicious use of natural resources,

### stopping over utilization of natural resources, making habits for waste disposal, increasing the number

### of dustbin, and prohibiting heritage sites.

### As suggested earlier, all policies recommended to government might not be doable because there

### are numerous limitations. For instance, competition within the private sector, amount of budget

### received from government are insufficient for development. There is also lack of consistency of

### developing government policy plan, and lack of short term and long- term planning. Furthermore,

### there is lack of implementation of policy in a systematical approach. Hence, government will have to

### play their role as supporters in terms of policies and fundamental infrastructure. This is to increase

### SHS Web of Conferences

( C.A. Gunn,, Taylor and Francis (1988))

# References

C.A. Gunn. ((1988)). *Tourism Planning,.* New York, Taylor and Francis: 2 nd Edition.