

## CHAPTER II

### REVIEW OF RELATED LITERATURE AND RESEARCH

#### LITERATURE REVIEW

The topic of this project is "Tourists' satisfaction with biking tours at the Sukhothai Historical Parks." It involved both Thai and foreign tourists at Sukhothai Historical Parks who travel by bicycle around this area. It was necessary to study the satisfaction of tourists regarding the bicycle tours in order to shed light on the marketing and managing of bicycle rental and service quality at Sukhothai Historical Parks. The related literature and research are as follows:

1. Nature of the Tourists
2. Nature of Satisfaction
3. Related Research

#### NATURE OF THE TOURISTS

Tourism can be associated with a whole system which includes tourists who travel away from their normal residences to visit other regions or other countries; tourist generating regions (TGR), transit routes (TR), tourist destination region (TDR), and a tourism industry which supports tourist activities and/or tourist traveling (Leiper, 1995).

With the growth of tourism research, dictionary definitions have been expanded and have become most complex. Holecek and Herbowicz (1995) attributed the large number of definitions of tourism and the tourist not only to the multifaceted nature of the concepts, but also to measurement issues. They argued that when a theoretical definition conflicts with the realities of quantifying, an alternative definition is developed to bring the definition and measurement into congruence. However, they noted that most definitions are still based on the travel experience which is outside of one's daily routine whose purpose is for pleasure. Theobald (1994) argued that two broad types of tourism

definitions are generally recognized each with its own rationale and intended use. Conceptual definitions are intended to provide theoretical frameworks that identify the essential characteristics of tourism and what distinguishes it from similar, sometimes related, but different activities. Technical definitions provide tourism information for statistical or legislative purposes.

The definition of tourist most widely recognized and used is from the 1963 United Nations Conference on Travel and tourism that was adopted by the International Union of official travel organizations in 1968 (Murphy, 1985). Conference participants recommended that the word visitor be adopted, with visitor defined as "any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited." Two types of visitors were identified: tourists (temporary visitors staying at least 24 hours in the destination visited) and excursionist (temporary visitors staying less than 24 hours in the destination visited and not staying overnight). The definition was adapted to domestic travel by substituting region for country. The excursionist was viewed as a special tourist, who visited a destination for a day or spent some time there while passing through as part of a tour. In both cases, the excursionist was seen as a visitor, spending time and money while utilizing space and facilities in the destination area.

Walker (1994) described why tourists have to travel by saying that they travel for meetings, conventions, and pleasure. Moreover, Crompton (1979) identified many motives which he condensed into nine, split into two broad categories. The first category comprised nine items termed "socio – psychological," including that they related to social and mental factors. The first nine items are listed as follows:

1. A common need underlying tourists' motivations is to escape temporarily from the regular environment
2. Exploration and evaluation of self is not often recognized therefore, pleasure tourism is the opportunity for the tourists.
3. Travel for relaxation

4. The tourists are traveling for the prestige reason. It is not just for them, but the others admitted as the trip is so prestigious.

5. Trips away from normal constraints provide people with safe opportunities to be childish for a while

6. It is to enhance the relationship of kinship

7. Trips can be an excellent way to meet people, so for the social interaction reason. Also, Crompton observed that the above seven motives are not just the sort of themes given most attention by most tourism business in their product and promotional strategies. The other two cultural motive could be explained as follows:

8. Travel is for novelty as the ways to satisfy curiosity which include adventurous, new and different.

9. Education, as the tourists could also learn new things from their travels.

Most domestic travel, which is about 69 percent of the total, is for pleasure purposes. Approximately 636.4 million person-trips were taken for pleasure during 1992, according to the United States Travel Data Center's (USTDC) national survey. Nearly half of all the pleasure travel involved visiting friends and relatives. Maslow's hierarchy of human needs could be used as guide to explain the motivation for pleasure travel purposes. Maslow (1943) suggested that people have five sets of basic needs as demonstrated below:

1. Physiological needs: food, water, oxygen, sex, etc.
2. Safety needs: security, order, protection
3. Love needs: affection, identification, belonging (family and friends)
4. Esteem needs: self - respect, prestige, success, achievement
5. Self – actualization needs: self – fulfillment

From this explanation, Christie et al. (1992) explained how tourists are stratified in their needs by using Maslow's needs and motives listed in hospitality and travel literature to explain the hierarchy of needs of the tourists in the hospitality and tourism industry as follows:

Table 1 Maslow's needs and motives listed in hospitality and travel literature

Need	Motive	Travel Literature References
Physiological	Relaxation	Escape Relaxation Relief of tension Sun lust Physical Mental relaxation of tension
Safety	Security	Health Recreation Keep oneself active and healthy for future
Belonging	Love	Family togetherness Enhancement of kinship relationships Companionship Facilitation of social interaction Maintenance of personal ties Interpersonal relations Roots Ethnic Show one's affection for family members Maintain social contacts
Esteem	Achievement status	Convince oneself of one's achievements Show one's importance to others Prestige Social recognition Ego-enhancement

Table 1 (Cont.)

Need	Motive	Travel Literature References
		Professional/business Personal development Status and prestige
Self actualization	- Be true to one's own nature	Exploration and evaluation of self Self – discovery Satisfaction of inner desires

Source: Mill and Morrison (1992)

Walker (1994) suggested that basic travel motivation can be divided into four categories:

1. Physical motivator: physical rest, sporting and beach activities, healthful and relaxing entertainment
2. Cultural motivator: The desire for knowledge of other countries – music, art, folklore, dance, painting and religion
3. Interpersonal motivator: The desire to meet new people; to visit friends of relatives; to escape from the routine, family or neighbors or to make friends
4. Status and prestige motivator: The desire for recognition, attention, appreciation, and good reputation

In the next part, the nature of satisfaction of tourists will be explained. This is one of the most critical issues in tourism.

## NATURE OF SATISFACTION

Tourists' satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). There are many issues involved in tourists' satisfaction. Satisfaction is a person's feeling of pleasure or disappointment. According to Lui (2000), tourist satisfaction is a function of performance relative to tourists' expectation. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare services and products. Lim and Chin (2000) said that word-of-mouth can also become a very dangerous communication tool. According to Westbrook (1980), satisfaction is a cognitive evaluation that compares the expectation of the products and the practical requirements. Kilter (2000) stated that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or expectation.

Satisfaction is basically a psychological state; moreover, customers' satisfaction and dissatisfaction are important for the tourism industry because they influence the success of business. Thus, the factors involved with tourists' satisfaction will depend on more fundamental variables, personality and economic or social factors. Understanding customers' satisfaction will help the biking tour company owners know how to deal with customer needs by not just waiting for their requirements. Hence, the owners should measure tourists' satisfaction all the time.

Tejagupta (2001) demonstrated the concept of tourist satisfaction as follows:

1. The factors that are applicable to customer/tourist satisfaction

- 1.1 Service product; customer/tourist satisfaction is ensured when quality service is offered. The level of service has also passed the customer/tourist's needs. In accordance, the attentiveness of service workers and the perception of service quality are the significance factors in generating customer/tourist satisfaction.

1.2 Service price; customer satisfaction is rooted in the customer/tourist's agreement and consideration concerning the appropriateness of the service quality's price. The willingness to pay by clients differs through the acquiescence of customers toward the price and quality of service.

1.3 Service place; customer satisfaction of service pertains to the easy access by customer to service. The location of service for customer/tourist convenience is very important.

1.4 Service promotion; customer/tourist satisfaction of service is caused by the cognizance of information by word of mouth communication regarding the commendable quality of service. If the given information determined one's belief, it is likely that a person is motivated to purchase the service.

1.5 Service providers; these are people who play a significant role in the service profession in order to originate customer satisfaction. The administrators form the service quality specification to satisfy the customer/tourist.

1.6 Service environment; the environment and atmosphere of the service is effectual on the customer/tourist satisfaction.

1.7 Service process; the presentation of service in the process, its substantial method. The structure of customer satisfaction and the effectiveness of service system management are energized by the expertise of the completed and competent service to customers.

2. The satisfaction of customers is divided into two levels, which are the following:

2.1 The purposely achieved satisfaction, which is the presence of pleasant feeling in customers when expected service is given.

2.2 The purposely supremely accomplished satisfaction, which is the delightful feeling or impression of the customer/tourist when perceived service is received beyond the expected service.

Mondejar (2000) suggested that a person's satisfaction level is therefore defined by that person's perception, expectation and values attributed to a certain service or product. Moreover, a person's satisfaction level regarding a product or service is related to the value or importance given to the product or service and is reinforced by how well its attributes met their perception and expectation. Markovic and Horvat (1999) informed that Westbrook and Oliver (1991) constructed five measurement instruments and tested them for their reliabilities as satisfaction measures. With a five point scale, the points can be labeled, mostly dissatisfied, dissatisfied, neutral, satisfied and mostly satisfied. The Likert scales can be adapted to measure customer satisfaction as five levels of satisfied or dissatisfied, which will be used in the questionnaire survey of tourists' satisfaction.

In addition, to satisfy the tourists by using the SERVQUAL model as a framework for defining the real meaning of tourist satisfaction in tourism is an advantage. This model measures tangible and intangible service elements (Augustyn, et.al 1994). Parasuraman, Zeithaml, and Berry (1990) also suggested that the criteria used by customers, which are important in molding their expectations and perceptions of service, fit 10 dimensions

1. Tangibles: physical evidence
2. Reliability: getting it right the first time, honoring promises
3. Responsiveness: willingness, readiness to provide service
4. Communication: keeping customers informed in a language they can understand
5. Credibility: honesty, trustworthiness
6. Security: physical, financial, and confidential
7. Competence: possession of required skills and knowledge of all employees
8. Courtesy: politeness, respect, friendliness
9. Understanding: knowing customers, their needs, and their requirements
10. Access: ease of approach and contact



These 10 dimensions vary with respect to how easy (or difficult) it is to evaluate them. Some, such as tangibles or credibility, are known in advance, but most are experience criteria and can only be evaluated during or after consumption. Others, such as competence and security, may be difficult or impossible to evaluate, even after purchase. In general, customers or tourists rely on experience properties when evaluating service.

## RELATED RESEARCH

There has not been adequate research into satisfaction with biking tours. Most of the closely related research on this matter focuses on the satisfaction of tourists with a place and where the satisfaction with the other services simply follows.

### Gender

Bhirom Boonra (1998) studied "The impacts of crime problems toward tourism industry in Thailand case study: feelings of international tourists." It was found that tourists of different genders have different feelings regarding security and crime problems in Thailand. Gender affects decision-making about the travel style, therefore with reference to biking tours, gender affected the satisfaction with riding bicycles around historical parks.

Mueng Promkesa (1996) examined "Foreigner tourist attitude toward policies services: A case study of Sub – division 2 tourist policy." It was found that tourists of difference genders have different attitudes on the services of tourist policy at the level of statistical significance 0.05. The different attitudes have affected the satisfaction with the biking tours at Sukhothai Historical Park.

Pimchanok Sunsanee (1997) explored "Determinants of service quality as perceived by consumers in Chiang Mai province." It was found that consumers with different genders have different levels of focus on factors which identify quality of service by statistically significant amounts. Four types of service - Private Hospitality Service,

Laundry Service, Movie Theater Services and Commercial Bank Service - showed that each gender of consumers takes a clearly different assessment of the importance of factors affecting quality of services. Hence, the researcher's hypothesis on this topic is that "Gender of international tourists is related to satisfaction with biking tours at Sukhothai Historical Parks."

#### Age

Metta Savettalakha (1996) researched "Satisfaction of tourists with recreation area: a case study of Dusit Zoo." It showed that the different ages of tourists leads to different satisfaction with Dusit Zoo by the statistically significant level of 0.01. Similarly, it is important to know if different ages have different satisfaction levels with biking tours at Sukhothai Historical Parks.

Ratthawut Jiemsripong (1999) studied "Tourists' satisfaction regarding the environmental management of Bangsan Beach Chonburi Province." It was found that the different ages of tourists lead to different satisfaction with environment management at Bangsan Beach by the statistically significant level 0.05 in the positive factor. Certainly, in research, satisfaction with environment management during biking tour is affected by age.

Pimchanok Sunsanee (1997) identified "Determinants of service quality as perceived by consumers in Chiang Mai Province." It was found that consumers of different ages will pay attention to the factors defining quality of service at a significantly different level.

Norasak Hemnithis (1998) looked at "Factors affecting tourist satisfaction in service of immigration of the Bangkok international airport." It was found that the tourists who are of different ages have significantly different satisfaction with the service of immigration at level 0.05.

Prapassara Kasemsuwan (1998) researched "International visitors' perception of environment problems in Thailand." It was found that the international visitor of different ages have different perceptions of environment problems at a statistically significant level of 0.05.

Yaowaree Charoensawat (2000) studied "The tourist satisfaction in Khao Yai national park for recreation purposes." It was found that age was related to satisfaction at a statistically significant level of 0.01, in which the older they are, the less satisfaction they perceive.

Hence, the next hypothesis on this topic is "Age of tourists is related to satisfaction with biking tours at Sukhothai Historical Parks".

#### Occupation

Meung Promkesa (1996) examined "Foreign tourists' attitude toward policies service, A case studied of Sub – division 2 tourist police" It was found that the tourists who have different careers have a different attitude toward policies and services of tourist police at a statistical significance level of 0.05.

Norasak Hemnithis (1998) studied "Factors affecting tourist' satisfaction in service of immigration of the Bangkok international airport." It was found that the tourists who have different careers have different satisfaction levels toward the service of immigration at a statistical significance level of 0.05.

Tanaporn Metaneesadudee (2000) measured "Tourist satisfaction toward video presentation: A case study of Wat Phra Chetuphon Vimonmangklararam Rajwaramahaviharn" It was found that tourists with different careers had different satisfaction levels with the video presentation at statistical significance level 0.05.

Hence, a further hypothesis on this topic is "Occupation of tourists is related to satisfaction with biking tours at Sukhothai Historical Parks".

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There are many issue involved in evaluating tourist satisfaction. We have to consider the expectations of enjoying the biking tour. Tourists have high expectations involving holiday activities. According to Chris (1995) involvement is a multi dimensional function with importance, pleasure, self - expression and risk. From multi - attribute theory, it noted that risk can be divide into perceived importance of negative consequences in case of a poor choice and perceived probability of making such a mistake. The derivation of pleasure and self-expression might be decided from the importance of involvement. Thus, these factors involving tourists' satisfaction depend on more fundamental variables, personality and economic or social factors.

The researcher therefore examined tourists' satisfaction with biking tours at Sukhothai Historical Parks. The study emphasized three factors: physical safety, infrastructure and facilities, and administration and management.

