

The Study of Satisfaction Level towards Tourism Digital of Thailand Tourism Information Seeking and Domestic Travel Decision of Tourists

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ABSTRACT

Recent improvements in data communication can empower new features in various industries. Tourism can also profit from real-time data communication to attack problems of data untimeliness, which is one of main problems existing in tourism industry in Thailand. Hence, this study is aimed at developing application an active tourism information acquisition system under market strategy plan . Our strategy is created from customer needs through the 4P model, from which we found that two key issues, e.g. (1) incentive by gamification marketing and (2) highly increasing up-to-date data, can influence travelers to visit certain places. Our work uses technology acceptance survey from 420 travelers. We have found the actual factor that affect user adoption and inspire user to make the travel happens. When the users accept and use the system, the tourism information will be collected and updated in the system continually. The paper demonstrates that applying acquisition system with tourism sector can be used to improve the system in the same domain to actually support business by responding to the travelers' demands decisively.

KEYWORDS -acquisition systems, gamification, 4P, Technology acceptance model, Tourism information.

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I. INTRODUCTION

Tourism is one of the largest industries because it relates to the world economy as the major sources of incomes for communities and countries. In the past, the goal of marketing is to create as many new customers as possible but the finding new customers will be insufficient at the present. The enterprises should also focus on loyalty marketing or retention marketing (Shoemaker & Lewis, 1999). Many of tourism marketing researches have concentrated on repeat visitation as an antecedent of destination loyalty or the subjects of factors affecting repeated visitations and destination loyalty which is vital for tourism businesses from the economic perspective (Ahmad Puad Mat Som et al., 2012). For example, Hui, T.K. et al.(2007) assessed the satisfaction, recommendation and revisiting Singapore of different tourist groups Europe, Asia, Oceania and North America who departed from Singapore Changi International Airport. In addition, Haque & Khan (2013) explored factors influencing of tourist loyalty in case study on tourist destinations in Malaysia for making strategic marketing plans to encourage tourists to visit in Malaysia. And Suriya (2005) studied factors affecting revisit to Lampang province, Thailand as well. With many destinations relying on repeat business as a consequence revisiting intention has become an important research topic (Assaker et al., 2010). Particularly, adopting the repeated visitations was considered in the marketing competitions of attractions (Ahmad et al., 2012) because this increases the numbers of tourist visitors, retention and provoke into tourists but revisiting be measured in a temporal approach for more meaningful findings. (Mohammad & Ahmad, 2011)

The tourism industry in Thailand is actively promoting inbound foreign travel. Reference to statistic from Ministry of Tourism and Sports in Thailand in 2014 shows that the number of travelers have risen 18.76%, equivalent to 19.08% of average income when compared to the past [see Table 1]. The notabilities of Thailand include the variety of products, foods, and cultural heritage, and tourist attractions. These assets have made Thailand a main coordinator in the field of tourism and aviation after the official establishment of the ASEAN Economic Community or AEC in 2016.

Table 1. The number of arrivals from foreign travelers (Jan-Sep, 2015)

Country of Nationality	Number of Arrivals			Tourism Receipts (Mil.Baht)		
	2014	2013	%Δ	2014	2013	%Δ
Asia	5,600,941	6,404,536	-12.55	181,496.15	214,991.43	-15.58
Europe	3,087,820	2,871,079	+7.55	202,914.17	187,101.29	+8.45
The Americas	510,781	509,363	+0.28	34,322.60	34,076.73	+0.72
South Asia	480,781	545,212	-11.82	18,082.01	20,175.70	-10.38
Oceania	395,658	395,669	-0.00	26,364.74	26,540.58	-0.66
Middle East	212,756	225,045	-5.46	12,664.76	13,152.72	-3.71
Africa	68,651	58,823	+16.71	4,187.08	3,528.03	+18.68
Grand Total	10,357,388	11,009,727	-5.93	480,031.51	499,566.48	-3.91

Source: The ministry of tourism and sports, 2015

Information technologies and tourism are two of the most dynamic motivators of the emerging global economy. Both tourism and Digital Marketing increasingly provide strategic opportunities and powerful tools for economic growth. Innovation Technology plays a vitally enabling role in tourism and is crucial to the expansion of the industry(D. Ake, 2001)Tourism information is distributed over various sources. This is highly problematic for travelers. Therefore, an extensive data collection is necessary to make accumulated data from different sources more easily accessible.

In many works relating to the tourism, the studies about motivations of travelers are recognized as a starting point in order to understand travelers' behaviors (J.L. Crompton, 1979).Motivations have also been seen as a tool to segment the tourism market. Currently, there are no systems, which acquire tourism information using gamification marketing concepts. Referring to my previous study, which explores the behavior of the travelers using tourism information technology systems in Thailand. The result reveals that most travelers still search for information from several sources. In addition, 90% of the travelers in our sampling groups have opinion that the tourism information is not updated, some information is lost and most of useful information of useful information is scattered over several sources, from where information each sources provides different suggestions. The problem is that application developers do not know and update the actual required information of travelers and factors that can motivate actual travel to Thailand.

According to Siri (2015),I study travelers' behavior and the demand in order to find motivational factors to stimulate real travel. The study shows that the factors consisting of activity types, reward types, and the traveler types are the key motivations, generating traveling activities in Thailand. The activity type is resort and guesthouse. The reward type is traveling package promotion including the accommodation discount and reward goods. These findings help businesses to respond to traveler's demand decisively.

II. LITERATURE REVIEW

The research model of this study is based on Tourism Theory and gamification marketing concept, whereby an active tourism information acquisition system have a direct and positive relationship with perceived usefulness, perceived ease of use, attitude, intention of use and usage behavior toward to technology adoption.

A. Method and Theories

- 1.1 Method of tourism
- 1.2 Method about tourism need to travel.
- 1.3 Method of Information Technology.
- 1.4 Method and theories about the motives of tourism.
- 1.5 Method of social networking sites (Social Network Sites: SNS).
- 1.6 Method of consumer behavior.
- 1.7 Method of the measure satisfaction.
- 1.8 Method of attitude
- 1.9 Theory utilization and satisfaction (Uses and Gratification Theory).
- 1.10 Technology on human communication behavior.
- 1.11 Method about demographic characteristics.
- 1.12 Method about the business model (Business Model).
- 1.13 Method of creative tourism.

B. Research Objective

- 1) To investigate relation between digital function and the satisfaction level towards tourism digital of Thailand tourism information.
- 2) To investigate relation between tourism information and the satisfaction level towards tourism digital of Thailand tourism information.
- 3) To investigate relation between demographic and the satisfaction level towards tourism digital of Thailand tourism information.
- 4) To developing the tourism marketing strategy.

C. Research Model

The research model, I have created a framework for research under the concept of satisfaction with demand for digital tourism system are shown in Figure 1.



Figure 1. The research framework

D. Hypothesis

1. The satisfaction level towards tourism digital of Thailand tourism information relation between digital function
2. The satisfaction level towards tourism digital of Thailand tourism information relation between tourism information.
3. The satisfaction level towards tourism digital of Thailand tourism information relation between demographic characteristics of tourists (sex, race, age, income and status).
4. The satisfaction level towards tourism digital of Thailand tourism information relation between satisfaction
5. The satisfaction level towards tourism digital of Thailand tourism information relation between behavior.

III.METHODOLOGY

The target population of this study is travelers, both Thai and foreign, who use mobile and smart phones, and travels in Thailand. The sample set consists of 420 persons, calculating from the quantity of hotels in the ten most popular provinces in terms of tourism. The underlying hypothesis is that the number of travelers in a province positively correlates with the number of hotels in that particular province [see Table 2].(SPSS)

The ten most popular provinces in Thailand	Hotel and Resort	%
Changmai	547	15.31
Bangkok	455	12.74
Chonburi	517	14.47
Phuket	680	19.04
Rayong	338	9.46
Ayutthaya	80	2.24
Kanchanaburi	335	9.38
Songkhla	187	5.24
Nakhon Ratchasima	176	4.93
Krabi	257	7.19
Total	3,572	100
Average	357.2	10
Variance	60	

Table 2. Number of hotels 10 popular tourist province.

The study and data collection was conducted in order to obtain answers to research gaps that active information acquisition systems could encourage more storing of tourism information. The study was divided into four phase as follows:

1. Question about function need for digital system.
2. Question about data information need for digital system.
3. Question about behavior travel in Thailand.
4. Question about Personal information

IV.RESULT

The results showed that Tourists, mostly as female age 26-35 years, Employee/staff degree level student marital status unmarried, average revenue per month 10,000 – 30,000 baht per month. Their accommodations information for tour to Thailand. The most of them travel with friends and like to The Island and like Dive, Snorkeling and Fishing/squid fishing. A traveler decides to choose resort and guest house from website. The most of them search from www.thai.tourismthailand.org and the most application search from Facebook.

The findings of the study, satisfaction levels to use digital tourism. Of tourists visit Thailand found that the use of digital travel conclude that variable 6: 1) type of tourist favorite 2) the nature of the favorite activities 3) the nature of the accommodation popular guests. 4) Sources of information retrieval 5) Web site commonly used in the query 6) Application used to query data. The analysis of the relationship between the level of satisfaction of tourists on the digital side tour with demand for travel and tourism found that the type of information that is associated with a high level of satisfaction to the digital side. Tourism is a data quality assessment services, data protection methods during travel, information on travel and accommodation expenses, information on how to travel, accommodation information, information on the disaster and market / shopping mall.

Variables	Descriptions	Percentage
Gender	Male	20.50
	Female	79.50
Age	26-35	41.00
Income	10,000-30,000	50.70
Status	Single	61.00
Region	Thailand	63.60
	Foreigner	36.40
Smartphone	Sumsung Galaxy	46.90
	Iphone 4 +	39.00
Visit Thailand	more 6 times	39.50
Planning	1-7 Day	48.60
Lengths of stay	2-3 Day	42.40
Transportation	Plane	47.90
Join Trip	3-5 peoples	53.30
	With Friend	46.90
	With Family	46.20
Favorite Places	Island and The beach	23.80
Favorite Activities	Diving, squid fishing	30.50
Favorite Stay	Resort and Guest House	56.90
Search information	Internet	42.90
website	www.thai.tourismthailand.org/	39.30
Application	Facebook	65.00

Table 3. Profiles of respondents

Analysis

The satisfaction level towards tourism digital of Thailand tourism information relation between digital function The results of the Multiple regression analysis from Table 4-6 show 13 Function were statistically significant (significance < 0.05).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.626	.686

Table 4. Multiple Regression

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	.441	.118			3.745	.000
Create TRIP	.062	.085	.067		.732	.465
E-Market	-.218	.124	-.220		-1.758	.080
Review & Rating	-.003	.092	-.003		-.034	.973
Warning	.001	.063	.001		.008	.993
1 Share/Post/Upload	.051	.078	.054		.645	.520
Chat Room	-.063	.093	-.067		-.677	.499
Emergency Call	-.056	.087	-.061		-.648	.518
Search Information	.890	.208	.927		4.268	.000
Mark Map	.284	.110	.272		2.587	.010
Notify information update	-.668	.145	-.667		-4.588	.000
GPS	.499	.036	.541		13.973	.000

a. Dependent Variable: Services and Promotion

Table 5. Coefficients^a

The satisfaction level towards tourism digital of Thailand tourism information relation between tourism information. The results of the Multiple regression analysis from Table 6-7 show 14 Data were statistically significant (significance < 0.05)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.633	.735

Table 6. Multiple Regression

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	.737	.142			5.175	.000
Advice Info	.268	.083	.268		3.209	.001
Review Rating	-.040	.166	-.043		-.241	.809
Emergency Contact	.060	.049	.066		1.240	.216
Safety Security Information	.012	.032	.013		.373	.710
Accommodation Costs	.004	.043	.004		.095	.924
1 Local Product	.110	.189	.115		.583	.560
Transportation Information	-.181	.189	-.189		-.955	.340
Accommodation Information	-.013	.047	-.015		-.280	.780
Disaster Information	-.166	.216	-.178		-.772	.441
Shopping Place	-.085	.096	-.089		-.888	.375
Bank Location	.069	.122	.071		.563	.574
Hospital Location	.748	.318	.799		2.355	.019

a. Dependent Variable: Fast Search Data

Table 7. Coefficients^a

The satisfaction level towards tourism digital of Thailand tourism information relation between demographic characteristics of tourists (sex, age, income, status and Region).

The satisfaction level	Mean	Std. Deviation	N
		3.29	.82
Sex	1.00	0.000	420
Age	3.02	1.079	420
Income	2.29	1.297	420
Status	1.48	.650	420
Region	0.27	0.000	420

Table 7. Mean

The results of One Way ANOVA analysis from Table 8 show Data were statistically significant (significance < 0.05)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.38	5	3.68	5.86	.000 ^b
	Residual	247.22	394	.63		
	Total	265.60	399			

a. Predictors: (Constant), sex, age, income, status and Region

b. Dependent Variable: The satisfaction level towards tourism digital of Thailand tourism information

Table 8. ANOVA

The satisfaction level towards tourism digital of Thailand tourism information relation between satisfactions. The results of the multiple regression analysis from Table 9 show were not statistically significant (significance > 0.05).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.683	.721

a. Predictors: (Constant), Accommodation Information, Attraction Infomation

b. Dependent Variable: Data Consistency

Table 9. Multiple Regression

The satisfaction level towards tourism digital of Thailand tourism information relation between behaviors. The results of One Way ANOVA analysis from Table 10 show 6 models (Place, Activity, Favorite Accommodation, Data Search, Website and Application) were statistically significant (significance > 0.05).

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
How Often Do You Visit Thailand	Between Groups	5.891	4	1.473	1.950	.101
	Within Groups	313.500	415	.755		
	Total	319.390	419			
Prior to your trip	Between Groups	.156	4	.039	.069	.991
	Within Groups	235.394	415	.567		
	Total					

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
Average Day Per Trip	Total	235.550	419			
	Between Groups	1.476	4	.369	.414	.798
	Within Groups	369.486	415	.890		
Travel By	Total	370.962	419			
	Between Groups	5.573	4	1.393	1.537	.191
	Within Groups	376.225	415	.907		
Travel Member	Total	381.798	419			
	Between Groups	.047	4	.012	.015	1.000
	Within Groups	333.465	415	.804		
Travel With	Total	333.512	419			
	Between Groups	.639	4	.160	.291	.884
	Within Groups	227.673	415	.549		
Favorite Place	Total	228.312	419			
	Between Groups	1.592	4	.398	.094	.004
	Within Groups	1753.065	415	4.224		
Favorite Activity	Total	1754.657	419			
	Between Groups	1.719	4	.430	.220	.001
	Within Groups	810.843	415	1.954		
Favorite Accommodation	Total	812.562	419			
	Between Groups	3.577	4	.894	1.509	.003
	Within Groups	245.935	415	.593		
Data Search For Travel	Total	249.512	419			
	Between Groups	4.628	4	1.157	.254	.025
	Within Groups	1890.762	415	4.556		
Favorite WEB	Total	1895.390	419			
	Between Groups	9.189	4	2.297	.309	.002
	Within Groups	3082.952	415	7.429		
Favorite Application	Total	3092.140	419			
	Between Groups	2.123	4	.531	.208	.015

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	1056.874	415	2.547		
	Total	1058.998	419			

Table 10. Anova

V. CONCLUSION

As a result, the essential factors affected to repeated visitation of tourists, Thailand by functional, Data and Service of Digital System. The key finding was that the selected variables are important correlates of repeated visitation of Thais' and Foreigners' tourists, Thailand. Notwithstanding, all factors were the strategic marketing plans to stimulate the numbers of the tourists and revisiting numerous times which could increase the loyalty of the destination by revealing empirical results that repeated the intention of Thais' and Foreigners' tourists to revisit as well as recommending willingly Thailand to the other people. As a result, to preserve loyal customers that is a crucial contributor to the profitability of business as Hsu et al. (2008) discussed. In addition, repeat visitor should be measured in short term for greater meaningful findings as Badarneh & Mat Som (2011) discussed.

The analysis of Thailand SWOT to be developing a marketing plan as a Gamification Marketing through with the invention of a prototype called CU Thai, are below.

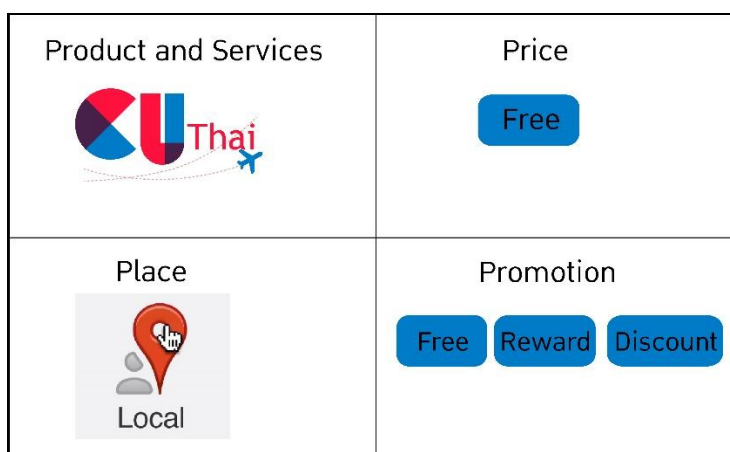
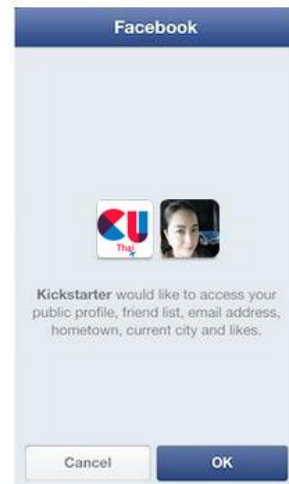


Figure 2. Marketing Plan

- 1) Target
 - Targeting the tourists, both foreigners and Thailand Travel Thailand. And use mobile phones and smartphones. The secondary target group is the entrepreneurs in tourism.
- 2) Products
 - CU Thai is Thai Program and Designed for Thai-English
- 3) Price
 - Free for Entrepreneur
- 4) Place
 - The target groups are entrepreneurs in tourism.
- 5) Promotion
 - 5.1 Promote Program on Facebook fan page, Search Engine.
 - 5.2 Co Promotion with entrepreneurs for the best package and make campaign.
 - 5.3 Reward program to motivate application.

Prototype-CU Thai

Prototype-CU Thai



Prototype-CU Thai

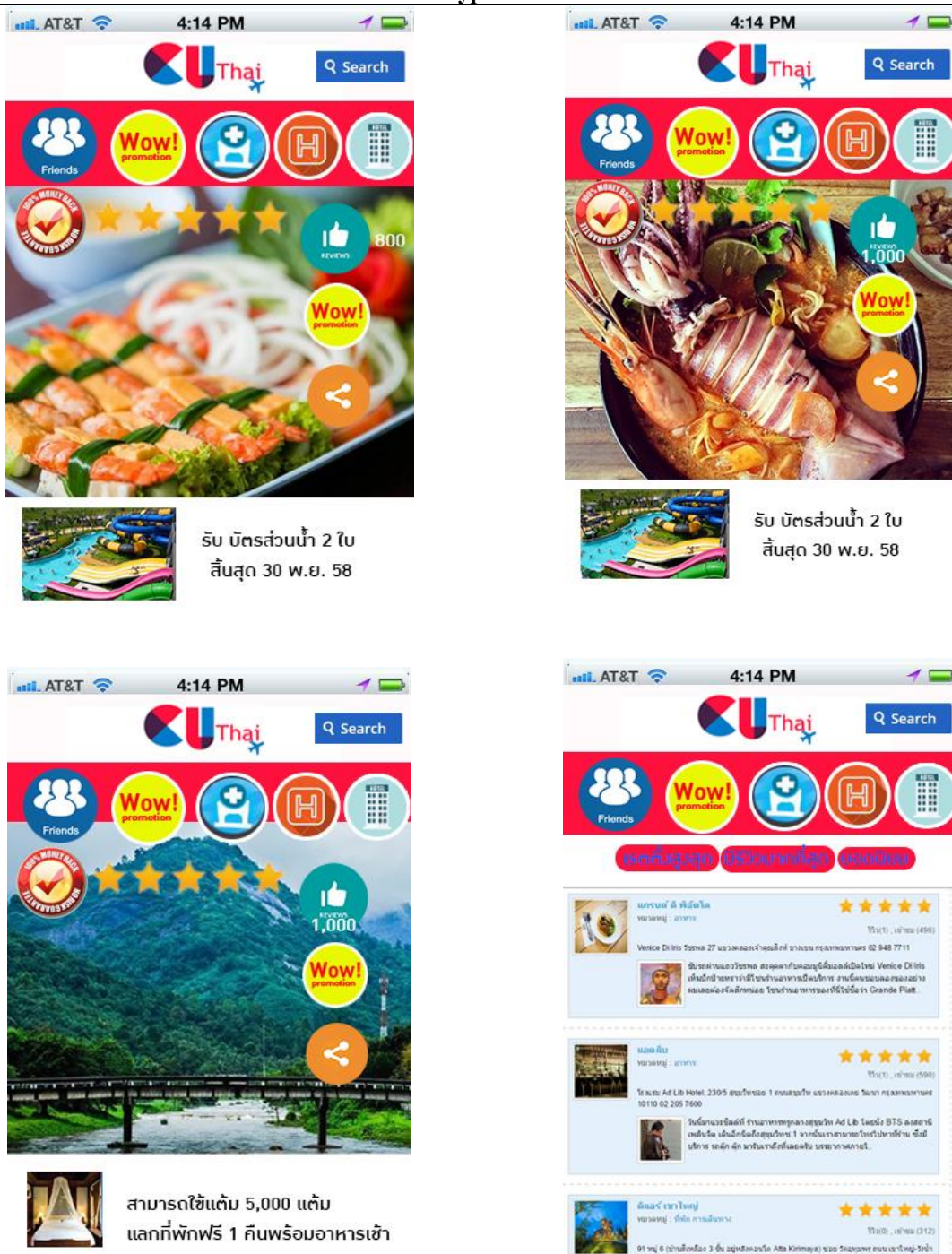


Figure 3. Prototype

Study limitations and further research

This study focuses on developing Thailand Tourism strategy by using application under tourism need. The test result shows that the travelers what them want and easy use. The quantity of data is likely to increase. Thus, this study suggests that the data's quality should be considered for future research.

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