

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Since the internet was introduced to the world, it has developed as a way for people to communicate and exchange data. In the hospitality industry, hospitality products and services have different characteristics (Morisson, 2002); for example,

1. Intangible nature of the services

Unlike other tangible products which can be examined, evaluated at the sales points, services cannot be tested in the same way. The customers have to experience it to evaluate so they tend to rely on the information from previous customers and reference groups such as peers, family members, colleagues.

2. Production methods

The customers are more involved in production methods and action of people relevant groups such as service staff, other customers, and the customers themselves to make the experience more memorable.

3. Distribution Channels

There are many intermediaries in the hospitality and travel industry such as travel agents, tour wholesalers and operators, incentive travel planners, and meeting planners. customers with travel experience. (O'Connor, 1999)

From the different characteristics mentioned above, the information has become a tremendous factor influencing travelers to plan their trips at each stage and one potential source nowadays and with its popularity growing dramatically is the internet and World Wide Web. The graph below shows the worldwide internet users (Miniwatts Marketing Group, 2009) and the revenue perceived from online retailing. (Berst, 2001)

Figure 1. The worldwide internet user

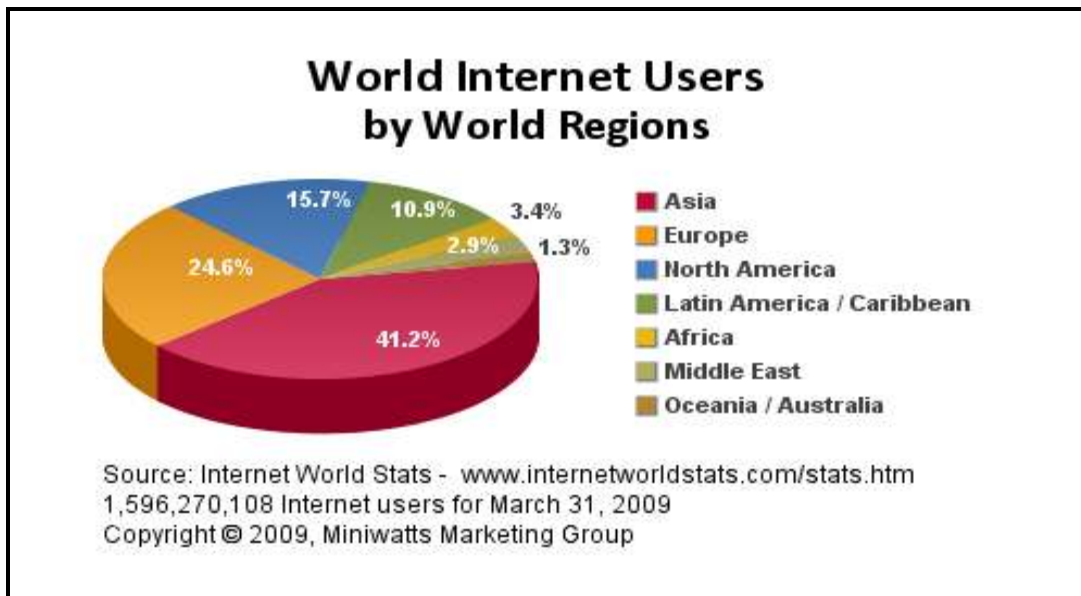
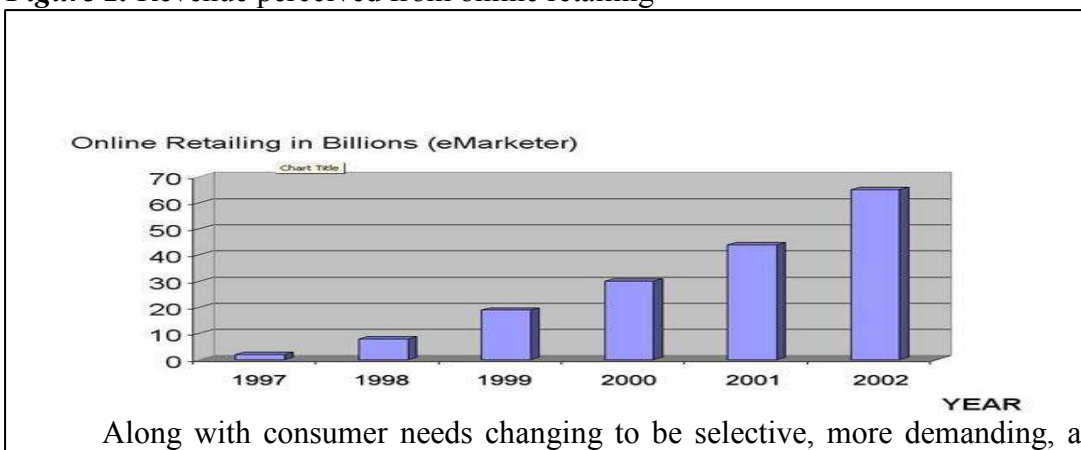


Figure 2. Revenue perceived from online retailing



Along with consumer needs changing to be selective, more demanding, and their expectation is getting higher and higher. Customers are also expecting greater access to:

- Product Information
- Order status information
- Specific account information

The internet eliminates the weakness of other intermediaries as the capability now is to access to the information and make the purchase online. It introduced the user-friendly graphical interface (in particular the 'World Wide Web') that present information in full-color graphics, sound and video, web pages have become comparatively important intermediaries between tourism suppliers both in the delivery of information and the process of reservation from the customers directly. On

the contrary, the traveler behavior which is to try to search for information at each stage of the trip, They also tend to use the world wide web and internet as intermediaries to find the information and make trip by booking flights, accommodation, and transportation via online booking websites and business websites. The statistics from The Travel Industry Association of America (TIA) can emphasize the increasing influence of the internet, in its report, Travelers' Use of the Internet, it estimated that 5.4 million online travelers used the internet in 2000 which was a 1700 percent increase over 1996. In addition, Travelocity is the third largest e-commerce site in reach and unique visits after Amazon.com and eBay.com (Morrison, 2002). From the statistics, tourism suppliers shouldn't overlook this new marketing channel, which is a potential channel to increase business income and gain more customers. They should make their websites have more potential, convenient, and full of efficient data to help match customers with experience.

1.2 STATEMENT OF THE PROBLEM

After reading some previous similar studies which are related to the topic of this study, the research questions are raised as follows;

- 1.2.1. What is Pavilion Samui Boutique Resort's guest satisfaction level towards content and application of the hotel website?
- 1.2.2. What is Pavilion Samui Boutique Resort's guest satisfaction level towards pricing strategy special promotion with the hotel website?
- 1.2.3. What is the traveling behavior of Pavilion Samui Boutique Resort's guests?

1.3 OBJECTIVES OF THE STUDY

Main Objective

To identify the satisfactions of Pavilion Samui Boutique Resort's guests with using Pavilion Samui Boutique Resort Website

Sub-Objectives

1. To survey the behavior of Pavilion Samui Boutique Resort's guests when traveling so that Pavilion Samui Boutique Resort can design a package to meet the customers' satisfaction.
2. To exploit results from the research to develop the hotel website in order to increase the occupancy of Pavilion Samui Boutique Resort.

1.4 DEFINITIONS OF TERMS

Table 1. Definition of terms of this study are as the following:

Satisfaction	Pleasant feeling when you receive something you wanted, or when you have done something you wanted to do:
Hassle – free	(A situation causing) without difficulty or trouble
User- friendly	If something, especially something related to a computer, is user-friendly, it is simple for people to use
Search Engine Website	A website which finds information on the Internet by looking for words which you have typed in such as www.google.com , www.sanook.com , www.yahoo.com
Online Booking Website	Websites contain list of accommodations, rate, special packages, information of tourist destinations, transportation information which allow the users to reserve flights and accommodation and pay online; for example, - www.expedia.com - www.travelocity.com - www.agoda.com - www.asiaroom.com - www.booking.com
E-Commerce	The online exchanges of value, without geographical or time restrictions, between companies and their partners, employees, or customers. (Groucutt & Griseri, 2004)

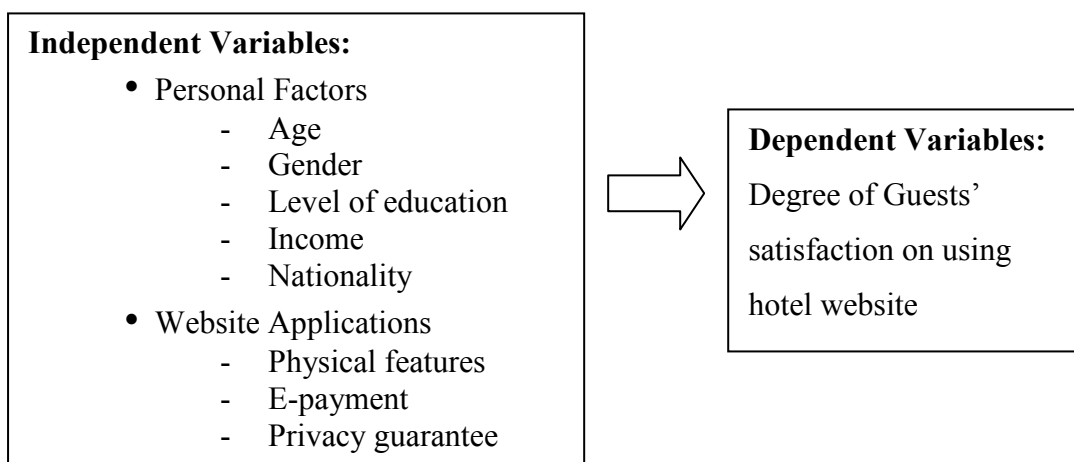
(table continues)

Table 1. (continued)

E-Business	E-Business will often include business-to-business process automation (like buying and selling). Most e-business environments require one (or more) e-commerce technologies to complete (in a safe and secure manner) that specific business transaction. Internet technologies like security, data encryption, e-billing, and e-payment methods are always good examples of the types of technology sets that enable opportunities, quoted by Fellenstein & Wood in E-commerce, Global E-business, and E-Societies (1999)
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Conceptual Frameworks:

In the hypothesis, variables are represented in the diagram below:

Figure 3. Conceptual framework of guest satisfaction with using hotel websites**1.5 SCOPE OF THE STUDY**

This Research is aimed at identifying the satisfaction of Pavilion Samui Boutique Resort's guests with using the Pavilion Samui Boutique Resort Website. Therefore, this study collected information from Pavilion Samui Boutique Resort's guests who stayed at the resort and visited the hotel website and the guests on line via their e-mail. And this study was conducted at one particular resort, which is Pavilion Samui Boutique Resort.

1.6 SIGNIFICANCE OF THE STUDY

This research will use the findings of the study to improve and develop the hotel website to meet Pavilion Samui Guests' expectations, design an appropriate travel package to meet the their' requirements, and coordinate with the potential online booking websites to gain more occupancy in the future. Also the investigator hopes this study will be useful for the web-masters and web-designers to distribute efficient content and to develop potential applications for travelers.

1.7 ORGANIZATION OF THE STUDY

The study of "Satisfactions of Pavilion Samui Boutique Resort's guests with using Pavilion Samui Boutique Resort'website and other hotel booking websites" is divided into five chapters.

Chapter one comprises an introduction, an introduction which consists of background, the statement of the problem, the objectives of the study, the definitions of terms, the scope of the study, the significance of the study, and the organization of the study.

Chapter two presents a Review of Literature, a review of the literature and previous similar research.

Chapter three covers the research methodology regarding the subjects of the study, materials used in this study for data collection, procedures and data analysis.

Chapter four reveals the results of the study.

Chapter five presents a summary of the findings, discussion, conclusions, and recommendations for further research.