

CHAPTER II

LITERATURE REVIEW

This research aims to investigate Chinese tourists' evaluation of service quality and satisfaction level toward Suvarnabhumi International Airport. This chapter is a collection of fundamental information for the whole research. The main content in this chapter can be divided into four parts as follows:

1. The introduction of tourism business in China
2. The introduction of Suvarnabhumi International Airport (SIA)
3. Complaints toward SIA
4. The concept of customer satisfaction
5. Expected airport facilities

The Introduction of Tourism Business in China

1. General situation of tourism business in China

Since the launch of Reform and Opening Policy in 1978 proposed by Xiaoping Deng, tourism business in China has considerably developed over the next few decades. The two major factors contributing the development of tourism business in China are relaxing restrictions and the appearance of a new social class---rich middle class, which is the main force pushing the development of economy in China.

The area of China is listed at top three of the whole world; while the number of inhabitants in China is the most with the figure of 1.3 billion, which shapes a greatly potential market for developing both inbound and outbound tourism.

Auflage (2002) commented there were so many cultural, historical, natural and man-made resources in China such as various national and regional customs, typical temples and spirits, towering mountains and remarkable rivers. All these resources are precious attractions for visitors. In terms of these unique advantages and greatly potential economic benefit, some related organizations in China focus on the development of tourism business.

Pfund (2011) reviewed the tourism in China and presented that the State of China put the expense of tourism infrastructures into the plan of state debt investment in 2000, which was a mile stone in the history of tourism development because this was the first time. Totally, 113 engineering projects were executed by launching US\$ 150 million.

2. The inbound tourism in China

With the sufficient resources and investments, inbound tourism in China got a considerable improvement. In 1999, the number of foreign tourists was 8.43 million. The figure grew to 83.3 million in 2000, which increased nearly ten times than the year 1999. Especially after becoming a member of UNWTO (United Nations World Tourism Organization) in 2001, incoming tourism in China kept a trend of increasing during the next years. In 2007, the number of foreign tourists to China was 131.87 million, which made China to be one of the top four largest destinations for inbound tourism.

3. The outbound tourism in China

Outbound tourism in China is developing at the same time. With the development of economy, Chinese inhabitants have more and more disposable income to facilitate them to travel around the world. Additionally, with the busy city life, travelling is a good way for working people to escape from their pressure.

Varma (2003), regional representative for Asia and the Pacific UNWTO, pointed out that one of the Chinese tourism distinguishing feature was the continuous growth of outbound tourism, which presented a brighter future for the tourism business in the whole world. Not only because of Chinese tourists' curiosity to the world, but also because of the support and encouragement from Chinese government.

According to UNWTO's vision, in 2020, China would be listed at number four of "top ten world tourist-generating countries".

Table 2 Top Ten World Tourist-Generating Countries in 2010

Rank	Country/Region	Outbound Tourist	Market Share (%)
		Departures (thousands)	
1	Germany	163,500	10.2
2	Japan	141,500	8.8
3	United States	123,300	7.7
4	China	100,000	6.2
5	United Kingdom	96,100	6.0
6	France	37,600	2.3
7	Holland	35,400	2.2
8	Canada	31,300	2.0
9	Commonwealth of Independent States	30,500	1.9
10	Italy	29,700	1.9
Total		788,900	49.2

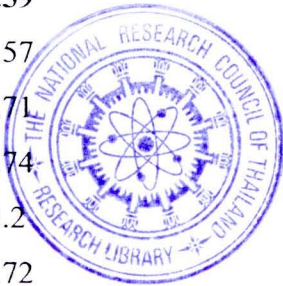
Source: United Nations World Tourism Organization (UNWTO) (1997). *Tourism: 2020 Vision*. Madrid: WTO.

Cai, et al. (1999) stated that Thailand was one of the firstly accessible destinations in 1991 for tourists from mainland of China. With the shift of policy, inhabitants in China were stimulated and excited to travel in different countries that with different culture, history and atmosphere at their leisure time. Thailand became one of the earliest beneficiaries from Chinese outbound tourism.

The biggest contributor to Thai tourism from overseas is Malaysia, followed by China. But in August, 2011, the gap between Malaysia and China was just 1,519 arrivals. It can be predicted that Chinese arrivals to Thailand would surpass Malaysia in a short time. By 2020, it is predicted that 100 million outbound tourists would be generated in China market, which would shape the most lucrative market for Thailand tourism (Mantanart, 2011).

Table 3 Top Ten Tourist Arrivals Source Countries for August 2011 to Thailand

Country	Arrivals	Change (%)
Malaysia	181,461	+12.12
China	179,942	+45.59
Japan	135,461	+43.57
Korea	121,838	+74.71
Laos	102,486	+52.74
United Kingdom	78,571	+23.2
India	75,349	+24.72
Australia	71,881	+34.07
Vietnam	64,356	+78.16
Singapore	61,358	+17.14



Source: TTR Available at: <http://www.ttrweekly.com/site/2011/09/arrivals-to-thailand-jump-in-august/>

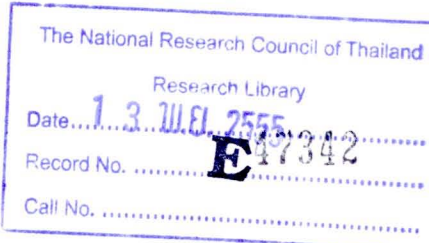
4. Conclusion

The economy in China is strengthening rapidly; China’s international status and image are improving. These two factors are contributing considerably to China’s development on both political and economic stages. International tourists are attracted to experience all aspects such as natural scene, cultural heritages of China. With the increase of spending power, residents in China get more disposable money to chase for entertainment activities. Both inbound and outbound tourism show a promising future in China.

The Introduction of Suvarnabhumi International Airport (SIA)

1. SIA’s General Situation

Suvarnabhumi International Airport (SIA) is being known as one of the most up-to-date airports in the world. There are so many passengers who have used its service after it began operation in 2006. In 1996, a special-purpose working group was set up to implement and manage the construction of SIA. Totally, more than 120



billion Thai Baht and ten years were invested to complete this remarkable engineering project. At present, Suvarnabhumi International Airport is playing an increasingly important role in both domestic and international stages.

Suvarnabhumi International Airport is approximately 23 kilometers far away from downtown Bangkok, which is in the RachaThewa in Bang Phli region. The control tower of this airport is tallest one in this world, which is 132.2 meters; moreover, the airport terminal of Suvarnabhumi International Airport is the third largest in the worldwide with the figure of 563,000 square meters. Suvarnabhumi International Airport handled 42.7 million passengers in 2010. According to these data, it is apparent that Suvarnabhumi International Airport is the busiest airport in Thailand and the sixth busiest airport in Asia.

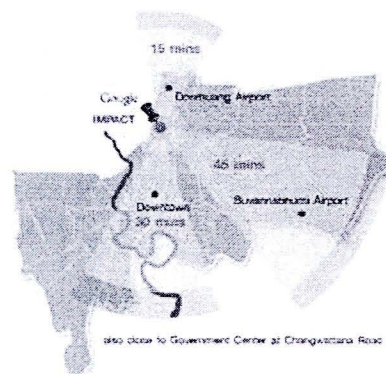


Figure 5 The map of Suvarnabhumi International Airport to downtown of BKK

Airports serve as an essential role in the travel and tourism industry. Koldowsko (2004), who worked as the director in the Pacific Asia Travel Association, mentioned the Suvarnabhumi International Airport in his report to the Strategic Intelligence Center in Bangkok and emphasized the importance of airport infrastructure to tourism development. He stated that a successful tourism industry needed a successful airport. To some extent, the accessibility of air travel is not only significant to tourism business but also to the whole national economy. One of the important social contributions brought by airport is enhancing the quality of life for the local residents.

2. Importance of Economic States

Airports are big business (Doganis, 1992) which contribute substantial benefit to organizational and national economy. At the early years when the airport business started to become prosperous, the economical profit increased dramatically. The apparently increasing trend was shown at European airports during the year from 1983 to 1989. There were eighteen major airports in Europe world at that area. All of these eighteen airports, in the five years, gained quadrupled economic income. In particular, two of these airports which were named as Rome and Marseilles reported financial deficit in 1983 also made profit.

Table 4 Reported surplus of deficit of major European airports 1983 and 1989

Airport	1983	1989
	£'000	£'000
London Heathrow	50,307	145,000
London Gatwick	5,829	54,900
Manchester	13,791	29,834
Frankfurt	7,615	56,008
Dublin	5,765	17,631
Amsterdam	951	14,199
Glasgow	2,475	12,400
Nice	2,679	5,979
Rome	-4,953	6,308
Copenhagen	832	4,953
Belfast	988	3,367
Milan	91	1,140
Birmingham	1,393	4,848
Vienna	2,435	5,721
East Midlands (UK)	1,999	2,238

Table 4 (Cont.)

Airport	1983	1989
	£'000	£'000
Marseilles	-287	-142
Geneva	524	965
Basle-Mulhouse	153	584
Total (18 airports)	92,587	365,933
Change 1983 to 1989		+299%

Source: Doganis, 1992

From this historical record above, it could be estimated apparently that airports have played a significant role in promoting the development of economy. Moreover, this statement gets supports from a diversity of organizations and departments. Richard K. Green (2007) said that “the popular press and local economic development boosters often cite hub airports as mechanisms for helping metropolitan areas grow”.

Airport is not only make profit to its stockholders but also be beneficial for the whole nation's economic development. Increasing employment generated by airport businesses improves its staff's level of life standard. Infrastructures such as electricity and transportation in that city would be improved as well to support tourism industries. Superstructures such as fashionable shopping malls and luxurious accommodations would be built attract more visitors.

Therefore, airport is not a separated business. It is interdependent with other businesses. Airport is the representative of a country, which provides the fires impression to its customers. A good airport can considerably enhance its country's economic development.

3. SIA's Internal Amenities

Since the great importance of airport's economic status, an airport with accessible and convenient design would contribute to its operation and success to a large extent. Because design and operation are associated closely with each other;

these two factors influence each other all the time. Kazda and Caves (2007) stated their opinion that “a poor design affects the airport operation and results in increasing costs”.

The design of an airport includes many aspects, which is a complicated task. Airport is one of the most important representatives of a nation's or a country's image. Especially, overseas visitors obtain the most direct and visible impression about that country once they get into that country by airplane; these are as what was said by Lin Yun (2007) that “an airport is like the front door to a country”.

To build up an impressive and attractive airport, many factors should be taken into consideration. First of all, selecting the site for the airport is the primary task. Many problems and complaints would be put forward if the airport is established at an inappropriate place. Besides the site, many facilities that are placed within the building of airport are also need carefulness on designing. For example, the runways for aircrafts, the passenger terminals, the pavements for passengers and taxies, the infrastructures required at the airport and the amenities for disabled people.

All these aspects in the airport should be designed and managed integrally. Lack of cohesion and harmony would cause “increasing costs” (Kazda and Caves, 2007), which is running in an opposite direction to every economic enterprise.

For any for-profit enterprise, they primarily focus on two activities which are retaining existing customers and adding new customers (Smith, 2007). Providing fascinating environment and high-quality service is an effective way to achieve those two goals. Facilities and amenities are two significant presentations, which are the important features for travelers choosing air travel. Goh, et al. (2007) presented that the services provided by an airport from curb-side check-in to the food service vendors are factors affecting the travelers' decision in choosing this mode of transportation.

Many people and passengers recognize the SIA is of advanced decoration, which impresses arrivals greatly. In particular, the typical Thai mythical sculptures at the Passenger Terminal show visitors the unique Thai distinguishing feature. Yet shortcomings were pointed out by Noobanjong. Noobanjong (2009) held the opinion that these amenities that were placed at the terminal were just some visual views, which could not add any “intrinsic value to the design”. Although the outside view and the building structures of Suvarnabhumi International Airport were impressive, there

were also some factors causing the threatening crises and official management. Most of these crises were caused because of “the sub-standard design work” (Noobanjong, 2009).

Complaints toward Suvarnabhumi International Airport

Although Suvarnabhumi International Airport is designed beautifully and decorated in fashionable style, there are still many potential dangers for these unconscious people, such as, there is no facilities built up at the parking area to prevent cars dropping to the ground; there are some air-conditioners with sharp-edge fixed on the ground; there are some chairs just fixed in the middle of walking way; all of these improperly-fixed equipment are potential crises for passengers.

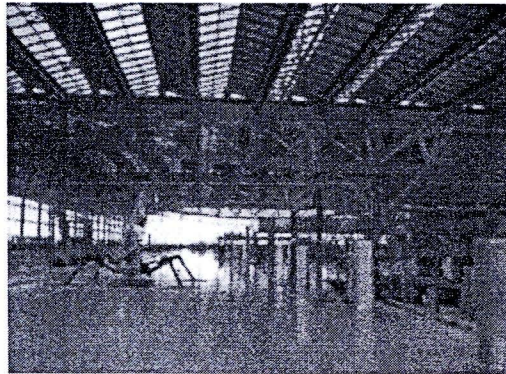


Figure 6 The example of potential hazards at the passenger terminal

Source: Noobanjong, 2009

Many detailed descriptions about the “crises” were put forward. Rojanaphruk (2006) presented that Suvarnabhumi International Airport run in a threatening model from its official opening on June, 2006. At the first days, the leaky roof and the cracks on the surface of walkway and runway cause some trouble and inconvenience to passengers.

The problems on the first opening days

Suvarnabhumi International Airport opened for all international commercial flight on 28 September 2006. On that opening day, there were many complaints arising. Srma (2005) reported several unpleasant things. To get the baggage, Korean

passengers spent three hours on it due to some unexpected accident, which made all of them dissatisfied with their first day travel at Suvarnabhumi International Airport. Staff were constrained to do the checking-in passengers by themselves instead of the computer's technical system because of the system debacle. Moreover, there were some bags lost unfortunately; passengers gathered together to find their luggage, which caused the situation around the "Lost and Found office" in chaos. Finally, Sritma (2005) added that the flights on the first day opening were put off again and again. Punctuality and effectiveness are the major issues for passengers to choose airplane as their transport channel. Delayed flight would cause passengers' dissatisfaction.

After the first two days, there was another issued article (2006) stated that there were some Korea passengers confronted with the unpleasant circumstances because of the long time spent on the delayed luggage. Besides that, on the third day, shipping companies suffered some troublesome problems as well.

Noise pollution

While, except the internal construction problems, environment pollution, such as noise pollution was blamed seriously by the residents around Suvarnabhumi International Airport. Noise pollution is harmful. According to Babisch, et al. (2003) "noise pollution disturbs people's work by decreasing their concentration, relaxation and sleep. It causes stress and worsens physical problems such as high blood pressure, chronic exhaustion and heart disease".

Suvarnabhumi International Airport was asked to take steps to reduce noise pollution. The projects which cost estimated budget 390 million Thai Baht are launched with the aim to relieve noise pollution. Local residents are affected considerably because of the landing routes; hence, landing routing of aircrafts would be regulated and compulsory noise-control rules would be carried out on all the aircrafts. In addition, noise absorber stuff would be bought to construct the noise prevention wall. But Cohen, et al. (2008) stated that these problems haven't been solved yet. Even in 2010, Raman also stressed that Airport of Thailand (AOT), the owner of Suvarnabhumi International Airport, was formulated by Thailand's Supreme Administration Court that AOT could not slacken to resolve the problem of noise

pollution and should take responsibility to this issue continuously due to it is a big headache to local residents around the area.

News reported in the Bangkok's Independent Newspaper on 29 June 2006 stated that high-ranking government officials held meeting with airports that have the problems with the quality of service, because the image of the whole country would be put into embarrassment due to the sub-standard services. AOT was blamed to just concentrate on expanding the scale of SIA, which was going to the wrong direction; the focus of work should be placed on the services, which deserved more energy and economic investment. Some officials criticized directly that "although the airport and its hardware are considered world class, its facilities are not".

Complaints about facilities

There are many factors and facilities included in this international airport. These factors and facilities are affecting passengers' evaluation and estimation. For example, insufficient of toilet, which is a big weakness to such a big building, is rather inconvenient to passengers; lack of clear signs can make passengers confused about the right direction; since the large amount of Chinese passengers, signs with Chinese languages are suggested to be used, which can bring considerably convenience to this second largest service users in the worldwide. There are some complaints about the lack of signposts that tell the direction to food center. Additionally, the low temperature within the airport is also one of the complaints.

The area of lining up for getting boarding card is narrow. There are many passengers with their luggage. But limited chairs are provided there. Most of passengers just sit on their baggage or stand to say "good bye" with the people who go to see off them, which generates complaints by passengers.

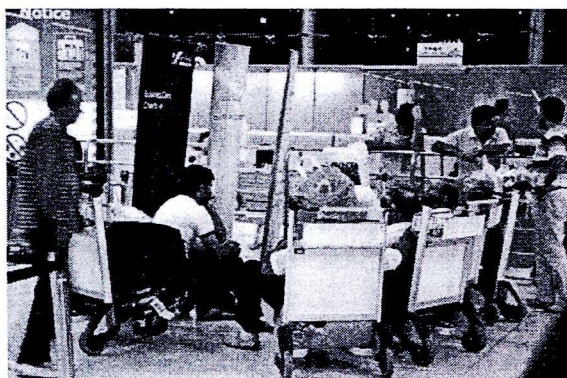


Figure 7 Passengers at Suvarnabhumi International Airport

Source: Internet Available at: <http://www.skyscrapercity.com/showthread.php?s=4bf5e7d38814677e275dc7039903f1bd&t=1069283&page=2>

Additionally, dissatisfaction with the Immigration service emerges. Some passengers grouse the accessibility to re-entry application. Because of urgent affairs, some passengers have to do the re-entry at Suvarnabhumi International Airport. While, Immigration just offers its service in daytime, which causes extreme inconvenience to passengers. For the passengers who arrive at or leave away from SIA at midnight, they also meet with some inconvenience. At midnight, there are just limited staffs on duty. When a large group of passengers rush into the airport, staffs that provide professional service are insufficient. Workers that are not in the series of Immigration are called out to help, which can reduce the level of customer service satisfaction. Customer service satisfaction is of great importance to encourage customer to reuse its service.

Some of these complaints have been in the process of solving and have gained some achievement. While, there are also some newly discovered problems. Find out and resolve problems continuously are critically successful key for Suvarnabhumi International Airport.

The Concept of Customer Satisfaction

1. The definition of customer satisfaction

Smith (2007) defined that customer satisfaction measures how well a company's products or services meet or exceed customer expectations. It can be

understood that the result whether customer is satisfied with the products or services or not is related to both product or service provider's performance and the expectation from customer. When the performance presented by provider matches or exceeds customer expectation, customer would give a higher evaluation and feel satisfied. While, if the performance cannot keep in the same pace with customer expectation or cannot meet customer's need, customer would get dissatisfied estimation to the performance.

In this case of Chinese tourists' evaluation of the service quality and satisfaction levels to SIA, the customer satisfaction is related to the products and services provided by SIA and Chinese tourists' expectation on what kind of products and services they would be offered.

2. The function of measuring customer satisfaction

Retaining existing customers and adding new customers are two primary tasks to every market organization (Smith, 2007) which is beneficial for these organizations to collect customers' expectation on their products or services. By measuring the level of customer satisfaction, direct and explicit information upon customer retention, customer loyalty and product repurchase can be collected. All the information is critical for organizations to upgrade their products or services and produce new products.

Measuring customer satisfaction provides SIA with useful information for long-term and sustainable development. Especially, China is the greatest potential market to Thailand tourism. Customer satisfaction from this most promising market is of strategic significance.

Saeheng (2010) recommended organizations to measure customer satisfaction regularly, because it is one of the keys to retain customers.

3. Elements that affect customer satisfaction

When customer studies the product or service that he/she is going to make purchase, his/her ability to judge the quality, price and value is influenced by many elements. In this modern technology society, there are many channels to facilitate customer to collect information about the service, compare the price among similar products. Such as, advertising on TV and Internet, introduction and suggestion from

salespersons, promotion from product/service provider and word-of-mouth from friends and communities (Smith, 2007).

All these elements are of influence to customers' future behavior intentions, which are acknowledged as antecedent. Their future behaviors are consequences. Great antecedents contribute great consequences of high satisfaction, high loyalty and customer retention.

Besides customer expectation, the qualities of product and service are two core elements that affect the level of customers' satisfaction. Considering the elements coming from Suvarnabhumi International Airport, there are many elements should be taken into account to measure customer satisfaction. Such as, the construction of SIA, the quality of services provided by staffs at SIA, the variety of facilities at SIA, safety and on-time service, etc.

4. SERVQUAL

Customers' perceptions of service quality should be taken into consideration from a couple of perspectives. SERVQUAL was introduced by Parasuraman, Zeithamal and Berry in 1988, which measured the customers' perceptions from multiple items: Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Due to the comprehensive spectrum of services, Parasuraman (1991) suggested that questionnaire with 22 items was suitable for measuring the perception of service quality. All these 22 items are established on the general dimensions about quality. After deeper research, these totally items was extended into ten items, which were Tangibles, Reliability, Responsiveness, Competence, Courtesy, Credibility, Feel Secure, Access, Communication and Understanding the customer.

SERVQUAL is an appropriate theory that can be applied to improve the service quality in the hospitality organizations. Collecting the expectation from customers and the real performance presented by the organization would facilitate the organization to find the defects in terms of the urgency and importance. Then, taking efficient actions to correct and solve these defects would helpful to improve the organization to be perfect considerably.

Basis on the qualitative research, Parasuraman, Zeithamal and Berry (1991) concluded that no matter in which department included in the hospitality industries, customers showed their same recognition through the survey of

SERVQUAL that Reliability was of most significant importance while Tangibles was least important. Consequently, whether the organization is capable to provide the promised service or not is a crucial factor concerned by customers. In hospitality industries, production and consumption occur simultaneously; hence, there is the direct contact between staff and customer. For the case of Suvarnabhumi International Airport, whether staff can serve passengers with high quality and accuracy would affect passengers' impression toward the whole organization.

Moreover, other items such as Courtesy, Communication and Feel Secure also cannot be ignored due to the influence to passengers' impression and level of satisfaction.

Expected Airport Facilities

Airport infrastructures are the first contact point for tourists when they arrive at their holiday destination (Rendeiro and Cejas, 2006). Hence, expected airport facilities according to customers' and tourists' requirements would enhance their impression toward the airport. Since people are with various preferences and demands, collecting information on service users' opinions as much as possible is prone to maintain regular customers and attract new customers.

1. Rest Area

Joseph and Maxwell (1992) focused on the issue of rest area in airport nearly twenty years ago. Studies had shown that, he said, even in the crowded and busy airports, there were only about sixty percent of the seats in the airport used for sitting. That was because approximately seventy percent of airline passengers were travelling by their own and they had the nature of avoiding touching with strangers. So they tended to keep them away from strangers by putting their luggage on the seat between themselves and strangers instead of sitting next to strangers. While, this problems could not be solved by just increasing the number of seats, since, generally, only sixty percent of seats would be occupied by passengers (not include the luggage). Consequently, seats should be arranged for people travelling alone in a proper pattern. Additionally, except the individual passengers, there are also some passengers travelling with their families, friends, acquaintances or business associations; different seats arrangement is required to accommodate their different demands. In conclusion,

seats put in the right places with appropriate patterns are important for airline passengers.

Moreover, rest areas are spaces provided to passengers to let them escape from the tension and stress brought by luggage, passport and time; quiet atmosphere, comfortable seats and clean environment would be favorable to passengers.

2. Security

Security issue is related to passengers’ and tourists’ vital interest, which includes personal security and property security. For the item of personal security, more and more innovative technologies and equipments are applied to guarantee passengers’ security in airport. Learn from the previous experience, US is increasingly concentrating on the security screening checkpoint operations (SSCP); a large amount of finance is invested to assure the smooth operation of security. Leone and Liu (2011) announced that the airport SSCP operation is an important line of defense against the introduction of dangerous objects into the US aviation system.

The length of time spent on waiting for security check is of importance, which should be within passengers’ tolerance. The research outcome presented that the waiting time at peak hour was controlled within ten minutes for small hubs in US and that for hubs with medium scale reduced to less than ten minutes. However, for large hubs, the length of waiting time is not only more than ten minutes but also even shows an increasing trend.

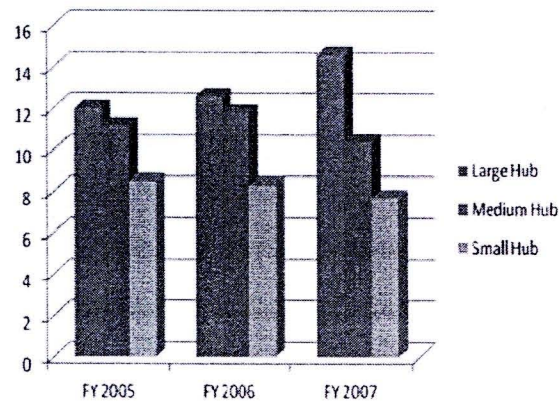
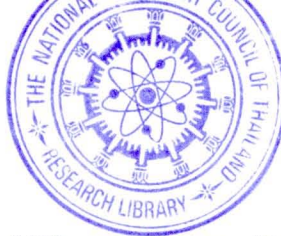


Figure 8 Average Peak Waiting Time by Airport Categories in the US

Source: Transportation Security Administration, 2007



Learn from the lesson abstracted from US's experience, SIA should put great effort to improve the SSCP issue to save passengers' time, which is also a demonstration of working with high efficiency.

Besides the personal security, emphasis also should be put on passengers' property security. The conveyance of luggage should be executed under proper management. Security personnel should be on duty every second to keep thief and crisis away from passengers' luggage.

3. Medical Centre

The international travel has been continuously keeping expansion from the past forty years, which has increased by more than seven percent per year. This great development trend, to some extent, contributes to the development of travel medicine (Zurba, et al., 2007).

According to Zurba, et al. (2007) each year, there are 50 million people travel from industrialized countries to the developing countries; between 20 and 70 percent of them inform that they get some illness from their travel. Even though the majority of informed illnesses are mild, there are 1% to 5% of travelers become seriously ill to ask for medical assistance either during or after immediately. Worse yet, between 0.01% and 0.1% of travelers request medical evacuation; 1 out of 100,000 dies. Besides the mild common disease such as headache, cold and high temperature, the community of elderly travelers also poses some stress to caregivers. With the considerable convenience of transportation and the continuous improvement of life quality, an increasing number of elderly people prefer to travel at their leisure time, which shapes potential of risks for travelers.

In terms of the data collected at Bahrain International Airport, the diseases suffered by travelers are common health illnesses. 24.4% are infected by upper respiratory tract; 19.2% get headaches; 12.9% get musculoskeletal pains; and 11.0% do not feel well because of gastroenteritis. However, even though the number of travelers with severe symptom is not big, nurses and available physicians are required to offer their assistance to patients at any time.

Since Suvarnabhumi International Airport is Thailand's national gateway, which is such a busy airport to provide service to international passengers and tourists. Medical centre is needed to serve the travelers with considerate care.

4. Food Centre

Food centre is an important part to airports, especially international airports. Passengers and tourists who take international flight are required to arrive at the airport two hours before departure. Besides, they tend to aside their time to go shopping at duty-free shops. Hence, there would be several hours for them to stay at the airport. Food is considerably needed for them.

However, many factors should be taken into consideration to run the food centre smoothly. Such as, the cleanness of environment in the food centre, which would influence service users' appetite for food and evaluations. Bad estimations would be given in terms of the bad sanitary condition; the types of food and the service attitude also would affect service users' impression as well.

Additionally, traditional food contributes some attraction to tourist. Hall and Sharpe (2003) commented that food is still a significant component to tourism experiences as well as causes concern to many travelers. However, there are also some statements to prove food's positive effect. Cohen and Avieli (2004) evaluated that food has been identified as an attraction to travelers in many destinations, which can promote the development of local economy. Some people further pointed out that traditional foods and drinks, which can be used to make benefit to both hosts and customers, have blended influence for the improvement of economy, culture and tourism (Clark and Chabrel, 2007).

Therefore, restaurants with traditional Thai food are competitive to attract tourists. Providing customers with traditional food under a well sanitary condition would impress tourists.

5. Toilet

At the most basic and necessary facility in daily life, toilet is essential. Fowler (2001) defined the "away from home toilets" as public toilet.

While, there are also some researchers give forward to their confusion about the role of the public toilet: it is a health facilitator or a pathogen transmitter. Greed (2006) stated that public toilet plays a significant role in promoting the development of the society's health and welfare. If there is no sufficient and available public toilet, many problems and diseases would be caused to the social environment and people. Female people would suffer from the urine retention and bladder

distension because of the lack of available toilets; the old and disabled people would rather to simply stay at home due to the anxiety that it hard to find the accessible toilet while they want to go to the toilet urgently.

Toilet is a place with intensive bacteria. Especially, international airport is an area that is filled with passengers of high flow rate. Complete strangers use the same toilet intricately. Some of these strangers are probably patients; they are apt to transmit the bacteria to the following user of the toilet. Even though some toilets look very clean, there is also high probability of pathogen transmission and infecting to other people (Desylpere, 2004). It is suggested at the same time that public toilet users should pay attention to their own sanitation. Besides the external environment, public toilet users are suggested to wash their hands with hand washer after using the facilities.

Hence, both the accessibility of toilet and the sanitary condition of toilet are considerably important issues to passengers.

6. Duty-Free Shops

Duty-free shops shape great attractiveness to tourists. In general, there are three sites for passengers on an international flight to purchase their duty-free goods, which are the airport of departure, the plane and the terminal of the airport.

Tourism shopping is becoming an increasingly popular activity during the process of travelling. Rosenbaum (2005) said that there were many international shopping markets, such as Hong Kong, Singapore, Paris and London, getting prestigious because of their extensive offer of retail goods. Hong Kong that is well known as a “shopping paradise” in Asia sets a good example of operating the duty-free shops at Hong Kong International Airport.

From the perspective of Chinese tourists, seventy-five percent of them intend to do some shopping at duty-free outlets in Hawaii (Rosenbaum, 2005). With such a big proportion and so many tourists coming into Bangkok every year, it is beneficial to Suvarnabhumi International Airport to run duty-free shop.

In addition, to ensure the sales volume at duty-free shops, goods that meet with consumers' satisfaction and need are necessary. So, understanding of customers' expectations to goods is of considerable significance. Ofir and Simonson (2005) pointed out that the success of marketing strategies was mostly depending on that

whether customers' expectations could be understood ahead of time since customers' satisfaction and loyalty was significantly relevant with their expectations.

7. Internet

Internet plays an increasingly important role in the development of contemporary society. Beginning with the application by the minority of people, now, the network is penetrating into every corner of ordinary people's work and lives. The Internet brings a massive positive influence to everyone's life. Due to its significance, the majority of people would get their lives and work in trouble if the Internet disappears.

For the passengers at an international airport, the Internet is necessary and useful for them. Business people are able to get updating information about their business, because the Internet provides people all around the world with information on every field from social interaction to the tendencies of stocks and currencies in the world. With the timely information, business people are capable to manage their business activities more effectively. Additionally, the Internet allows them to contact with their clients or staff easily. When confronted with some urgent events, web conference offers them much convenience.

Besides the business activities and information, there is also much entertainment information on the Internet, which is welcome to leisure-purpose tourists who are waiting at the airport. Television programs, music videos, online newspaper are available on the Internet for them to enjoy the time during waiting.

8. Signposts

"An airport's physical layout should make it easy for passengers to find what they need (i.e. restaurants, restrooms, gates, etc.)"; this is the number one on the list of 65 airport service quality themes. There are also some passengers express their expectation of external signs, which give clear direction to the external services such as, parking, car rental, etc. (Fodness and Murray, 2005). To achieve this goal, signposts are useful complementary tools. Suvarnabhumi International Airport is the largest airport in Southeast Asia; it is also a vital transfer station for passengers who are going to Europe, Africa and Oceania. There are so many passengers shuttle at SIA every day. Clear signposts can provide great conveniences to the passengers, especially first-time visitors.

As the development of life standard, there is an increasing number of older people travel at their leisure time (James, 2002). For them, such a big airport like SIA would be an intimidating place, where they should mostly depend on themselves to find the terminal, the gate, their luggage and somewhere they can have a rest and some food. They can manage it more well with the help of clear signposts. While, only the minority of older people can understand English according to the results of the investigation on educational level of older people. Hence, it is suggested that multiple languages should be included in the signposts in terms of the actual situation of that airport.

Chinese tourists are one of the biggest markets to SIA; adding Chinese signposts at SIA is worth of considering and taking into practice.

9. Luggage Service

Li Cheng (2011) reporter from Yang Cheng Evening News in China, said that according to the approximate estimation, there was one piece of luggage lost in every two-hundred airports globally when they convey customers' luggage; the problems as damage or detention on luggage are also inevitable as well. Radio frequency identification (RFID) technology is introduced to be used to solve these problems complementarily (David, et al., 2005). RFID technology is getting well known when running aviation industry, which provides visual memory of luggage handling and security.

Since luggage handling is a sector of considerable importance, airline operators and airlines should pay more attention to this part during their daily work. Handle luggage accurately can be helpful to improve passengers' satisfaction and loyalty, which is further beneficial to impress existing passengers and attract potential passengers.