

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E47342

AN EVALUATION OF THE SERVICE QUALITY AND SATISFACTION
LEVELS OF CHINESE TOURISTS TO SUVARNABHUMI
INTERNATIONAL AIRPORT

QIONG XIE

A Thesis Submitted to the Graduate School of Naresuan University
in Partial Fulfillment of the Requirements
for the Master of Arts Degree
in International Tourism and Hotel Management
(International Program)

May 2012

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This thesis entitled “An Evaluation of the Service Quality and Satisfaction Levels of Chinese Tourists to Suvarnabhumi International Airport” submitted by Qiong Xie in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

.....*P. Kanna*..... Chair

(Kannapa Pongponrat, Ph.D.)

.....*Roslyn Derrett*..... Committee

(Roslyn Derrett Oam, Ph.D.)

.....*Ussawit Ittipuriphat*..... Committee

(Ussawit Ittipuriphat, Ph.D.)

.....*Anyapak Prapanetivuth*..... Committee

(Anyapak Prapanetivuth, DBA.)

Approved

.....*K. Papatwibul*.....
(Assistant Professor Kanungnit Papatwibul, Ph.D.)

Dean of the Graduate School

11 May 2012

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QiongXie

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Author	Qiong Xie
Advisor	Roslyn Derrett Oam, Ph.D.
Co-Advisor	Anyapak Prapannetivuth, Ph.D.
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ABSTRACT

The economy in China is developing rapidly; there are so many people in China. These two situations shape a large potential tourism market for the tourism destinations which are located around China. Tourism industry, which plays the most important role in proving Thailand's economic development, is the mainstay industry in Thailand. To promote the advancement of national economy and raise the living standard of Thai people more effectively, great effort should be put in to obtain this most potential tourism group in Asia.

Suvarnabhumi International Airport (SIA), which began operation in 2006, is the most significant gateway in Thailand. To investigate Chinese tourists' expectations and evaluations from their travel experiences to SIA would be beneficial, which would be helpful for the long-term development of SIA and tourism industries in Thailand. Hence, this paper aims to survey the evaluation of the service quality and satisfaction levels of Chinese tourists to SIA.

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