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FACTORS AFFECTING TOURIST'S SATISFACTION IN  
THE GRAND PALACE: TOURIST FACILITIES, ATTRACTION  
FEAURES AND GUIDING SERVICES

RACHATAWAN LIMKANCHANAPA

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

October 2010

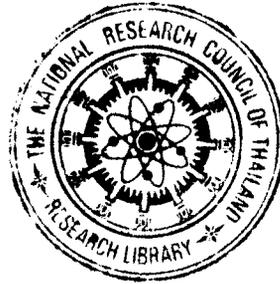
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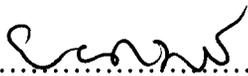
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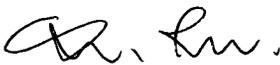


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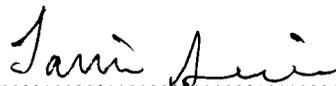
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This thesis entitled “Factors Affecting Tourist’s Satisfaction in the Grand Palace: Tourist Facilities, Attraction Features and Guiding Services” submitted by Rachatawan Limkanchanapa in partial fulfillment of the requirements for the Master of Arts Degree in International Tourism and Hotel Management is hereby approved.

  
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### ABSTRACT

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The Grand Palace, Bangkok, is the most important tourist attraction which claims to be the 'must' to see in Bangkok, Thailand. The Bureau of Royal House Hold has also provided the facilities for tourists in the site and therefore, be responsible to control its quality of services. As far as the Grand Palace be the tourist destination. It is one of tourism product of Thailand to be presented to people. As the leisure product, the activities and facilities provided, the attraction features and the guiding services are three important part of product which create tourist's experiences of visiting the Grand Palace. The experiences generate tourist's satisfaction. Tourist satisfaction is a function of both expectations related to certain attributes, and judgments of performance regarding these attributes. To study the tourist satisfaction on each attribute would help the Bureau of Royal House Hold to recognize the needs of tourists and be able to consider improvement/ development against the Grand Palace more effectively because each attribute affects to the overall tourist satisfaction of the destination.

This paper evaluated the satisfaction levels of tourists on three aspects, which are, (1) tourist activities and facilities (consists of architecture, historic building, shopping, parking, tourist information center, ticketing system, regulations, toilet and fees), (2) attraction features (consists of accessibility, atmosphere, security, hospitality of people and cleanliness), and (3) guiding services (consists of tour guide and personal audio guide)

Data was collected by distributing questionnaires to tourists at the Grand Palace by giving souvenir to the respondents to encourage them to answer the questions. Explanations were given when require. Data was analyzed statically, using the Statistical Package for the Social Sciences (SPSS 14.0). Pearson Chi-square ( $X^2$ ) was employed to examine tourist's level of satisfaction related to their demographic characteristics, and frequencies and means were also reported.

The finding of this research revealed that demographic characteristics of tourists, such as, age, gender, level of education, region of residence and type of travel can affect to tourist's level of satisfaction in the Grand Palace. The findings also indicated that there is a significant difference in the overall satisfaction of tourists by region of residence. And the tourists' satisfaction on guiding services is also related to overall tourist's satisfaction to the destination. Focusing on preferred attributes for different group of tourists and recommendations for further development of the Grand Palace were discussed.

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