

FOREIGN TOURISTS' PERSPECTIVES ON A THAILAND TOURISM WEBSITE

A MASTER'S PROJECT

BY

SIWASAK PANSUKKUM

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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AN ABSRACT

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Dr. U-maporn Kardkarnklai.

Nowadays, the growth of tourism websites has increased dramatically. This brings about fierce competition among Internet providers for attracting Internet users. Then the web makers need to know what the users want and understand how users are satisfied with the service provided on the websites in order to enhance their appeal and increase customer loyalty. This study aims to explore foreign tourists' perspectives on the Thailand Tourism Website, www.tourismthailand.org, on the basis of three components: website content, quality of content, and website design. The 40 participants were randomly selected from walk-in foreign tourists who have visited the website and visited TAT information counter at the head office on New Phetchaburi Rd. The research instrument was developed and applied from a 12- Item End-User Computing Satisfaction (EUCS) model by Doll and Torkzadeh (1998).

The findings revealed that participants were most satisfied with the Thailand Tourism Website in terms of quality of content at a high level of satisfaction with a mean score of 3.44. The website content and website design were rated at an equally high level of satisfaction with a mean score of 3.42. In terms of foreign tourists' satisfaction with the three components of the website, the participants were most satisfied with the website content concerning information provided on the web page for planning trips (3.85). Regarding the quality of content, they were most satisfied with its use of clear, simple, and

appropriate language (4.10). In terms of website design, they were most satisfied with the navigation and interactivity of the website design at an equal level (3.77).

ความคิดเห็นของนักท่องเที่ยวชาวต่างชาติที่มีต่อเว็บไซต์เพื่อการท่องเที่ยวของประเทศไทย

บทคัดย่อ
ของ
ศิวศักดิ์ ปานสุขชุม

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
พฤษภาคม 2553

ศิวศักดิ์ ปานสุขขุม. (2553). *ความคิดเห็นของนักท่องเที่ยวชาวต่างชาติที่มีต่อเว็บไซต์เพื่อการท่องเที่ยวของประเทศไทย*. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์: ดร.อุมาพร คาคการณ์ไกล.

ปัจจุบันเว็บไซต์เพื่อการท่องเที่ยวเพิ่มปริมาณขึ้นอย่างรวดเร็ว ซึ่งทำให้เกิดการแข่งขันกันสูงขึ้นในกลุ่มของผู้จัดทำเว็บไซต์เพื่อดึงดูดความสนใจของผู้ใช้เว็บไซต์ ดังนั้นผู้จัดทำเว็บไซต์จำเป็นต้องเข้าใจความต้องการของผู้ใช้เว็บไซต์ เพื่อพัฒนาและปรับปรุงเว็บไซต์ให้ตรงกับความต้องการของผู้ใช้มากที่สุด ยิ่งไปกว่านั้นความพึงพอใจของผู้ใช้ที่มีต่อการบริการของเว็บไซต์ ก็ถือเป็นองค์ประกอบหนึ่งที่เป็นตัวชี้วัดถึงประสิทธิภาพของเว็บไซต์ ซึ่งจะส่งผลถึงการเพิ่มปริมาณของผู้ใช้และการกลับมาใช้บริการซ้ำ การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาความคิดเห็นของนักท่องเที่ยวชาวต่างชาติที่มีต่อเว็บไซต์เพื่อการท่องเที่ยวของประเทศไทย ซึ่งได้แก่ www.tourismthailand.org โดยมุ่งศึกษาองค์ประกอบที่สำคัญ 3 ด้านได้แก่ ด้านเนื้อหา ด้านคุณภาพของเนื้อหา และด้านการออกแบบเว็บไซต์ กลุ่มตัวอย่างได้แก่ นักท่องเที่ยวชาวต่างชาติจำนวน 40 คน โดยการสุ่มตัวอย่างจากผู้ที่เคยเข้าชมเว็บไซต์ และเข้ามาติดต่อขอข้อมูล ณ จุดให้บริการข่าวสารของการท่องเที่ยวแห่งประเทศไทย สำนักงานใหญ่ ถนนเพชรบุรีตัดใหม่ เครื่องมือที่ใช้ในการวิจัยได้พัฒนาจาก A 12- Item End-User Computing Satisfaction (EUCS) ซึ่งเป็นแนวคิดด้านความพึงพอใจของผู้ใช้บริการอินเทอร์เน็ต ของ Doll และ Torkzadeh (1998)

ผลการวิจัยพบว่า กลุ่มตัวอย่างส่วนใหญ่มีความพึงพอใจต่อเว็บไซต์เพื่อการท่องเที่ยวของประเทศไทย ด้านคุณภาพของเนื้อหามากที่สุด โดยมีระดับค่าเฉลี่ย 3.44 สำหรับด้านเนื้อหา และด้านการออกแบบเว็บไซต์พบว่ามีความพึงพอใจเท่ากันที่ระดับค่าเฉลี่ย 3.42 เมื่อศึกษาถึงความพึงพอใจในรายด้าน ในด้านเนื้อหา พบว่า กลุ่มตัวอย่างมีความพึงพอใจมากที่สุดเกี่ยวกับข้อมูลที่เป็นในการวางแผนการท่องเที่ยวที่ปรากฏอยู่บนเว็บไซต์ (3.85) ด้านคุณภาพของเนื้อหา กลุ่มตัวอย่างมี

ความพึงพอใจมากที่สุดเกี่ยวกับ การใช้ภาษาที่เข้าใจง่าย และเหมาะสม (4.10) ด้านการออกแบบ
เว็บไซต์ พบว่า กลุ่มตัวอย่างมีความพึงพอใจมากที่สุดเท่ากันใน 2 หัวข้อ ได้แก่ การเชื่อมโยงไปยัง
ส่วนต่างๆ ของเว็บไซต์ และการติดต่อกับผู้จัดทำเว็บไซต์ผ่านทางช่องทางต่างๆ (3.77)

The Master's Project Advisor, Chair of Business English for International Communication and Oral Defense Committee have approved this master's project, *Foreign Tourists' Perspectives on a Thailand Tourism Website*, by Mr. Siwasak Pansukkum as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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May....., 2010

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TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION.....	1
Background of the Study	1
Objectives of the Study.....	3
Research Questions.....	4
Scope of the Study.....	4
Significance of the Study.....	4
Definition of Terms.....	5
2 LITERATURE REVIEW.....	6
The Importance of the Internet in Tourism Industry.....	6
The Effective of a Tourism Website.....	8
Website Content.....	10
Quality of Content.....	12
Website Design.....	13
Internet User Satisfaction Regarding Tourism Website.....	16
Previous Studies.....	17
3 METHODOLOGY.....	19
Participants of the Study.....	19
Background of Thailand Tourism Website.....	19
Research Instrument.....	20
Pilot Study	21
Data Analysis.....	21
4 FINDINGS AND DISCUSSION.....	23
Personal Data of Participants.....	23
Tourist Behaviors and Purpose of Visiting Thailand Tourism Website.....	25
Tourist Satisfaction with Thailand Tourism Website.....	28

TABLE OF CONTENTS (Continued)

Chapter	Page
5 CONCLUSION.....	35
Conclusion.....	35
Implications of the Study.....	37
Limitations of the Study.....	38
Recommendations for Further Studies.....	39
REFERENCES.....	40
APPENDIX.....	48
Questionnaire.....	49
VITAE.....	54

LIST OF TABLES

Table	Page
1 Criteria and Components to Evaluate a Tourism Website.....	10
2 Personal Data of Participants.....	24
3 Tourist Behavior in Visiting Thailand Tourism Website.....	26
4 Purpose in Visiting Thailand Tourism Website	27
5 Tourist satisfaction with Thailand Tourism Website.....	29

CHAPTER 1

INTRODUCTION

Background of the Study

The Internet has a great impact on the hospitality and tourism industry. It becomes a medium that has gained widespread acceptance as a communication tool and information source. By the year 2000, 360 million people worldwide were estimated to be Internet users. By the end of September 2009, that number increased to nearly two billion people worldwide (Internet Worldstat, 2009). This indicates the rapid expansion of the Internet user population. A large number of people utilize the Internet to plan their travel (Chavali & Sahu, 2008). Hence, there is no doubt why the quantity of tourism websites is greatly increasing.

The Internet is an important technology that can provide a distinct organizational advantage. Many tourism companies use it to communicate with customers and facilitate business transactions (Zafiropoulos & Vrana, 2006). Fogg (1999) and Anderson (2006) argue that the Internet is an effective communication medium for persuading people in the tourism industry. This statement is supported by Christiana (2007) who claims that travel agents are now investing in websites instead of distributing brochures to promote packages. Chavali and Sahu (2008) state that both private and government travel agents are using the Internet to promote their products because it reduces the cost of investment. Mallene and Muskina (2006) state that many national tourism organizations (NTO) utilize the Internet to promote their countries and services.

However, a presence on the Internet is not a guarantee of business success (Liang & Law, 2003). Websites that do not provide a positive experience may cause customers to go to a physical store rather than make a purchase online (Merwe & Bekker, 2003). Cunliffe (2000) argues that poorly designed websites result in a loss of 50% of potential sales due to users being unable to find what they want, and 40% loss of potential repeat visitors due to negative initial experience. Internet users expect to find what they want on websites, but they will click away from a site and not return if it cannot fulfill their needs. Therefore, a website that satisfies users' expectations is necessary for a successful business.

Many factors help a website successfully attract users. Chen and Sheldon (1997) claim that Internet users evaluated effective tourism websites concerning content, content quality and design. They illustrate that effective content should provide significant added value through essential features. Further, an effective website should at least have useful content, be informative, accurate, up-to-date, and comprehensive. This suggests an intuitive, easy to navigate, easy to use, interesting, accessible, fast and fun web design. Furthermore, Rachman and Harrold (1997) state that a good website must contain the information needed to enable a buying decision plus entertainment value.

In addition to content, quality and web design, satisfaction is one of the most important and frequently examined aspects of marketing because it reflects customers' perceived quality of products (Vavra, 1997; Gursoy, McCleary & Lepsito, 2007). Zafiropolous, Vrana, and Paschaloudis (2004) highlight the importance of examining users' perceptions toward tourism websites in order to manage a website successfully. Woodroof and Kasper (1998) argue that to determine the levels of users' satisfaction toward tourism

websites is necessary because it is positively related to the provision of needs. This statement is supported by Patterson and Spreng (1997), who claim that user satisfaction is critical in establishing long-term client relationships and increasing profitability.

In summary, evaluation of tourism websites must focus on two factors: the website itself and user satisfaction. Three components must be considered when evaluating the website: website content, website content quality and website design. Furthermore, it is necessary to explore user satisfaction in order to generate feedback that can inform web masters what users want.

While there have been large scales quantitative surveys of web use, only a few studies have looked in depth at the key factors for evaluating effective websites. The present study aims to explore the tourists' perspectives on Thailand Tourism website focusing on the website itself and user satisfaction. This study may help web designers work more effectively by focusing on the factors that most influence users.

Objectives of the Study

The objectives of the study are as follows:

1. To explore the Thailand Tourism Website in terms of three specific components: website content, quality of content, and website design, and to establish which component most satisfied foreign tourists.
2. To explore the level of foreign tourist satisfaction with website content, quality of content, and website design.

Research Questions

The study focuses on the following questions:

1. Which component of the Thailand Tourism Website most satisfied foreign tourists in terms of website content, quality of content, and website design?
2. To what degree are foreign tourists satisfied with the website content, quality of content, and website design of the Thailand Tourism website?

Scope of the Study

This study focuses on the foreign tourists' perspectives on a tourism website based on content, quality of content, design, and the satisfaction. Forty participants were randomly selected from foreign tourists visiting TAT information counter at the head office on New Phetchaburi Rd., where there is a possibility to recruit participants. The researcher approached participants by asking a question regarding their experience while visiting the Thailand Tourism website (www.tourismthailand.org). Only those who had visited the website were invited to participate in the research. This process was conducted during the period of 11 to 22 January, 2010.

Significance of the Study

The results of the study will be used as guidelines for the Tourism Authority of Thailand to develop its website and fulfill users' expectations regarding each factor, website content, quality of content, and website design. Moreover, it could provide guidance for E-tourism marketers who plan to create tourism websites since the outcome will indicate what

users want from a website. By understanding Internet users' needs, the web masters will be able to create attractive tourism websites by improving three influential factors to attract users to stay and use the website service. In addition, this research provides recommendations on what web masters should focus on and what should be avoided to satisfy Internet users based on the value judgment toward tourism websites.

Definition of Terms

The definition of terms used in this study are as follows:

Tourism website refers to a website that has been launched by the Tourism Authority of Thailand under the registered name of www.tourismthailand.org

Internet users refers to foreign tourists who have visited www.tourismthailand.org

Content refers to any information that appears on the website such as news, events, tourist information and multimedia (video, audio). Website content does not include layout and design.

Quality of Content refers to website content focusing on timeliness, accuracy, clarity, and usefulness.

Web Design refers to the overall webpage and focuses on speed, ease of use, presentation, interactivity and accessibility.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews literature related to this study in four main areas: the importance of the Internet in the tourism industry, the effectiveness of tourism websites, Internet user satisfaction and previous studies.

The Importance of the Internet in the Tourism Industry

The Internet has become a major tool for finding information and conducting business. Like many businesses, the tourism industry faces a series of challenges and opportunities using the Internet for producing and distributing tourism services (Buhalis, 1996). The Internet helps tourism suppliers and travel agencies reduce service costs and attract a large number of customers in a short time. It opens doors to new opportunities for the free flow of information basically unhindered across local, state and national boundaries.

The factors contributing to the success of a tourism website include lower distribution costs, higher revenues, and larger market shares. Therefore, a website is an excellent vehicle for conducting business in the tourism field (Corigliano & Baggio, 2006). Many national tourism organizations (NTO) and travel companies utilize the advantages of the Internet as a distribution channel to promote their regions and services through their websites. In addition, they not only use their websites to promote their products and services but also create a brand image for their organization that

builds long-term awareness (Martin, 1995; Mallene & Muskina, 2006; Chavali & Sahu, 2008).

The Significance of the Internet

Prior to the Internet, tourism organizations and travel agencies used traditional tools to promote their businesses such as printed materials, radio spots and TV commercials. The Internet is an important modern channel to promote business because it helps tourism investors spend less money. With many unique characteristics, low cost, time saving features and twenty four hour accessibility, tourism investors focus on the opportunities provided by the Internet to promote their business more than the traditional tools (Chavali & Sahu, 2008).

The Internet offers several significant tools. It generally reaches far more people than brochures because it is very convenient for Internet users to access to website. A popular page might be accessed 1,500 times per week (Martin, 1995). Web pages have no problems with distribution space. When information has been prepared, it is accessed with little effort on the part of provider. On the other hand, for distributing brochures, a company needs to find a suitable place to attract the target market. (Corigiano, 2006; Kim & Fesenmaier, 2007; Hamil & Gregory, 1997)

Further, the Internet cost per access is lower than the cost of printing brochures. Printing brochures requires printing in large numbers. Therefore, the cost depends on the amount of the order, while Internet costs are fixed (Martin, 1997). Another advantage is that the internet can correct errors on a page immediately. If an error is detected in brochures it cannot be corrected until the next printing. Internet page development is generally cheaper than designing brochures (Martin, 1997).

In conclusion, the Internet is an important technology tool to promote business and create an organization's brand image in the tourism industry. A lower investment cost is the most influential factor that influences tourism company to employ the Internet more than traditional means of communication.

The Effectiveness of a Tourism Website

Because the advantages of the Internet are sometimes elusive and many companies have failed to utilize their websites effectively, it is evident that a business website should be carefully designed in order to attract Internet users (Wan, 2002; Chung & Law, 2003; Lin & Lu, 2000). Cunliffe (2000) argued that poor web design will result in a loss of 50% of potential sales due to users being unable to find what they want, and a loss of 40% of potential repeat visitors due to initial negative experience. This statement is supported by Merwe and Bekker (2000), who claimed that websites that do not provide a positive experience may cause customers to go to a physical store rather make an on-line purchase.

Since an effective website is critical to the success of a business (Jeong, Oh, & Gregoire, 2003), previous studies have identified the essential items for a website. Rachman and Harrold (1997) studied the factors that make a tourism website effective and found that users evaluated websites based on three criteria: content, content quality and web design. In terms of content, users looked into how informative the site was. For content quality, information accuracy was rated as the priority on which most users focused. In terms of website design, speed was rated the most important factor to keep users at the website and not switch to a different one. They also found that graphics

and layout can attract users to stay for only a few minutes if there are too many images and words on the screen.

Previous studies have also addressed the criteria to evaluate an effective tourism website. Rachman and Buchanan (1999) conducted a study on effective tourism websites focusing on content. The study revealed three elements of an effective tourism website based on Internet users' perceptions: website content, website content quality, and website design. Hamill and Gregory (1997) suggested that successful website characteristics included information richness, regular updating, clear information paths, interactivity and responsiveness. Moreover, Ranganathan and Ganapathy (2002) claimed that an effective website should serve as a major source of information, providing complete information on the products and services; allow quick access to information through tools such as search engines and provide aids to help evaluate alternatives. Chen and Yen (2004) stated that an effective tourism website must deliver essential features to foster a better online experience. Furthermore, Sparkes and Thomas (2001) identified that a good website contains the information needed to enable buying decisions.

The components used to evaluate effective tourism websites from previous studies are applied in the present research. The criteria and components can be categorized into three factors (see Table1).

TABLE 1 THE CRITERIA AND COMPONENTS TO EVALUATE A TOURISM WEBSITE

Criteria	Components
Website Content	Centered design, use taglines, use table and box, provide clear navigation, update content regularly
Quality of Content	Content currency, accuracy, clarity, and usefulness
Web Design	Speed, ease of use, interactivity, presentation, and accessibility

Website Content

Content is an important part of tourism websites. The term website content refers to the information, features or services that are offered on the website (Gosh, 1997). Out-of-date or poorly made content causes websites to fail.

The effectiveness of website content should focus on the following four factors:

1. Use of Centered Design Strategy

Web makers need to identify what target markets want and then create a website to fulfill their requirements. Website should not be created merely to satisfy web makers (Iliachenko, 2005). Moreover, it is important to relate a website to specific users. Whenever they feel that a website responds to what they want, they will definitely return to it.

2. Use of Tagline to Attract Internet Users to Content

Content includes a one sentence tagline to summarize what the website does. Alternatively, the designer should begin with title with the organization's name, followed by a brief description of the website to help users understand the nature of the

website and how it can serve them (Iliachenko, 2005). These elements help users decide immediately whether to continue surfing or not.

3. Use of Tables and Boxes

Martin (1997) suggested that content should be clear and easy to understand at first sight. To separate information into a table can help users know what the website provides. Instead of using long text, web makers should separate the text and put it either in a table or a box because most users will not spend time reading a long text with too many words. As long as content is easy to read and find information, it will attract users to visit the website.

4. Clear Navigation Mechanism

Martin (1997) pointed out that content should have a structured navigation which sufficient links and menu buttons across the site. It must allow users to get to the right page quickly with a minimum number of clicks. Sometimes, Internet users will not arrive at a website directly. They may use search engines such as Google or Yahoo. A website needs to employ effective keywords and phrases related to the content to bring a high ranking on search engines to enable users to find the website more easily.

5. Regular Content Update

Martin (1997) recommended that website content should be updated at least once a week to keep it fresh. When content is regularly updated, it can easily be found by search engines. The more often that engines find the website, the more Internet users can find site as well.

Quality of Content

Website content quality is one of the elements used to measure the effectiveness of a tourism website (Rachman & Harrold, 1997). Internet users go to a website for content, however, they easily become repeat visitors if the quality of content is of a high quality (Chen & Sheldon, 1997). According to Charles (2009), website content quality refers to the information details of website content focusing on currency, accuracy, clarity and usefulness. Martin (1997) explains that to attract Internet users, web makers need to design useful content quality because users may return only if it offers excellent content quality.

Quality of content includes the four following characteristics.

1. Content Currency

Tourism websites need to be updated constantly because users do not want to return to a static website (Ghosh, 1997). A successful website does not stand still but has to be continually maintained and developed to fulfill users' expectations. Therefore, it is beneficial for web designers to update content frequently so users always find fresh materials. Sometimes, users stay away because they encounter out-of-date information.

2. Content Accuracy

Internet users prefer websites to present accurate and factual information without exaggeration. Moreover, they respond negatively to any arrogant tone and quickly click away from the site (Morkes & Nielsen, 1997). To become more objective, website makers are advised to present information without exaggeration cut subjective claims and eliminate boasting before releasing the website.

3. Content Clarity

Internet users prefer websites with simple words that are easy to understand. Sometimes, users experience difficulties because they do not understand technical terms used in the text (Buhalis, 1996). Using appropriate spelling and simple words will help users comprehend information immediately. Moreover, to avoid misunderstandings, the web maker should specify the meaning of each abbreviation or acronym in the document where it first occurs. This helps users understand more easily.

4. Content Usefulness

Internet users visit websites as long as it answers their needs (Swacks, 1998). Websites that are not useful do not meet business objectives. Website makers must create features to match each of a site's unique types of users. Moreover, content should be communicated to the appropriate users and content should be made accessible. These are important steps towards increasing website usefulness.

Website Design

In addition to website content and quality of content, website design is one of the most important components in determining the effectiveness of tourism website as perceived by Internet users (Rachman & Harrold, 1997). Charles (2009) stated that the term "website design" refers to multi-disciplinary pursuit pertaining to the planning and production of websites including technical development, information structure, visual design and networked delivery.

The website designs used in the present study are as follows:

1. Speed

The page loading speed is the most important category because users will not wait if the loading process takes too long. Speed is the single most important consideration in web design (Nielsen, 1998; Jung & Baker, 1998). Hence, web designers must keep graphics simple and meaningful. Sometimes, posting too many high resolution pictures causes slow loading speed. Brobst (1995) suggested that as users demand speed, companies are forced to design pages with more content value than fancy appearance.

2. Ease-of-Use

Ease-of-use refers to easy navigation within a website. According to Kadison, et.al. (1998), frustrated shoppers leave sites that are difficult to navigate, whereas easy to navigate sites increase market share. The way to provide ease-of -use design is to provide navigation within the website. They suggested that a navigational tool must have to consistent look, be in the same spot on every page, and lead visitors to information just a few clicks.

3. Interactivity

Interactivity on a website refers to how it interacts with potential users (Buhalis, 1996). Website maker information such as e-mail, address and telephone number are the keys to make users feel confident in doing business or collecting information from the website (Kim & Fesenmaier, 2007). At the very least, a website should provide an e-mail address since users can ask for more information regarding information shown on the website. This is beneficial to web makers because they can

communicate directly with target users. Moreover, it is a direct way to find out what users want from the website.

4. Presentation

Internet users, especially for tourism planning purposes, expect to see a great visual design that makes them think more highly of the site (Nielsen, 1998). The presentation on the homepage design is important because it creates a visitor's first impression of the company or organization. A great website presentation shows and tells visitors what area the website serves (Ware, et al., 1998). Kim and Fesenmaier (2007) suggested that design should first grab a users' attention. They found that people are likely to become repeat visitors if a site is designed professionally. When pages are not well designed, text cannot be read, images are too large or sound files are used with no reason, visitors often navigate away from the site (Klenke, 1992).

5. Accessibility

Web accessibility concerns making a website accessible to all users (both disabled and non-disabled) regardless of the browsing technology being used (Ware, et al., 1998). Buhalis (1996) suggested that making a site highly visible can be done by advertising on a popular site or in an on-line magazine relevant to the business. Because the more people see the website, the more the website increases the number of visitors.

Internet User Satisfaction Regarding Tourism Websites

User satisfaction is an important and frequently examined concept of modern marketing practice (Gursoy, McCleary & Lepsito, 2007). It reflects the perceived quality of products that are actually delivered to customers (Vavra, 1997). Internet user satisfaction indicates a company's ability to fulfill the business, emotional and psychological needs of its users (Iliachenko, 2005). User satisfaction occurs when a website service, as perceived by users meets or exceeds their satisfaction (Reid & Bojanic, 2001). Furthermore, Internet user satisfaction is a judgment that a product or service feature, or the product and service itself, provide a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment (Oliver, 1997). However, users report different levels of satisfaction towards products because they have different attitudes and experiences than those perceived by a company.

User satisfaction is a critical construct in tourism and marketing studies because it relates to other important variables in system analysis and design (Klenke, 1992). Zviran and Erlich (2003) claimed that user satisfaction was the common measure of information systems for which several standardized instruments have been developed and tested. Furthermore, Horner and Swarbrooke (2004) argued that satisfied customers more likely express positive oral recommendations to friends or relatives for products and services they have used. Several researchers have attempted to examine consumer satisfaction systematically in the areas of lodging, food service, restaurant management and tourism (Bojonc & Rosen, 1994; Pizam & Milman, 1993). The findings of these studies indicated that consumer satisfaction was likely to generate positive behavioral reactions from customers such as return, repeat purchases and

positive word of mouth (Anderson, Fornell & Lehmann, 1994). Satisfaction is defined as a function of performance relative to Internet user expectations.

In summary, satisfaction is an important measurement used to explore feedback and user reactions toward a website. User satisfaction can make a website well-known if it answers what the users want. At the same time, it can cause a website fail if it cannot answer what the users want.

Previous Studies

In this section, previous studies concerning effective tourism websites and Internet user satisfaction are reviewed.

Chavali and Sahu (2008) did a comparative study of tourism websites in India, with special reference to South India. The results showed that information content provided by the websites was an important factor for evaluating effectiveness of website. When users visit a website they want and expect it to offer extensive information. However, too much information on the home page is not appreciated because it results in a lot of clutter and confusion. In terms of web design, they found that tourism websites needed to offer “visual treats”, which have a tremendous impact on visitor interest.

Gehrke and Turban (1999) studied the determinants of successful website design. The results showed that page loading speed was rated as the most important category by users. The second determinant was navigation efficiency, followed by business content, consumer focus and security. They also found that most users did not want “glitter”. They wanted content and quick service.

Iliachenko (2005) studied customer needs regarding tourism websites. The results indicated that consumers expected tourism website to offer good information and interaction-related e-services. Effective tourism websites as perceived by internet users focus mainly on tourism information, product information, safety and security, customized product searches, website interaction and direct links. Another finding indicated that website user demographics and on-line buying behavior patterns can significantly affect users' perceptions of website quality features.

Rachman and Harrold (1997) studied effective tourism websites and found that most users described three elements of an effective tourism website: content, content quality and web design. Users expected to find the content they want. However, they will stay for only a few minutes if they find something does not match their expectations. In terms of content quality, information should be updated regularly to keep it fresh. In terms of web design, page loading speed is ranked as the first priority followed by the format of the site.

In summary, this chapter has explained the importance of the Internet in the tourism industry, effective website content, quality of content and website design as well as Internet user satisfaction. This study focused on the components and the level of satisfaction regarding tourism websites. In addition, quality concerns which affect satisfaction would be explored to make recommendations to website makers to determine the strengths and weaknesses of a tourism website.

CHAPTER 3

METHODOLOGY

This chapter presents the methodological procedures employed in this study. It is divided into four main parts, namely, participants of the study, background of the Thailand Tourism website, research instrument, pilot study and data analysis.

Participants of the Study

Participants of this study were randomly selected from foreign tourists who visited TAT information counter at the head office on New Phetchaburi Rd. where there is a possibility to recruit participants. Forty participants were recruited from those who had visited the Thailand Tourism website to participate in the research.

Background of Thailand Tourism Website

The Thailand Tourism website (www.tourismthailand.org) was first launched in 1998 by the Tourism Authority of Thailand (TAT, 2008). The objective of the website is to promote tourist destinations and stimulate a sense of exploration within the country (TAT, 2008). As TAT is the first organization in Thailand to be responsible specifically for the promotion of tourism, the website is a significant channels provided to tourists.

The website is comprised of destination guide and tourism news. The destination guide section contains topics regarding tourist attractions, accommodation, restaurants, transportation, events, festivals, etc.

Research Instrument

Several models for measuring tourism website were considered, including the user satisfaction instrument by Ives et al. (1983) and a 12-Item End-User Computing Satisfaction (EUCS) instrument by Doll and Torkzadeh (1988). Moreover, purpose-value evaluation framework by Ho's (1997) and web based survey that revealed three elements of an effective tourism website: content, content quality and web design by Rachman and Buchanan (1999) were also studied in order to construct a questionnaire.

To address the objectives of the study and research questions, EUCS concept was developed and applied to the present study.

A questionnaire was used for collecting data. It was distributed during the period of 11 to 22 January, 2010. It was presented in English because that is the most widely used language among foreign tourists.

The first part of the questionnaire requested personal data from participants regarding gender, age, education, occupation, and monthly income.

The second part was concerned with Tourist behavior and purposes of visiting Thailand tourism website regarding frequency and duration of use plus questions concerning the factors that influenced them to use the site. The third part focused on tourist satisfaction with the Thailand Tourism website, consisting of 15 statements emphasizing the components of an effective website: content, quality of content and design.

The last part on the questionnaire was open-ended allowing for further comments or suggestions related to this study.

Pilot Study

For the pilot study, the questionnaire was tested and modified before data collection to assure undertaking the research effectively. Possible misunderstanding was considered and the questionnaire was revised accordingly.

At the beginning, the researcher listed numerous items related to influential components on visiting the website. It was found that the questionnaire was somewhat difficult for participants to understand and to tick with a long list so there was a need for simplification. The researcher removed unclear items and reorganized them by focusing only on the important components. Some items were developed for more explanation to make it easier for participants' understanding.

The questionnaire was pre-tested with 5 foreign tourists before conducting at the TAT information counter. The purpose of this pilot study was to determine whether the questionnaire was comprehensible for the respondents.

Data Analysis

The data was studied to determine the overall experience of participants on the TAT website. In the second part, frequency and percentage were calculated and analyzed. In the third part, average scores were used to analyze the level of satisfaction concerning three factors: website content, quality of content and design. Responses were rated using a standard five-level Likert scale: $\bar{x} = 1.00 - 1.50$ means not satisfied, $\bar{x} = 1.51 - 2.50$ means less satisfied, $\bar{x} = 2.51 - 3.50$ means average satisfaction, $\bar{x} = 3.51 - 4.50$ means high satisfaction and $\bar{x} = 4.51$ and above means

highest satisfaction (Zviran & Erlich, 2003). The open-ended questions in part four were designed to employ in-dept information regarding the website.

In summary, the chapter presents the methodology of this study by describing the participants and procedures used in the collection and analysis of the data. The questionnaire was designed to comply with the purpose of the study and yield rich and useful that could effectively be used in future updates to the TAT website. In the next chapter, the results of the data analysis are thoroughly presented.

CHAPTER 4

FINDINGS AND DISCUSSION

This chapter presents findings and a discussion of foreign tourists' perspectives on the Thailand Tourism Website. The results are presented in three parts: personal data of participants, Tourist behavior and purpose of visiting the Thailand Tourism Website, and Tourist satisfaction with the Thailand Tourism website.

Personal Data of Participants

This section presents the personal data of 40 participants who visited Thailand Tourism website. The presentation was comprised of five items including gender, age, income per month, education, and occupation. The findings are presented in Table 2.

TABLE 2 PERSONAL DATA OF PARTICIPANTS

Profile	Category	Frequency (N=40)	Percent (%)
Gender	Male	28	70.0
	Female	12	30.0
Age	15-20 years old	3	7.5
	21-25 years old	7	17.5
	26-30 years old	14	35.0
	31-35 years old	5	12.5
	36-40 years old	8	20.0
	Over 40 years old	3	7.5
Income per month (Baht)	5,000 and below	3	7.5
	5,001-10,000	2	5.0
	10,001-15,000	3	7.5
	15,001-20,000	6	15.0
	20,001-25,000	17	42.5
	Over 25,000	9	22.5
Education	Primary School	-	-
	Secondary School	3	7.5
	Bachelor Degree	21	52.5
	Master's Degree	16	40.0
Occupation	Student	7	17.5
	Teacher	3	7.5
	Civil Servant	2	5.0
	Retired	2	5.0
	Business owner	6	15.0
	Employee	15	37.5
	Housewife	2	5.0
	Other	3	7.5

The findings in Table 2 show that the percentage of male participants (70.0%) was higher than that of females (30.0%). The largest age group of participants (35.0%) was from 26 to 30. Of those who answered the questions, 42.5% reported income between 20,001 and 25,000 baht per month. The majority of participants held bachelor's degrees (52.5%), whereas 40.0% of them held masters' degrees. Most of the participants (37.5%) identified themselves as employees, while 17.5% were students and 15% were business owners.

The current research findings are similar to those of Bonn, Furr and Susskind's studies (1998) who confirmed that gender, education, income and occupation have an influence on Internet usage. In addition, Pitkow and Kehoe (1996) explained in their study that Internet users more likely to be males than female who have a high socio-economics status. Their findings are consistent with a previous study of Koerning (2003) that male tourists with higher household incomes are more likely to be Internet users. The findings show that information search behavior and tourist demographic characteristics are closely related.

Tourist Behaviors and Purpose of visiting Thailand Tourism Website

This section presents the findings of Internet user behavior and purpose of visiting the website. It consists of four questions emphasizing factors that influenced Internet user visiting the website, frequency, duration and purpose of visiting the website. The findings are presented in Table 3.

TABLE 3 TOURIST BEHAVIORS IN VISITING THAILAND TOURISM WEBSITE

Statement	Frequency (N=40)	Percent (%)
Factors influenced users visiting the website		
Attractive website	-	-
Word of mouth	6	15.0
Search convenience	22	55.0
Company's image	6	15.0
Website content	6	15.0
Other	-	-
Frequency of visiting the website		
Every day	-	-
Twice a week	25	62.5
More than 3 times a week	5	12.5
Other	10	25.5
Duration of visiting the website during each visit		
Less than 1 hour	31	77.5
1-1.30 hours	9	22.5
1.30-2 hours	-	-
More than 2 hours	-	-
Other	-	-

Table 3 shows that most of the participants visited the website because of search convenience (55.0%), while word of mouth, company's image and website content were rated at 15.0% each. Surprisingly, none of the participants rated attractive website as a factor that influenced their visit to the website.

Most of the participants (62.5 %) visited the website twice a week, whereas 25.5% visited the website 1 to 3 times in 6 months, only when they needed to plan their travels. The results show that 77.5 % of participants spent less than 1 hour and 22.5% spent 1-1.30 hours during each visit.

“Search convenience” was rated as the most influential component in visiting the website. The participants visited the website because it was easily found through popular search engines such as Google and Yahoo. The result also revealed that participants were satisfied with the links provided within the website which reduced search effort and time. This component enhanced the participants’ satisfaction and influenced their behavior in using the website. This finding is consistent with the studies undertaken by Gupta and Su (2001), Ho and Wu (1999), Nah and Davis (2002). These studies show evidence that search convenience played a central role in increasing the number of visitors to visit a website and create more traffic.

TABLE 4 PURPOSE IN VISITING THAILAND TOURISM WEBSITE

Statement	Frequency (N=40)	Percent (%)
Planning a trip	31	77.5
Finding tourist information	29	72.5
Finding a tour package	6	15.0
Update on tourism news	6	15.0
Finding jobs	-	-
For purposes of studying	3	7.5

Participants were asked six statements in order to explore their purpose in visiting the website. The findings in Table 4 show that planning a trip (77.5%) was the most common response, followed by finding tourist information (72.5%). Some reasons were rated relatively low, including finding a tour package (15.0%), getting updates on tourism news (15.0%), and for purposes of study (7.5%).

Most participants visited the website for the purpose of planning a trip more than other purposes. The participants employed the Internet with its low cost, time saving features and twenty-four hour accessibility to compile information for their trips rather than seeking information elsewhere. Bonn, Furr and Susskind (1998) claimed that purpose of trip remains the greatest influence on the tourists' behavior including information search. This finding is consistent with the study by Chavali and Sahu (2008). They found that a large number of people now make their travel plans on line. Internet provides direct contact, making it easier to create customized packages by linking with several company's websites. In addition, Steiner and Dufour (1998) explained that most web surfers, especially E-tourists, use the Internet mainly for searching and gathering information for their travel plans.

Tourist Satisfaction with Thailand Tourism Website

This section presents the findings concerning Internet user satisfaction with Thailand Tourism Website. This part of the questionnaire consists of 15 statements emphasizing the three components of an effective tourism website: content, quality of content and design.

The data were presented in mean ($\bar{x}$) and standard deviation (S.D.) followed by a descriptive analysis. Mean ($\bar{x}$) was used to describe the average degree of respondents' satisfaction level while standard deviation (S.D.) was used to show the spread of the data from its mean. Respondents were asked to rate the degree of their satisfaction toward the three components using the five-point Likert scale: $\bar{x} = 1.00 - 1.50$ means not satisfied, $\bar{x} = 1.51 - 2.50$ means less satisfied, $\bar{x} = 2.51 - 3.50$ means average satisfaction, $\bar{x} = 3.51 - 4.50$ means high satisfaction and $\bar{x} = 4.51$ and above means highest satisfaction (Zviran & Erlich, 2003). The findings are presented in Table 5.

TABLE 5 TOURIST SATISFACTION WITH THAILAND TOURISM WEBSITE

Statement	$\bar{x}$	S.D.	Level of satisfaction
Website Content			
1. The website provides important topics for planning travel trips covering all the needs of Internet users such as attractions, accommodation, transportation, news and hospitality facilities.	3.85	.36	High
2. The website uses taglines to summarize the website.	2.90	1.08	Average
3. The website uses an easy format to make it easier for Internet users to find information by using text boxes and tables.	3.77	.97	High
4. The website can easily be reached by popular search engines such as Google and Yahoo.	3.52	.64	High
5. The website updates its content regularly.	3.07	.61	Average
Total	3.42	.73	High

TABLE 5 (CONTINUED)

Statement	$\bar{x}$	S.D.	Level of satisfaction
Quality of Content			
6. The website updates details and information constantly.	3.62	.49	High
7. The website provides information without exaggeration and subjective claims.	2.67	.72	Average
8. The website uses simplest language; clear, appropriate spelling and grammar to describe the services.	4.10	1.00	High
9. The website can help Internet users compile tourist information. It links to related websites easily.	3.52	.75	High
10. It is easy to find the contact address of the web master	3.30	.82	Average
Total	3.44	.75	High

Website Design

11. It takes only a few minutes to load the web pages.	3.30	.91	Average
12. The website is easy to navigate within the website by searching for key words or phrases.	3.77	.80	High
13. The website provides interactivity channels such as a blog: on-line MSN and a web board for visitors to leave messages and questions.	3.77	.80	High
14. The website uses pictures, audiovisuals and maps in appropriate way. The presentation of the website is attractive and grabs the users' attention.	3.52	.93	High

TABLE 5 (CONTINUED)

Statement	$\bar{x}$	S.D.	Level of satisfaction
Website Design			
15. The website can be seen almost everywhere; not only in online advertising but also offline such as in tourism magazines and printed media.	2.75	.89	Average
Total	3.42	.87	High

Overall satisfaction with website content was rated relatively high at a mean score of 3.42. The participants had positive levels of satisfaction toward important tourism topics for planning trips including attractions, accommodation, transportation, news and hospitality facilities that appeared on the website at a mean score of 3.85. The possible explanation is that participants believed website content is an influential variable that made them visit the tourism website.

This finding is similar to those of Rachman and Buchanan's study (1999) that people mainly visited the tourism website for finding accommodation and attractions. In addition, Martin (1997) claimed that people put more emphasis on the basic content, namely, hotels, transportation, attractions and restaurants rather than context oriented features.

The tagline used to summarize the website was rated at an average level of satisfaction with a mean score of 2.90. Some respondents didn't understand the words or sentences that use to describe an overall website service. However, the text box and table format used in the website were rated at a high level of satisfaction with a mean score of

3.77. This finding implies that participants prefer easy formats such as text boxes and tables more than wordy pages. Martin (1997) suggested in his study that website content should be clear and easy to understand at first sight by breaking long text into tables. This can help Internet users find what they want easily. He also stated that most Internet users will not spend time reading a whole long text with too many words.

Accessibility through search engines such as Google and Yahoo was rated with a high level of satisfaction with a mean score of 3.52 while the website content being updated regularly was rated average at 3.07

The results in this section indicate that most of the participants were satisfied with the entire website content. This could imply that people visit the website because the content fulfills their needs. These results were consistent with previous studies of Martin (1997) and Nielsen (1998) concerning to strategies for effectiveness website. Their results showed that information content found to be an important factor for evaluating effectiveness of a website and attracting people.

Overall satisfaction levels concerning quality of content were rated relatively high with a mean score of 3.44. The findings show that website detail and information being constantly updated was rated high with a mean score of 3.62, while the rating regarding the website providing information without exaggeration and subject claims was average, with a mean score of 2.67. In addition, participants' satisfaction towards language used in the website in terms of spelling, appropriate word use and clear sentences rated relatively high with a mean score of 4.10. The level of satisfaction regarding usability of tourism information was rated with a mean score of 3.52. Lastly, difficulties in finding contact details were rated average with a mean score of 3.30.

The findings show that participants were most satisfied with website quality of content concerning language use with simple, clear and appropriate words. This component may have attracted users to return to the website. These results were consistent with those of Nielsen's study (1998) as it was found that people are on the web for content and are likely to become repeat users only if the website has excellent content quality. In his study, respondents mainly expected content to be timely, up-to-date and current. The findings seem to be similar to the studies of Chen and Sheldon (1997) and Gosh (1997) concerning to how to manage website for competitive advantage. They noted in their studies that the people return to websites if the quality of content is unbiased, actual, objective and effective.

In terms of website design, five statements were asked participants relating to the level of satisfaction with the website design. The overall satisfaction was rated at a high level with a mean score of 3.42. The speed of loading pages was rated average with a mean score of 3.30. The level of satisfaction towards the navigation search within the website using key words or phrases was rated high with a mean score of 3.77. Website facilities such as the blog, on line, MSN and web board were also rated high with a score mean of 3.77. Participants rated the use of pictures, audiovisual and maps on the website at a high level with a score mean of 3.52. Finally, channels to see the website when it was offline earned an average ranking with a mean score of 2.75.

The findings show that loading speed was participants' priority while presentation in terms of audio-visuals was the components that attracted Internet users. This finding is consistent with the study of Bender (1997) who argued that artistic attractiveness and user friendliness are essential in webpage design. Although information that visitors seek comes

from text, beautiful and striking layouts also capture attention. Presentation makes websites more attractive, interesting and realistic to users. Koerning (2003) explored that the joint effects of format and realism of picture presentations could elicit more favorable attitude and higher behavioral intentions. He stated that picture presentation had significant partial relationships with customer attitude.

Although, in part of comments and suggestions which was open-ended, none of participants gave any comments because time was limited.

In conclusion, the finding showed a positive and significant relationship between the three components of tourism website and users satisfaction. These influential components affected not only users' decision-making process of using the website service, but also their satisfaction and repeat visiting.

CHAPTER 5

CONCLUSION

This chapter presents the conclusion, implications of the study, limitations of the study, and recommendations for further studies.

Conclusion

The Internet has a great impact on the hospitality and tourism industry. It becomes a medium that has gained widespread acceptance as a communication tool and information source. In this study, the foreign tourists' perspectives on the Thailand Tourism website in terms of website content, quality of content, and website design were studied.

According to the profile of participants, the majority were male employees, holding bachelor degrees. Most of participants were between 26 and 30 years old and earned monthly income between 20,001 to 25,000 baht. Regarding the 5 statements on tourist behavior in visiting the website, "search convenience" was the most influenced factor. The results showed that searching for detailed information of travel destinations on the web is more convenient than in traditional channels such as travel magazines, tourism organizations and travel agent. The participants visited the website because it was easily found through popular search engines such as Google and Yahoo. Apart from search convenience, word of mouth, company's image, and website content were tied for the second place that effect on visiting the website. Most of the participants visited the website 1 to 3 times in 6 months with less than 1 hour during each visit.

In the part of purposes in visiting the website, the most cited purpose was for planning a trip, followed by finding tourist information. The participants remained to be seen that they used internet to gather tourist information for their trip rather than seeking information elsewhere.

Over all satisfaction regarding the three components found that participants were most satisfied with the Thailand Tourism Website in terms of quality of content at a high level of satisfaction with a mean score of 3.44. The website content and website design were also rated at an equally high level of satisfaction with a mean score of 3.42.

Of all components, regarding the website content, participants were most satisfied with the website information concerning for planning trips (3.85), followed by easy format use to facilitate user to find information (3.77). In part of quality of content, participants were most satisfied with its use of clear, simple and appropriate language (4.10), followed by details and constant information update (3.62). Lastly, in terms of website design, participants were most satisfied with ease of navigation and interactivity of the website (3.77), followed by speed and presentation in terms of audio- visuals (3.52).

Since, the findings show that information search behaviour and tourist demographic characteristics are closely related, destination marketers, therefore, should take into consideration the characteristics associated with these demographics when developing content and design of website in order to fulfil the users' requirements in every different group of users.

In order to increase users' tangible cues of service and improve their virtual experience, tourism website should provide sufficient information to reach the users' expectations and provide more dynamic and interactive virtual of the property: showing its facilities and services to the users. Moreover, website developers should design the taglines to summarize the site and try to use language without exaggeration and subjective claims. These two items are able to keep users to stay and use the website service. In terms of website design, one-to-one relationship marketing should be emphasized in order to reach the target market more effectively.

Implications of the Study

The tourism websites have different and subjective factors that stem from the process of users and affect overall user satisfaction and that they can serve the development of website creation. A number of previous research related to tourism website satisfaction has been done in many criteria such as user satisfaction, user perception, user evaluation etc. However, it is found that those of research' respondents were anyone who have experienced their sample websites. Different from others, the present research focused specifically on tourists who have processed the decision making on planning trips. The study reveals to what specific target expects to see from the specific web site. The results are beneficial for some improvements that take into account certain aspects of the evaluation procedures. Therefore, the items of the questionnaire can be used as a checklist in the development process, especially for E-tourism marketers who plan to develop or create tourism websites since the outcome will indicate what users want from a website.

Limitations of the Study

This study has some limitations that need to be addresses in further research as follow:

1. Demographic limitations of the study were relatively small size since the duration for collecting data was only 2 weeks and that period was at the beginning of a peak season. Therefore, to increase a number of respondents, researcher should select the period that suit to selected target group. In this research, the participants varied from many nationalities then the results would not represent the perspectives form each nationality. So, it is interesting to know the stats of tourist arrival to Thailand because it could be a guideline to employ the information from a certain nationality.

2. TAT information counter at the head office was the only selected place to recruit the respondents. Since the location is in the business center, a number of walk-in tourists per day may not sufficient for analysis. Therefore, further studies should obtain more respondents by conducting the questionnaire from several TAT information counters locations at Suvannabhumi Airport and Rachadamnoen Nok Avenue.

4. The initial survey given out to tourists was in an English version. Although, some tourists were not English native speakers, they may not have fully understood the English questionnaire, so some questions may have incorrectly interpreted.

Recommendations for Further Studies

Further studies should be undertaken to apply the results of this study. To extend this study, researchers should consider the following:

1. This study shows that search convenience was the most influential factor that attracted foreigners to the website. It would be interesting to investigate the influential factors among Thai Internet users. This could provide some guidelines for the web designers to create websites to satisfy the expectation of a variety of users.

2. This study focused on the three influential factors of tourism website: content, content quality, and design that impacted foreign tourists using the website. Further study should explore more factors that influence visitors, which might include different groups of visitors (e.g. Thais, Asian, American, European) and investigate their decisions to determine whether different groups of visitors have different purposes or not.

3. It would be interesting to conduct further research on investigating the components of effective tourism websites by focusing on a single component such as website quality to achieve more in-depth results.

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APPENDIX

Foreign Tourists' Perspectives on a Thailand Tourism Website

This questionnaire is designed for a Master's degree project in the Business English for International Communication Program at Srinakarinwirot University. Your cooperation in providing useful information is greatly appreciated. The information you provide will be kept strictly confidential.

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Directions: Please mark X in the box ☐ which best describes your answers.

Part I: Personal data of participants

1. Gender

☐ Male ☐ Female

2. Age

☐ 15-20 ☐ 21-25 ☐ 26-30
☐ 31-35 ☐ 36-40 ☐ Over 40

3. Income per month (baht)

☐ 5,000 and below ☐ 5,001-10,000 ☐ 10,001-15,000
☐ 15,001-20,000 ☐ 20,001-25,000 ☐ Over 25,000

4. Education

☐ Primary School ☐ Secondary School
☐ Bachelor's Degree ☐ Master's Degree
☐ Other, please specify _____

5. Occupation

☐ Student ☐ Teacher
☐ Civil Servant ☐ Retired
☐ Business Owner ☐ Employee
☐ Housewife ☐ Other, please specify _____

Part II: Tourist behavior and purpose of visiting Thailand Tourism Website

6. What factors influenced you to visit the website?

- | | |
|---|--|
| ☐ Attractive Website | ☐ Word of mouth |
| ☐ Search convenience | ☐ Company's Image |
| ☐ Website content | ☐ Other, please specify _____ |

7. How often do you visit the website?

- | | |
|---|--|
| ☐ Everyday | ☐ Twice a week |
| ☐ More than 3 times a week | ☐ Other, please specify _____ |

8. On average, how long do you spend on the website each visit?

- | | |
|--|--|
| ☐ Less than 1 hour | ☐ 1-1.30 hours |
| ☐ 1.30-2 hours | ☐ More than 2 hours |
| ☐ Other, please specify _____ | |

9. What is your purpose of visiting the website? (You can choose more than one choice)

- ☐ Planning a trip
- ☐ Finding tourist information (i.e. hotels, destinations, festivals)
- ☐ Finding a tour packages or promotions
- ☐ Update on tourism news
- ☐ Finding jobs
- ☐ For purpose of studying
- ☐ Other, please specify _____

Part III: Tourists' Satisfaction with Thailand Tourism Website

Directions: Below is a sample of the webpage www.tourismthailand.org, please mark X in the box ☐ which indicates the level of satisfaction in terms of content, quality of content, and web design (5 – Highest, 4 – High, 3 – Average, 2 – Less, 1 – Not satisfied).



<u>Website Content</u>	Level of Satisfaction				
	5	4	3	2	1
10.1 The website provides important topics for planning travel trips covering all the needs of Internet users such as attractions, accommodation, transportation, news, and hospitality facilities.	☐	☐	☐	☐	☐
10.2 The website uses taglines to summarize the website.	☐	☐	☐	☐	☐
10.3 The website uses an easy format to make it easier for Internet users to find information by using text boxes and tables.	☐	☐	☐	☐	☐
10.4 The website can easily be reached by popular search engines such as Google and Yahoo.	☐	☐	☐	☐	☐
10.5 The website updates its content regularly.	☐	☐	☐	☐	☐

<u>Quality of Content</u>					
10.6 The website updates details and information constantly.	☐	☐	☐	☐	☐
10.7 The website provides information without exaggeration and subjective claims.	☐	☐	☐	☐	☐
10.8 The website uses simple language: clear, appropriate spelling and grammar to describe services.	☐	☐	☐	☐	☐
10.9 The website can help Internet users to compile tourist information. It links to related websites easily.	☐	☐	☐	☐	☐
10.10 It is easy to find the contact address of web maker.	☐	☐	☐	☐	☐
<u>Website Design</u>					
10.11 It takes only a few minutes to load the web pages.	☐	☐	☐	☐	☐
10.12 The website is easy to navigate within the website by searching for key words or phrases.	☐	☐	☐	☐	☐
10.13 The website provides interactivity channels such as a blog; on-line, MSN and web board for visitors to leave messages and questions.	☐	☐	☐	☐	☐
10.14 The website uses pictures, audiovisuals and maps in appropriate way. The presentation of the website is attractive and grabs the users' attention.	☐	☐	☐	☐	☐
10.15 The website can be seen almost everywhere not only in online advertising but also offline such as in tourism magazines and printed media.	☐	☐	☐	☐	☐

Part IV: Comments and Suggestions

11. If you have any comments or suggestions on www.tourismthailand.org, please write them below:

.....

.....

.....

.....

.....

.....

Thank you for your kind cooperation

VITAE

VITAE

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