CHAPTER V
CONCLUSION, DISCUSSION & RECOMMENDATION

The objective of this chapter is to present the results of the research, summary, discussion of the findings, and recommendation. The main objective of this charter is to study the factor effect tourist loyalty of international graduate students in Pattaya destination, Thailand. In this chapter including 5 sections:

5.1 Conclusion

5.2 Discussion and Recommendations

5.3 Limitation of the study

5.4 Suggestions for the future research

5.1 Conclusion

This study investigated the factors affect tourist loyalty of international graduate students in Pattaya destination, Thailand. The purposes of this study were to identify the relationship between destination image, perceived value, service quality, satisfaction and tourist loyalty/revisit intention, who visited in Pattaya destination, and to analyze the differences in the level of agreement of tourists in terms of demographic and tourist loyalty, the relationship between destination image, perceived value, service quality and satisfaction. From these purposes, it is argued that such research efforts would help tourism planners or managers or marketers to have a better understanding of tourist destination and to formulate better strategy and planning about tourist destination. With these observations, this current study was conducted.

In this study we try to demonstrate the factors influencing on tourist loyalty of international graduate students. To reach these objectives, the questionnaires were sent to international graduate students in Siam University, Bangkok, Thailand. A total number of 172 questionnaires were distributed to international graduate students and data analysis was conducted over the results gathered.

In this chapter, statistical analysis will be presented using the results of data analysis in chapter 4 followed by suggestions based on research findings. Suggestions for future researches and limitations of this research also are reflected. It can be summarized as below:

General demographic

Base on the data 172 respondents collected from the questionnaires, the result of this study can be summarized that the gender was male 67% whereas male was 33%. The majority of respondents within the age of 25-30 years old was 50%, within the age of 18-24 years old was 23%, within the age of 31-35 years old was 15%, within the age of 36-40 years old was 8%, and within age 41-45 year old was 4%. The number of single respondents is 77% and 23% respondents are married. 68% of respondents were from Asia, 19% respondents from Africa and finally 13% respondents who come from Europe. The majority of current semester of respondents is first semester 39%, the second semester is 22% of respondents, third semester also is 20% of respondents and finally the fourth semester is 19% respondents. Most occupation of respondents is students 80%, and there are 7% of teacher/professors, 2% of government officer, 5% of employee and the last one

is others 6% of respondents. In the Income group, respondent majority in the group of respondent is 15,000 Baht or less 30% and second group is between 15,001-20,000 Baht 22%, 15% respondents who has income between 20,001-30,000 Baht, 10% of respondents who have income between 30,001-50,000 Bath, 2% who have income more than 50,000 Baht, and finally 21% of respondents who have no income. Finally in a result of respondents who have been Pattaya, in the "Yes" group, there are 60% respondents, in "No" group, there are 40% respondents.

Destination image

From the research, it was found that destination image has four factors (1) Attractions (natural, man-made, artificial, purpose built, heritage, special events), (2) Accessibility (entire transportation system comprising of routes, terminals and vehicles), (3) Amenities (accommodation and catering facilities, retailing, other tourists service), and (4) Activities and events (all activities available at the destination and what tourists will do during the visits). according the result of analysis on level of agreement, all of destination image of these four factors such as Attractions, Accessibilities, Amenities and Activities shows at the agree level.

Perceived value

Perceived value has three factors. According to The results data analysis on level of agreement, (1) Spending your vacation in Pattaya destination is well priced showing at the agree level. Both (2) Considering what you would pay for visiting in Pattaya, you will get benefit more than your spending and (3) You consider traveling in Pattaya a good value compared with the benefits you receive showing at the neutral level.

Service quality

Service quality has three factors. According to the results data analysis on level of agreement, (1) high quality accommodation services shows at the neutral level. (2) Both Good quality local transport services and (3) Good quality food services show at the agree level.

Tourist satisfaction

Tourist satisfaction has five factors. From the results data analysis on level of agreement, (1) I have had a good experience with this destination showing at the neutral level. (2) I found exactly the pattaya destination that I was looking for showing at the agree level. (3) I feel satisfied with my decision to visit it showing between strongly agree and neutral level. (4) Finally both I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with the price of goods, the good value for money showing at the neutral level.

Tourist loyalty/revisit intention

Tourist loyalty has five factors. According the data results analysis on level of agreement, (1) I consider myself a loyal visitor of this place showing at the agree level. All other four factors (2) My next trip will most likely be this place, (3) I would visit this place again, (4) I would recommend this place to people who seek my advice, and (5) I would tell other positive things about this place showing at neutral level.

5.2 Discussion and Recommendations

Pattaya is one of the hottest and the most famous tourism destinations for tourists in Thailand and tourists will be a big potential market for Pattata tourism industry. This study's findings have significant managerial implications for destination managers and marketers in various organizations in Pattaya. As Alizadeh (2014) argue, in today's increasingly competitive travel market, it is very difficult for marketers to attract more travelers. Tourists can choose among many different destination options and enjoy their trip. Hence it is very critical for destinations to focus on travelers' intention to revisit/tourist loyalty and not just actual visits. Thus, to help managers achieve a more in-depth understanding of tourists' intention to revisit the destination the present study applies various constructs, which facilitates interpretation and enables a more accurate prediction of travelers' loyalty to Pattaya destination. In this study, therefore, the researcher uses the relationship between destination image, perceived value, service quality, satisfaction and tourist loyalty/ revisit intention to recommend offers to the tour agency and the Pattaya tourism organization to develop the tourism market in the short and long-term and to segment the different market by the demographic.

Destination image

Destination image is an essential factor for tourist places and better image of the destination bring more tourist toward destination. Destination image can lead to tourists' decision a making travel, and influence on destination choice of tourist. It also can make the tourist loyalty on destination. From the result of this research, destination image shows at the agree level which means significantly effect on the destination satisfaction since destination image is like a brand for the destination. So, building a positive destination image is very important for tourism industry, because a positive image of destination will attract more and more visitor come to travel in that destination. The destination image is very important whether in the long-term or short-term market development. The researcher suggests that Pattaya tourism organization create a city image of the tourism destination and create a civilization, health tourism city and avoid tourist detonation dirty, chaotic and poor.

Pattaya tourism organization should build a long-term tourism destination brand, enhance the natural landscape attractiveness of destination, be disinterment the important attractiveness of destination, find out their unique natural and cultural characteristics, and focus market-oriented development of tourism products and activities that people like, such as natural attractions, costs or price levels, climate, tourist sites or activities ,nightlife and entertainment, sports facilities or activities, national parks or wilderness activities, local infrastructure, transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, cities fairs, exhibits, festivals, facilities for information and tours, crowdedness ,cleanliness, personal safety, economic development or affluence, accessibility, degree of urbanization, extent of commercialization, political stability, hospitality or friendliness or receptiveness, different customs or culture, different cuisine or food and drink, restful or relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family or adult oriented ,quality of service and fame or reputation which attract tourists on that destination.

Perceived value

Perceived value is common and very essential issue of marketing area and is an important element in relationship marketing. It is also a good predictor of traveler's revisit intention toward a destination. The results from this study indicates that perceived value is not really having agreement because (1) Spending your vacation in Pattaya destination is well priced, showing at the agree level. Both (2) Considering what you would pay for

visiting in Pattaya, you will get benefit more than your spending and (3) You consider traveling in Pattaya a good value compared with the benefits you receive, showing at the neutral level. With regard to these results, it is low perceived value. The researcher suggests that Pattaya tourism organizations have to increase perceived value which means that the value what consumers get quality for what they give price should be equal. Improving customer perceived value can cultivate the loyalty of customers in tourist destination and can help to achieve the tourist destination' operation goal. In another aspect, if consumers think price is unfair, they will not be able to pay it. Therefore, Pattaya tourism industries should not mainly focus on competitor's price rather industries should focus on providing the right quality at the right price to the tourists.

Service quality

Service quality is in a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external). It is an approach that leads to an increase of competitiveness, effectiveness and flexibility of the entire company. Better service quality brings more customers and generates more revenue. The result from this study indicates that Service quality is good quality but not so high quality with regarding that (1) high quality accommodation services shows at the neutral level. (2) Both Good quality local transport services and (3) Good quality food services show at the agree level. By considering the importance of service quality of tourist destinations, the researcher suggests that the managers of Pattaya tourist destination have to improve the quality of the service such as Pattaya destination (the location should be highly accessible), hotel (the location of the hotel, the ease of access to the room, restaurant, transportation stations, etc.), accommodation quality, interactions (with accommodation provider's personnel or other guests taking place during the stay at the accommodation unit), environment (i.e. physical evidence of the hotel), value (the value of accommodation worth to the paid cost).

Tourist satisfaction

Tourists' satisfaction is significant to achieve high visitors' intention in revisiting the same destination. Satisfying customers can encourage customer's loyalty and foster word of-mouth advertising. Tourists satisfaction depends on the results of the goodness of fit with their expectations about their perception of the destination experience, which is result

of comparison between their previous images of the destination and what they actually sees, feels, and achieved at the destination. The more satisfied a visitor is, the more likely he or she will revisit a destination, recommend it to others, or say positively about the destination. The results from this research show that (1) I have had a good experience with this destination shows at the neutral level. (2) I found exactly the pattaya destination that I was looking for shows at the agree level. (3) I feel satisfied with my decision to visit it show between strongly agree and neutral level. (4) Finally both I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with the price of goods, the good value for money show at the neutral level. Based on these results, the researcher suggest that Pattaya tourism industry managers should provide and increase attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility that could affect tourist satisfaction.

Consumer loyalty

Customer loyalty is viewed as one of the most critical driving forces of business success and one of the more important indicators of success because every constituency and aspect of a business system is significantly influenced by the level and degree of customer loyalty. Every tourist destination is significant to make tourist loyal in order to sustainability of Business Company. Loyalty is the way to build and develop relationship between the customer and the company. Customer loyalty is another way to gain the best possible customer, repeat customers. Importantly, loyal customers are less likely to switch to a competitor solely because of price, and they even make more purchases than non-loyal customers. Also they are often the people who tend to provide the best word of mouth advertising channels that informally link networks of friends, relatives and other potential consumers to a product/service. Therefore, Pattaya tourism industry managers should create influence factors of tourist loyalty.

5.3 Limitations of the study

Despite the implications generated from this research, like other studies this study has some limitations as well. From the study "the factors influencing of tourist loyalty of international graduate students in Pattaya destination, Thailand"; it appears that the limitations have been issued as follows:

In this study, the researcher distributed the surveys by the researcher personally to the respondents of international graduate students in Siam University, Bangkok. Some international graduate students have been Pattaya, and some have not been there. And this affected on the questionnaire. Some people cannot clearly understand the questionnaires which need more explanations. All these factors may affect the accuracy of the answer.

The survey has been distributed by the researcher personally to the respondents of international graduate students in Siam University, which might limit the generalizability of the results. Since the data collection time coincided with break after studying in the classes in Siam, The international graduate students are in hurry for their coffee time so that they may not have a good mind/feeling to do the surveys whereas some have not much idea about the questionnaires since they have not been there.

The results may have limited generalizability due to the relatively small sample size, and geographic limitations. The results representative might not be all respondent's international graduate students who travelled in Pattaya; the majority of respondents have been pattaya. So the finding from this study may be generalizable that not all respondent's international graduate students have been Pattaya.

5.4 Suggestions for the further research

This research only focused on the destination image, perceived value, service quality and satisfaction in effect of the tourist loyalty/revisit intention in Pattaya destination, Thailand and does not research the travel motivation of tourist. So, future research may also need to discuss the travel motivation. Tourist motivation refers to an individual's desire to participate in a tourism activity to satisfy his or her needs. An individual's desire or motivation usually represents the first step in travel decision-making process. For this reason, by understanding the travel motivation, it can give benefits to the market segment; the marketing management can rely on that different travel motivation to develop the different market or more travel activities.

Future research can be study more on the relationship between destination images and revisit intention/tourist loyalty. The image as a destination brand which creates a good image can attract more and more people come to travel to that destination. For example, people will go to Pattaya peach for travelling because destination image of Pattaya is for entertainment place. The image can also make the people willing to revisit that destination and recommend it to others or give positive word of mouth (WOM).

In the future, research can be studied more on the satisfaction level on the destination. Satisfaction can make a destination to be successful and can find the shortcomings and deficiencies of a destination.

Finally in the future, researcher will go to Pattaya destination and distribute questionnaires directly to only visiting tourists there in order to get real information about Pattaya.