# The Service Quality of Phuket Tourist Guides:

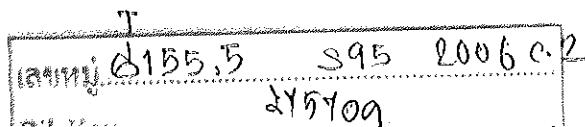## An Assessment Applying the Importance-Performance Analysis Model

Sukhumaan Klamsaengsai

A Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of

Master of Business Administration in Hospitality and Tourism Management

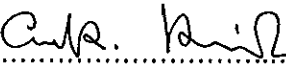Prince of Songkla University

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**Thesis Title**       The Service Quality of Phuket Tourist Guides: An Assessment Applying the Importance-Performance Analysis Model

**Author**            Miss Sukhumaan Klamsaengsai

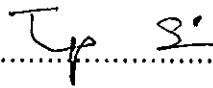**Major Program**      Hospitality and Tourism Management (International Program)

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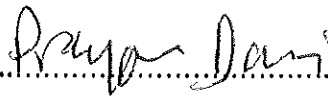.....................................Chairman

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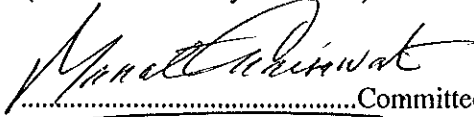
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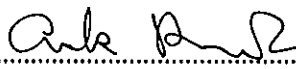
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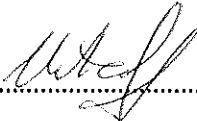
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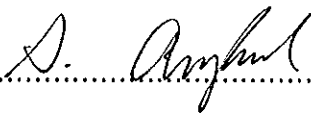
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The Graduate School, Prince of Songkla University, has approved this thesis as partial fulfilment of the requirements for the Master of Business Administration Degree in Hospitality and Tourism Management (International Program)

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| ชื่อวิทยานิพนธ์ | คุณภาพการบริการของมัคคุเทศก์ในจังหวัดภูเก็ต: การประเมินโดย |
| | ประยุกต์ใช้แบบจำลอง Importance-Performance Analysis |
| ผู้เขียน | นางสาวสุขุมาล กล่ำแสงใส |
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| ปีการศึกษา | 2548 |

## บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ประเมินคุณภาพการบริการของมัคคุเทศก์ (2) เพื่อ ระบุถึงการแสดงออกของมัคคุเทศก์ที่ควรได้รับการปรับปรุง (3) เพื่อเสนอมาตรการที่เหมาะสมใน การพัฒนาคุณภาพการบริการของมัคคุเทศก์ไทยในพื้นที่จังหวัดภูเก็ตซึ่งผู้วิจัยได้ใช้วิธีเก็บแบบสอบ ถามจากกลุ่มตัวอย่างสองกลุ่มคือ นักท่องเที่ยวชาวต่างชาติ ที่มาท่องเที่ยวและใช้บริการมัคคุเทศก์ใน จังหวัดภูเก็ต จำนวน 380 ตัวอย่าง และ จากมัคคุเทศก์ในจังหวัดภูเก็ต จำนวน 90 ตัวอย่าง โดยกลุ่ม ตัวอย่างส่วนใหญ่เป็นนักท่องเที่ยวชาวออสเตรเลียและนิวซีแลนด์ ยุโรป เอเชีย ตะวันออกกลางและ แอฟริกา และอเมริกา

ผลจากการศึกษาโดยใช้แบบจำลอง IPA พบว่า มัคคุเทศก์มีคุณลักษณะการบริการที่น่าพึง พอใจ 10 ประการจาก 24 คุณลักษณะคุณภาพการบริการของมัคคุเทศก์ โดยคุณลักษณะที่มีความ โดดเด่นคือ การตรงต่อเวลา ความซื่อสัตย์และความน่าเชื่อถือ ความเป็นมิตร ความสุภาพอ่อนน้อม การสื่อสารโดยใช้ภาษาอังกฤษ และความรู้เกี่ยวกับแหล่งท่องเที่ยว โดยถือเป็นคุณลักษณะที่ มัคคุเทศก์จะต้องรักษาระดับคุณภาพในการให้บริการ สำหรับคุณลักษณะการบริการบางประการที่ ส่งผลให้นักท่องเที่ยวได้รับความพึงพอใจในระดับต่ำได้แก่ การเอาใจใส่เรื่องการให้ความปลอดภัยใน การนำเที่ยว และความสามารถในการแก้ไขปัญหาของมัคคุเทศก์ ซึ่งเป็นคุณสมบัติที่ควรได้รับการ พิจารณาเพื่อปรับปรุงแก้ไข

นอกจากนี้จากการวิเคราะห์ความแตกต่างระหว่างความสำคัญของ 24 คุณลักษณะการบริการ และการแสดงออกของมัคคุเทศก์ (Gap analysis) พบว่า มีคุณลักษณะการบริการ 7 ประการที่ มัคคุเทศก์ให้บริการนักท่องเที่ยวได้ในระดับที่ต่ำกว่าระดับความสำคัญที่ นักท่องเที่ยวได้คาดหวังไว้ อย่างมีนัยสำคัญที่ระดับความคลาดเคลื่อนเท่ากับ 0.05 ทั้งนี้ผู้ศึกษาพบว่านักท่องเที่ยวที่มีความ แตกต่างกันในกลุ่มอายุ กลุ่มรายได้ และถิ่นที่อยู่อาศัย มีความคิดเห็นต่อระดับความสำคัญและระดับ การแสดงออกที่แตกต่างกันอย่างมีนัยสำคัญ

ผลการประเมินคุณลักษณะคุณภาพการบริการโดยมัคคุเทศก์ มัคคุเทศก์ประเมินคุณลักษณะ
ที่น่าพึงพอใจจำนวน 18 คุณลักษณะ ซึ่งมากกว่าการประเมินของนักท่องเที่ยวอยู่ 8 คุณลักษณะ โดย
การประเมินที่สูงเกินไปของมัคคุเทศก์แสดงถึงความเสี่ยงที่อาจเกิดขึ้นในการพัฒนาคุณภาพการ
บริการของมัคคุเทศก์ได้

จากผลการศึกษา บุคคลและองค์กรที่ควรมีบทบาทหลักในพัฒนาและยกระดับคุณภาพการ
บริการของมัคคุเทศก์ได้แก่ มัคคุเทศก์ กระทรวงการท่องเที่ยวและกีฬา สมาคมมัคคุเทศก์อาชีพ และ
สถาบันการศึกษา โดยมัคคุเทศก์ควรตระหนักและให้ความสำคัญกับความปลอดภัยของนักท่องเที่ยว
ในการเดินทาง มัคคุเทศก์ควรเพิ่มพูนความรู้และประสบการณ์การทำงานเพื่อเพิ่มทักษะในการ
แก้ปัญหา และควรเข้าร่วมการอบรมเพิ่มเติมเกี่ยวกับการปฏิบัติงานของมัคคุเทศก์ การท่องเที่ยวแห่ง
ประเทศไทยซึ่งอยู่ภายใต้กระทรวงการท่องเที่ยวและกีฬาควรมีส่วนในการควบคุมดูแลคุณสมบัติของ
มัคคุเทศก์ ควบคุมดูแลการจัดหลักสูตรฝึกอบรมเพิ่มเติมสำหรับมัคคุเทศก์ ซึ่งจัดโดยสถาบัน
การศึกษา และควรจัดการทดสอบวัดความสามารถในการให้บริการของมัคคุเทศก์เป็นประจำทุกปี
หรือทุกสองปี หลังจากมัคคุเทศก์ได้รับใบอนุญาต เพื่อกระตุ้นให้มัคคุเทศก์เกิดการตื่นตัวและพัฒนา
อยู่ตลอดเวลา ตลอดจนหลักสูตรวิชา และหลักสูตรเพิ่มเติมสำหรับมัคคุเทศก์ที่จัดโดย
สถาบันการศึกษา ควรมีความเข้มงวด เพื่อให้มีมัคคุเทศก์ที่มีคุณภาพในอนาคต

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| Thesis Title | The Service Quality of Phuket Tourist Guides: An Assessment Applying the Importance-Performance Analysis Model |
| Author | Miss Sukhumaan Klamsaengsai |
| Major Program | Hospitality and Tourism Management (International Program) |
| Academic Year | 2005 |

# ABSTRACT

The objectives of the study were to assess the service quality of Thai tourist guides in Phuket, to identify the performance areas which Thai tourist guides need to improve, and to propose specific measures aimed at improving Thai tourist guides' performance. Questionnaires were collected from two groups of respondents, 380 foreign visitors, and 90 Thai tourist guides in Phuket. The respondents to the questionnaires were foreign visitors who had visited Phuket and experienced tourist guide service. Most of them were from Australia and New Zealand, Europe, Asia, Middle East and Africa, and America.

The study found that Phuket tourist guides performed well in 10 out of the 24 service quality attributes from visitors' perspectives. Using the IPA grid, the qualitative attributes were in areas mainly related to punctuality, honesty and trustworthiness, friendliness, politeness, ability in English communication, and knowledge of destinations *(Keep Up the Good Work* quadrant). However, 'making sure that safety measures are sufficient' and 'the ability to solve problems' of Phuket tourist guides fell into the *Concentrated Here* quadrant. Moreover, among the performance-importance gap analysis of 24-service quality attributes, seven attributes had negative gap scores at 5% significant level. The study also found that there were some differences between age groups, income and region which showed significantly different results on both importance and performance scores. Tourist guides' results were somewhat different from visitors' results. There were 18 service quality attributes identified in the *Keep Up the Good Work* quadrant. It is noticeable that tourist guides evaluated very high scores than visitors did, which might be a risk for tourist guides themselves in over-evaluation.

Based on the results of the survey, a number of specific recommendations can be drawn for tourist guides, the Professional Guide Association (PGA), the Ministry of Tourism and Sports, and educational institutions, and visitors. Tourist guides should be more concerned about safety (especially given visitors' concerns in post-tsunami Phuket)

and work on their problem solving abilities. They need to undertake additional training courses organized by professional organizations or the Tourism Authority of Thailand (TAT) on knowledge of destination and foreign languages. TAT, which plays a significant role in the quality control of tourist guides, should carefully monitor well all qualifications and further education courses provided by educational institutions, and adopt annual or biennial tests to recheck the service capability of licensed tourist guides. The curriculum of courses for tourist guides provided by educational institutions should be more rigid to ensure better performance in the future.

# ACKNOWLEDGEMENT

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# CHAPTER 1

# INTRODUCTION

## 1.1 Statement of the Problem

Over the last decade, the Asia Pacific region has been the fastest growing tourism region in the world. Tourism is one of the most important sectors in a large number of Asia Pacific countries. Increases in economic growth, disposable income and leisure time, political stability, and aggressive tourism campaigns, among other factors, have fueled the significant growth of tourism. The future outlook is bright for the tourism sector, and the region is expected to maintain a high rate of growth well into the next century. In the current time, besides the manufacturing industry, the service industry also known as the hospitality and tourism industry, plays a major role for many countries including Thailand, a country which shows great potential in this industry, especially in terms of geography, climate, biology, and flora and fauna.

Currently, Phuket is a major tourist attraction of Thailand. Its surrounding waters contain much varied marine life and the town is notable for its Sino–Portuguese architecture. Phuket is also very well–known as the Pearl of the Andaman. Therefore, a great number of tourists from all continents in the world comes to visit and have experiences in traveling to Phuket every year and throughout the year.

According to the Tourism Authority of Thailand –TAT (2004b), there were 10,082,109 foreign visitors arrived to Thailand in 2003 which was a small decrease – 7.27% from the previous year. The figures were affected by the outbreak of Severe Acute Respiratory Syndrome (SARS) and the September 11 terrorist attacks. Nevertheless, it still shows a satisfactory figure for the year 2004 with around 11,737,413 foreign visitors visiting Thailand. For the half year period in 2005, there were 5,212,980 foreigners visited Thailand (TAT, 2005b). In addition, for the famous tourist destination of Phuket, there were 2,746,786 foreign visitors arrivals in 2003, and 3,497,599 foreign visitors including tourists and excursionists visited Phuket in 2004, which shows a 27.33% change from the previous year. In 2004, tourism generated 85,670.63 million Baht in income for to Phuket with an average expenditure of 4,006.68 baht per day.

On this average figure of 3,122,192 foreign visitors, 50.30% or around 1.57 million were European, 31.94 % were Asian, 7.76% were from Australia & New Zealand, 5.98% were American, and the rest were from the Middle East & Africa. Moreover, based on the available information, 1,455,720 (52.99%) foreign visitors in 2003 and 1,546,751(44.22%) in 2004 visited Phuket via tour operators or travel agencies instead of arranging tours by themselves (TAT, 2004a and TAT, 2005a).

This shows a higher figure for the number of visitors using tour operators or travel agencies, but a decrease in percentage from year 2003 to 2004. However, there is an implication that going to unfamiliar places; it is more convenient and confident using travel services except some who has enough travel experiences.

Some visitors visited Phuket using outbound tour operators from their own country with a tour leader –normally called an 'inclusive tour', but this does not mean that every program provides tour leaders with the groups. Moreover some visitors use only accommodation and transport bookings via tour operators, travel agencies, or via internet, called 'package tours'. Foreign visitors who buy package tours usually prefer travel from their countries to destinations by themselves. However, most of them buy additional local package tours to travel to specific places at the local destinations. Together with visitors who buy tours and travel without tour leaders, it would be the responsibility of the inbound tour companies in Phuket to take care of those visitors. This means that there is an opportunity and responsibility for tourist guides to play a role to take tourists to and from their destination in safety and to give them information. In addition, foreign tour leaders from other countries without guide license cannot legally conduct tours in Thailand, so local or Thai tourist guides have to lead the trips together with tour leaders. It is the fact that no foreign tour leaders know more details or information about Thailand than the Thai tourist guides who are the host.

'Tourist guides' are the ones who have to interact directly to visitors by leading visitors to and from destinations, giving general and specific information to visitors, and also taking care of all visitors throughout their trip. Moreover, besides their general responsibilities, tourist guides are very important because they also act as representatives of the local people and the country. They can affect visitors' first impressions and their decision making whether to revisit the destination or not. It is believed therefore that the better service provided by the tourist guides to visitors, the greater the likelihood of having a positive impact on tourism.

For this reason, 'service quality' has become an important issue for many sectors in the tourism industry that provides products with intangibility, inseparability, perishability, heterogeneity, and non-ownership. Many tourism businesses try to enhance the quality of services to gain a competitive advantage over competitors by 'putting the right man on the right job in the right time at the right place'. For most service industries, quality occurs at the service encounter which involves interaction between customers and employees. Employees therefore have an important role to play in influencing customers' perceptions of service encounters. This means people, in terms of staff or employees, can play a very significant role in making visitors satisfied if they perform the service in a proper and right way in their career.

For such a service-oriented industry, tourism depends on people with good interpersonal skills to provide the good service encounter as much as possible to fit the customer satisfaction or customer needs. As tourists have become more experienced and sophisticated, they are no longer willing to compromise themselves to a mediocre service (Kandampully, 1997). Therefore, they always concern very much on the best service that they should perceive from service providers.

To enhance or improve service quality on tourist guides, it needs to know initially the strengths and weaknesses of tourist guides services. Therefore, measuring the service quality on tourist guides is interesting that which areas can satisfy visitors and which areas need improvement to get better quality of service. Even though service quality looks abstract-untouchable, but it is possible to be measured by using tools in service quality measurement.

For Thailand, the number of tourist guides are mostly increasing. There were 14.91% changes of Thailand tourist guide number from January 2004 (24,120 persons) to January 2005 (27,721 persons). At the same one year period from January 2004-2005, tourist guides who registered in Tourist Business and Guide Registration Office (TBGR) Southern Provinces: Region 2 showed 10.57% changes (Office of Tourism Department, 2005). However, there are fewer amounts of the studies on tourist guides in terms of service quality in Thailand. That is why the main purpose of this study is to assess the service quality of the Thai tourist guides in Phuket perceived by foreign visitors using the Importance-Performance Analysis (IPA) model, which is the best-fit method for this study.

## 1.2 Objectives of the Study

The objectives of this research are:

1.2.1 To assess the service quality of Thai tourist guides.

1.2.2 To identify the performance areas which Thai tourist guides need to be improved.

1.2.3 To propose specific measures aimed at improving Thai tourist guides' performance.

## 1.3 Expected Results

The information that was obtained from this research can be utilized as a guideline at improving service quality of Thai tourist guides. It could be benefits for the country, especially for both private and public tourism sectors including tourist guides, tour managers, Professional Guide Associations, educational institutes, and Ministry of Tourism and Sports.

## 1.4 Scope of the Study

1.4.1 Scope of Area:

This study specifies the famous tourism service area-Phuket province, where is the biggest island in Thailand and locates in the Andaman Sea, southern part of Thailand (Figure 1.1-1.2 and Appendix A.). Moreover, this province is the famous top tourist destination and there is high density of foreign visitors visited the province throughout the year.

1.4.2 Scope of Demography:

1.) Foreign Visitors who are at least 15 years old and are currently using or have used the services of Thai tourist guides in Phuket for leisure, recreation and holiday within the past 2 years.

2.) Thai tourist guides who have experiences in serving foreign visitors in Phuket.

Figure 1.1 Location of Phuket, Thailand
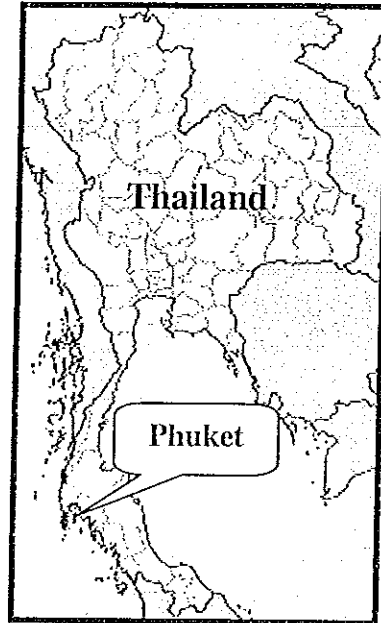


Source: Wikipedia, 2006.

Figure 1.2 Map of Phuket
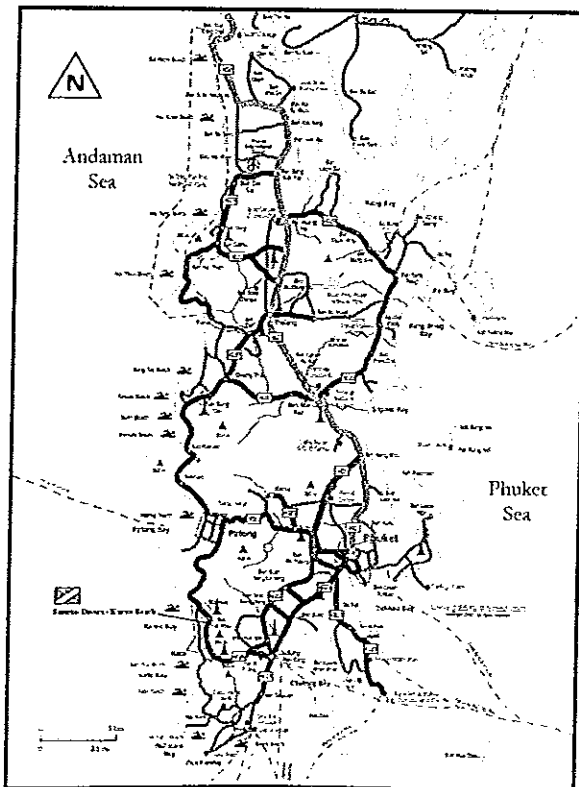


Source: TAT, 2006.

1.4.3 Scope of Time:

The study is conducted during January 2005 until January 2006.

## 1.5 Conceptual Framework

This study focused on information from 2 main groups of respondents, IPA model, non-IPA, and the outcome related to tourist guides service quality. From the basic concept, researcher has created the conceptual framework in this study as shown in Figure 1.3.

## 1.6 Definition of Terms

1.6.1   Service Quality is the 'Gap' between tourist guides' performance and the importance of tourist guides' service attributes from both tourist guides and visitors' perspectives.

1.6.2   Tourist guide is Thai tourist guide who has guide license(s) that are useable in conducting tours for foreign visitors in Phuket. It refers to guide who registered both in Tourist Business and Guide Registration Office Southern Provinces: Region 2 and in other registration offices in Thailand. Moreover, tourist guide normally has experienced in conducting tours for foreign visitors in Phuket.

1.6.3   Importance-Performance Analysis (IPA) Model is the model to assess the tourist guides' service quality by comparing the differences between their performance and importance.

1.6.4   Visitors are foreign tourists (overnight visitors) and excursionists (same-day visitors) who have experienced in traveling in Phuket served by tourist guides.

1.6.5   Second languages are any foreign languages excluding Thai and English.

Figure 1.3 Conceptual Framework

| Visitors | Tourist guide |
|---|---|
| - Personal Data<br>  o Gender<br>  o Age<br>  o Education<br>  o Occupation<br>  o Income<br>  o Residence | - Personal Data<br>  o Gender<br>  o Age<br>  o Education |
| - Experiences in<br>Traveling to Phuket | - Acquired guide licenses<br>- Experiences in tour<br>guiding |

Non-IPA     IPA     Non-IPA

- Specific Recommend-aions.

| Level of Importance in "Tourist Guide Service Quality Attributes" | Level of Performance in "Tourist Guide Service Quality Attributes" |
|---|---|

- Needed Training
- Licenses Regime.

**Importance-Performance Analysis**

*Four Areas identified*
- Concentrate Here
- Keep Up the Good Work
- Low Priority
- Possible Overkill

**Service Quality on Tourist Guides**

| Visitors' perspectives | Tourist guides' perspectives |
|---|---|
| Visitors' satisfaction | Job's satisfaction |

# CHAPTER 2

# LITERATURE REVIEW

This research was planed to study the service quality of tourist guides from the tourist's perspective in order to find out the tourist guides' performances that satisfy or dissatisfy visitors in Phuket. For this reason, related theories, tourist guides in Thailand and related researches were collected as following:

## Related Theories

2.1 Concepts and theories related to service quality

      2.1.1 Definition and significance of service quality

      2.1.2 Dimensions of service quality

      2.1.3 The Gap model of service quality

      2.1.4 Related models in measuring service quality

2.2 Concepts and theories related to satisfaction

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## Related Research

Related Theories

## 2.1 Concepts and theories related to service quality

### 2.1.1 Definition and significance of service quality

'Service Quality' is a very well-known word in the service industry and in the manufacturing industry related to customer service or customer care. In general, defining 'quality' is difficult with some abstract, but defining 'service quality' is more complicated. However, many definitions related to this issue were identified.

It is viewed that quality is defined by the customer, and perceived quality is interpreted as the direction and degree of difference between the customer's expectations and perceptions (Parasuraman et al., 1988 quoted in Chen & Chang, 2005). Service quality can also be defined as a consumer's overall impression of the relative efficiency of the organization and its services (Aksoy et al., 2003). Gronroos (Gronroos, 1984 quoted in Chen & Chang, 2005) suggests that customer perceptions of service quality can be divided into technical quality and functional quality. Technical quality focuses on the quality evaluation of the core service that the buyer receives from the seller. Functional quality involves the evaluation of the service delivery process, which reflects the customer's experiences of service quality.

Rust & Oliver (1994) provide a useful conceptual framework, by identifying three distinct elements of service quality that management can always target for improvement, including the service product, the service environment, and the service delivery process. They define the service product as the service as it is to be delivered, which in a tourist guide context would be the tourist guide service throughout the trip. The service environment includes the atmospherics of the service, which in the tourist guide context would be facilities and environment provided for the customers. The service delivery process is primarily the way the tourist guides perform to the visitors.

Service Quality has been increasingly identified as a key factor in differentiating service products and building a competitive advantage in tourism. The process by which the customer evaluates a purchase, thereby determining satisfaction and likelihood of repurchase, is important to all marketers but especially to service marketers because, unlike the manufacturing counterparts, they have fewer objective measures of quality by which to

judge the production (Brown & Swartz, 1989; Zeithml et al., 1988 quoted in Hudson et al., 2004). Delivering quality service is one of the fundamental strategies for a firm's survival (Reichheld & Sasser, 1990 quoted in Mahn & Jaebeom, 2003).

However, services are typically intangible and non-standardized. Due to these two attributes, the evaluation of service quality is primarily subjective and depends largely on the customers. The intangibility of service also means that how a service is delivered is a critical factor in any evaluation of quality (Morrison, 1996). In addition, service quality depends heavily on the effectiveness with which front-line employees deal with customers and clients. Efforts to promote service quality must therefore be based on managing employee behavior (Schneider & Bowen, 1985 quoted in Okata et al., 2001). It is clearly shown that the quality of service of tourist guides is significant.

In conclusion, service quality plays a very significant role for businesses, especially for the service businesses that customers are ones who evaluate the quality of service by using their service perceptions. Similar to tour business, customers normally evaluate on the service process or service encounter involving with tourist guides. Therefore, the high service quality delivered by front line staffs-tourist guides can create the high customers' perceptions on quality, and the competitive advantages to the business.

2.1.2 Dimensions of service quality

Even though the overall meaning of 'service quality' can be easily understood, but it is still difficult to understand the exact meaning of service quality. Therefore, Zeithaml et al. (1990) quoted in Schmenner (2000) identified 5 dimensions by which consumers judge services.

*1.) Reliability.* Reliability in services is defined as the ability to perform the promised service dependably and accurately. It means that the organization performs the service right the first time and also means that the organization honors all of its promises; for example, billing, keeping records correctly, and completing the service at the promised time.

*2.) Responsiveness.* This concerns the willingness or readiness of employees to provide service. It includes timeliness of service such as giving prompt service, mailing a transaction slip immediately, and returning customer calls quickly.

*3.) Assurance.* This dimension relates to the knowledge, competence, and

courtesy of service employees and their ability to convey trust and confidence. Competence means possession of the required skills and knowledge to perform the service. Courtesy involves politeness, respect, consideration, and friendliness of contact personnel.

*4.) Empathy.* Empathy is defined as the caring and individualized attention provided to customers. It includes approachability and ease of contact with the service providers and making the effort to understand the customers and their needs.

*5.) Tangibles.* Tangibles include the physical evidence of the service such as physical facilities, the appearance of service providers, tools or equipment used to provide the service, the physical presentation of the service, and other customers in the service facility.

### 2.1.3 The Gap model of service quality

The Gap model or Gap analysis conceptualizes service quality on the basis of the differences between customers' expectation of what the service should provide with respect to the five dimensions and perceptions of what was actually delivered. If there is a difference, it is characterized as a "Gap". Moreover, to measure these Gaps, there is a 22-item questionnaire called SERVQUAL that can be seen in 2.1.4.

In Figure 2.1, there are 2 main parts in this Gap model that are consumer and service provider. Most of the Gaps occur in the service provider side while there are 2 Gaps showing in the consumer side which could be explained as follows:

**Gap 1: Not Knowing What Customers Expect**

According to the model, the first Gap occurs because of the difference between what customers expect and what managers perceive they expect. Major reasons for this Gap are the lack of marketing research orientation, evidenced by insufficient marketing research, inadequate use of research findings, and a lack of interaction between management and customers. Inadequate upward communication from contact personnel to management and too many levels of management separating contact personnel from top managers are the other two reasons for this Gap.

Figure 2.1 Service Quality Model
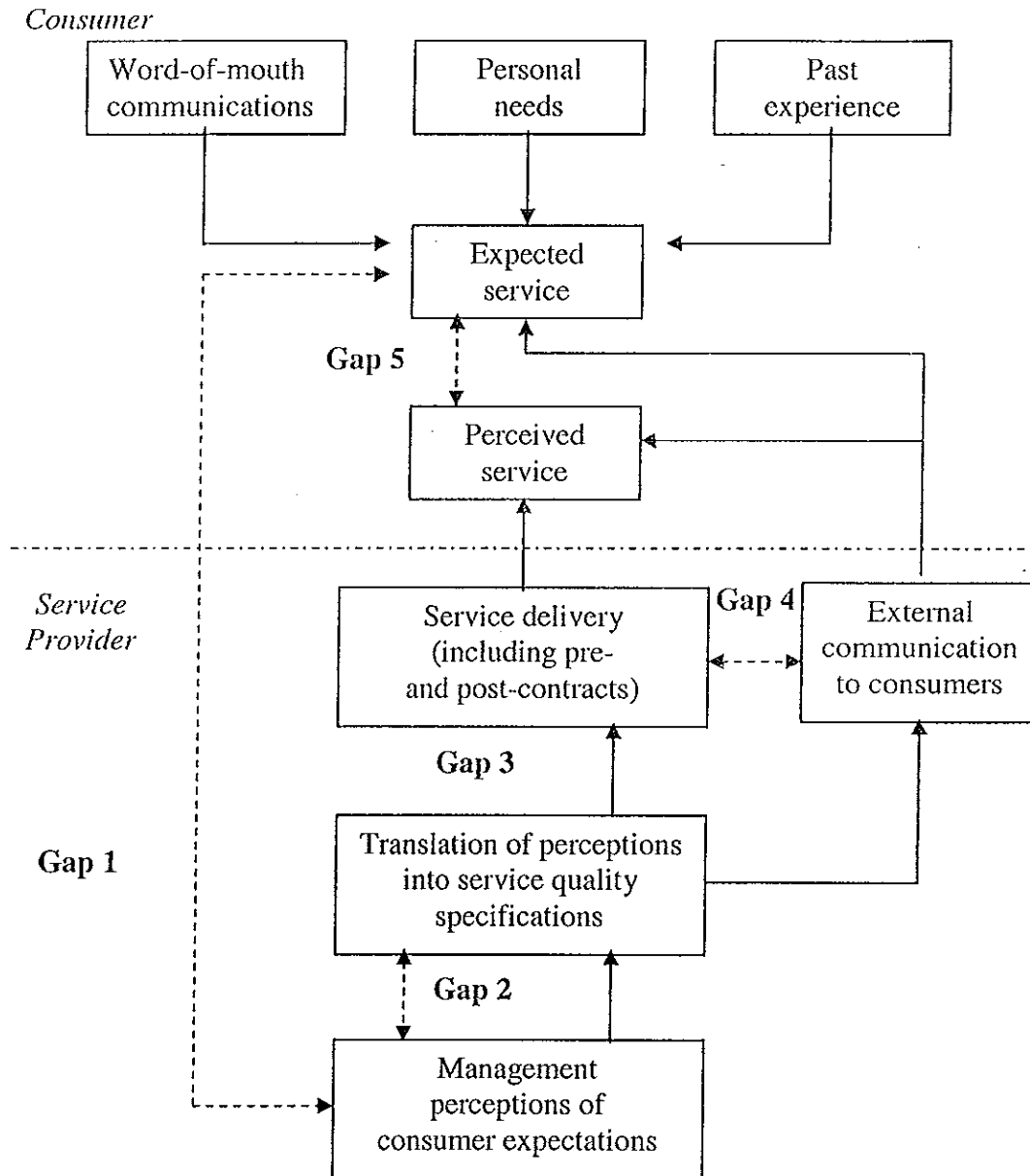


Source: Parasuraman et al., 1985 quoted in Schmenner, 2000.

**Gap 2: The Wrong Service Quality Standards**

The difference between what managers think customers expect and the actual specifications they establish for service delivery leads to the second Gap. Reasons of the emergence of this Gap are inadequate commitment to service quality, a lack of perception of feasibility, inadequate task standardization, and an absence of goal setting.

### Gap 3: The Service Performance Gap

The discrepancy between service specifications and the actual service delivered creates this Gap. In general, this Gap is created when employees are unable or unwilling to perform the service at the desired level. Various reasons include: role ambiguity, role conflict, poor employee-job fit, poor technology-job fit, inappropriate supervisory control systems leading to an inappropriate evaluation/ compensation system, lack of perceived control on the part of employees, and lack of teamwork.

### Gap 4: When Promises Do Not Match Delivery

The difference between what a firm promises about a service and what it actually delivers is described as Gap 4. The two factors that contribute to this Gap are inadequate communication among operations, marketing, and human resources, as well as across branches, and the propensity to over promise in communications.

### Gap 5: Expected Service-Perceived Service Gap

Gaps 1 through 4 contribute to the emergence of Gap 5, which is the difference between what the customers expected to receive from the service and what they believe they actually did receive. As the model in figure 2.1 indicates, customers' perceptions are influenced by many sources, which include word-of-mouth communications, personal needs, past experiences, and communications from the service organization. This is the most important Gap because, if the perceived service falls short of the customers' expectations, they will be disappointed and dissatisfied.

In this study, we focus on studying this Gap due to its importance evaluation is related to the expected service, while the performance is like the perceived service.

There are several reasons for the significance of service quality to the leisure and tourism industry. They are concerned with the competitive edge, social trends, consumer behavior and demand, and technology (Williams & Buswell, 2003). In general, tourism is regarded as a service and thus possesses the attributes of being intangible, non-storable, heterogeneous in consumer-supplier interactions, and where client satisfaction is heavily dependent upon the nature of those interactions with the supplier's representative (Ryan & Page, 2000). Providing a high quality of service and enhancing customer satisfaction are

widely recognized as important factors leading to the success of companies in the hotel, catering and tourism industries (Stevens et al., 1995; Legoherel, 1998).

### 2.1.4 Related models in measuring service quality

There are several questionnaire-based quantitative methodologies commonly used for measuring service quality and customer satisfaction. These include SERVQUAL (Service Quality), SERVPERF (Service Performance), IPA (Importance-Performance Analysis), HOLSAT (Holiday Satisfaction), and EPI (Expectation-Perception-Importance) (Tavite & Andre, 2000). The three most popular models that are very well-known and have been used to measure service quality in wide ranges are SERQUAL, SERVPERF, and IPA. Therefore in this research, it will illustrate the characteristics of each model.

### 1.) SERVQUAL

SERVQUAL is an instrument developed by Parasuraman, Zeithaml & Berry in 1983 and was initially published in the Journal of Retailing (JR) in 1985 (Grapentine, 1995). The SERVQUAL model has been widely adopted across industries. This model focuses on the notion of perceived quality. It is based on comparing the differences between consumers' pre-purchase expectations and post-purchase perceptions of service. There are 5 main dimensions reflecting service quality in the SERVQUAL approach:

1.) **Tangibility:** physical facilities, equipment, and appearance of personnel.

2.) **Reliability:** ability to perform the promised service dependably and accurately.

3.) **Responsiveness:** willingness to help customers and provide prompt service.

4.) **Assurance:** knowledge and courtesy of employees and their ability to inspire trust and confidence

5.) **Empathy:** caring, individualized attention the firm provides its customers.

Furthermore, SERVQUAL was adapted by Daniel (2000) in her own way with 10 quality dimensions together with samples of questions in measuring service quality, as in Table 2.1.

Table 2.1   Demonstration of questions in measuring service quality

| Quality Dimension | Samples of questions |
|---|---|
| 1.  Tangibles:<br>Appearance of physical facilities, equipment, personnel, printed and visual material. | — Are facilities attractive?<br>— Are staff dressed appropriately?<br>— Are written materials easy to understand?<br>— Does technology look modern? |
| 2.  Reliability:<br>Ability to perform promised service dependably and accurately. | — If a response is promised in a certain time, does it happen?<br>— Are the exact specifications of the client followed?<br>— Is service performed right the first time?<br>— Is level of service same at all times of day and for all members of staff? |
| 3.  Responsiveness:<br>Willingness to help customers to provide prompt service. | — When there is a problem, does organization respond to it quickly?<br>— Are staff willing to answer client's questions?<br>— Are specific times for service accomplishments given to the client?<br>— Are public situations treated with care and seriousness? |
| 4.  Competence:<br>Possession of required skills and knowledge to perform the service. | — Can staff provide service without fumbling around?<br>— Are the materials provided appropriate and up to date?<br>— Can staff use the technology quickly and skillfully?<br>— Do the staff appear to know what they are doing? |
| 5.  Courtesy:<br>Politeness, respect, consideration and friendliness of contact personnel. | — Do the staff member have a pleasant demeanor?<br>— Do staff refrain from acting busy or being rude when clients ask questions?<br>— Are those who answer the telephone considerate and polite?<br>— Are staff considerate of the property and values of clients? |
| 6.  Credibility:<br>Trustworthiness, believability, honesty, of the service provider. | — Does the service organization have a good reputation?<br>— Do staff members refrain from pressuring the client?<br>— Are the responses given accurate and consistent with other reliable sources?<br>— Does the organization guarantee its services? |
| 7.  Security:<br>Freedom from danger, risk, or doubt. | — Is it safe to enter the premises and to use the equipment?<br>— Are documents and other information provided for the client held securely?<br>— Are used records of clients safe from unauthorized use?<br>— Can the client be confident that the service provided was done correctly? |

Table 2.1   (cont.)

| Quality Dimension | Samples of questions |
|---|---|
| 8.  Access: <br> Approachability and ease of contact. | — How easy is it to talk to knowledgeable staff members when the client has a problem? <br> — Is it easy to reach the appropriate staff person? <br> — Are service access points conveniently located? |
| 9.  Communication: <br> Listening to customers and acknowledging their comments; keeping customers informed in a language they can understand. | — When client contacts a service point, will staff personally listen to their problem and demonstrate understanding and concern? <br> — Can staff explain clearly the various options available to a particular query? <br> — Do staff avoid using technical jargon when speaking with clients? <br> — Does a staff member call if a scheduled appointment will be missed? |
| 10. Understanding the Customer: <br> Making the effort to know customers and their needs. | — Does someone on the staff recognize each regular client and address them by name? <br> — Do staff try to determine what the client's specific objectives are? <br> — Is the level of service and the cost of service consistent with what the client requires and can afford? <br> — Are service providers flexible enough to accommodate to client's schedule? |

It is said that this SERVQUAL instrument is quite popular in approaching service quality, but this technique often requires the use of complex software and requires expertise not only in the administration, but also in the interpretation of data (Duke & Persia, 1996 quoted in Wade & Eagles, 2003).

A number of researchers have criticized the SERVQUAL approach. Two criticisms are notable. One, made by Peter et al. (1993) and Brown et al. (1993) quoted in Oh (1999) relates to the indirect difference score approach. According to them, the difference score approach causes poor reliability and problems of variance restriction associated with the expected scores. A second criticism regards the measurement of expectations. Teas (Teas, 1993a, b quoted in Oh, 1999) argues that the SERVQUAL scale of expectations induce several different types of expectations; the subjects are not able to differentiate

among different types of expectations when they provide evaluations. Some respondents expect the best service while others expect the optimum services depending on the circumstances and context.

### 2.) SERVPERF

SERVPERF is one model widely used in measuring service quality in terms of measuring performance only with the ease of usage. It is easy to be seen from the questionnaires in many organizations asking customers about their satisfaction with the organization's services. To be more visible, tourist questionnaires are normally used in the tour services at the end of the trips to ask tourists about the overall service from the tour company and staffs. This instrument always use interval scale measurements, e.g. 'strongly satisfied', 'satisfied', 'neutral', 'dissatisfied', and 'strongly dissatisfied'.

However, even it is common for the service industry practitioners to measure the satisfaction levels for service attributes only (performance), but it fails to address the importance of service attributes to the customers (Chen & Chang, 2005). This means that sometimes one attribute has been rated at highest satisfaction or performance, but in fact it is not important for customer in their decision making.

### 3.) IPA

The IPA model is one of the main research instruments that have been developed over the years to analyze the concepts of quality and consumer satisfaction in the service industry. IPA is a procedure that shows the relative importance of various attributes and the performance of the firm, product, or destination under study in providing these attributes. The results from IPA are plotted graphically on a two-dimensional grid. The importance of the attribute is displayed on the vertical axis while the satisfaction level (performance) is showed on the horizontal axis. The resulting four quadrants are: *Concentrate Here, Keep Up the Good Work, Low Priority, and Possible Overkill* (Chen & Chang, 2005).

The IPA technique is widely used by researchers in various areas and has been proven an effective managerial tool (Martin, 1995 in Chen & Chang, 2005; Zhang & Chow, 2004). The IPA model is reviewed in more detail in section 2.3.

## 2.2 Concepts and theories related to satisfaction

### 2.2.1 Defining customer satisfaction

Customer satisfaction has long been an area of interest in academic research. Hunt (1975) considers satisfaction as an evaluation of whether what the customers have experienced with the services is as good as it is supposed to be. Oliver (1996) defines customer satisfaction as an emotional response to the use of a product or services. It is more conceivable, however, that customer satisfaction is a complex human process, which involves cognitive and affective processes, as well as other psychological and physiological influences (Oh & Parks, 1997). Anton (1996) provides a more contemporary approach in defining satisfaction in that he defines customer satisfaction as a state of mind in which the customer's needs, wants, and expectations throughout the product or service life have been met or exceeded, resulting in repurchase and loyalty. Although customer satisfaction has been defined in various ways, the underlying conceptualization is that satisfaction is a post-purchase evaluative judgment, leading to an overall feeling about a specific transaction (Fornell, 1992).

### 2.2.2 Importance of customer satisfaction

In many industries, the goal particularly in marketing is not only to increase sales volume and sales revenue but also to make their customers satisfied with the products and services. Aksoy et al. (2003) revealed that understanding, creating, communicating, and delivering customer value and satisfaction are at the very heart of modern marketing practice. However, the customer, rather than marketing, is at the center of modern business philosophy, and customer service satisfaction is the primary aim.

Scheuing & Christopher (1993), conclude that organizations throughout the world are beginning to recognize that measuring customer satisfaction is no longer an option but an essential part of their management systems. It will make good managerial sense to have an organizational focus on customer satisfaction for the following three reasons:

1. Satisfied customers are more likely to recommend the organization to others, which is the cheapest and most effective form of promotion.

2. Satisfied customers are loyal customers. It is estimated to be five to seven times more expensive to attract a new customer than to keep an old one.

3. Satisfied customers are better customers. They buy more, more often and are willing to pay higher prices.

Even thought what are mentioned mainly relates to the organization, but it shows some implication in terms of tourist guides. It may imply that tourist guides should satisfy customers (visitors) to make them impressed and become loyal customers of the company. When visitors are satisfied with tourist guides, they may be automatically satisfied the company that the tourist guide works for, and lastly they could be revisiting visitors.

### 2.2.3 Relationship between satisfaction and service quality

The concept of quality has become a corporate key since the early 1980s. The popular press worried about U.S. industry being unable to match the quality of foreign competitors; CEOs exhorted their organizations to "think quality" and company advertisements attempted to link the corporate name with a quality image. Despite all this emphasis on quality, it is not at all clear that everyone is talking about the same thing. For many, quality is the absence of things gone wrong and is measured by looking at the production process. This is not surprising, given the fact that early leaders in the quality movement relied heavily on statistical quality control and were concerned with production procedures and reducing defects. Thus, quality was defined in terms of measures associated with internal operations. However, companies have begun to realize that internally generated measures of quality often do not match customer perceptions of quality. More important, they know that it is the customer's, not management's, perceptions that ultimately count in the marketplace. Consequently, new measures of quality based on customer perceptions began to emerge. Customer satisfaction and the voice of the customer thus became the new thrust of the quality movement (Scheuing & Christopher, 1993).

Service quality and customer satisfaction are closely related. Schmenner (2000) concludes that satisfaction is a very likely outcome when customers perceive that they have received superior-quality service. Then, superior quality also leads to higher customer and employee loyalty, higher market share, higher returns to investors, lower costs, and lower sensitivity to price competition. The meta-analysis of over 600 research papers in the

service quality literature has been conducted. The results show strong support for the positive relationship between service quality and satisfaction and service quality and measures of various desirable outcomes, such as repurchase intention and loyalty (Brown & Ostrom, 2002). Studies in some sectors, such as the airline industry, suggest that to deliver better service to passengers, airlines needed to understand passengers' needs and expectations (Aksoy et al., 2003). Understanding what consumers expect from a service organization is important because expectations provide a standard of comparison against which consumers judge an organization's performance (Jin & Julie, 2000). For the hotel industry, exploring the relation between the attributes identified by consumers when they select a hotel, and those provided by the different categories has been focused significantly (Callan, 1999). Therefore, if tourist guides provides best or good quality of service, it will possibly generate satisfaction to their visitors.

## 2.3 Concepts of the IPA model

### 2.3.1 Definition and significance of the IPA model

IPA was introduced by Martilla and James as a framework for understanding customer satisfaction as a function of both expectations related to salient attributes (importance) and judgments about their performance (performance). They applied the IPA technique to analyze the performance of an automobile dealer's service department. They declared IPA to be a low-cost, easily understood technique for exploring different aspects of the marketing mix, and enabling managers to reallocate resources according to the for areas identified (Martilla & James, 1977 quoted in Zhang & Chow, 2004).

Using IPA has important marketing and management implications for decision makers, and one of the major benefits of using IPA is the identification of areas for service quality improvement (Hudson et al., 2004). IPA is a useful managerial tool that can be applied in identifying areas to which marketing resources should be allocated in order to improve and enhance the quality of tourist guide services provided (Zhang & Chow, 2004).

## 2.3.2 IPA application

The illustration and interpretation of the IPA grid is divided into four quadrants (Figure 2.2). IPA has been used in many areas of the study. Magal & Levenburg (2005) applied the IPA model to evaluate E-Business Strategies among small businesses in the United States and to make recommendations regarding priorities and resource allocation. The results offer initial support for the use of IP maps, particularly for small firms without the resources or expertise needed for more sophisticated analytic tools. Moreover, IPA has been used to examine business and leisure travelers' perceived importance and performance of six hotel selection factors in the Hong Kong hotel industry (Chu & Choi, 2000). In Tanzania, IPA was used in tourism management in Parks and Protected Areas and it is said that this application is achievable for a protected area agency with limited resources and expertise (Wade & Eagles, 2003).

**Figure 2.2 Importance-Performance Analysis grid**[1]

| | | |
|---|---|---|
| High | **QUADRANT 1**<br>**Concentrate Here**<br>High Importance<br>Low Performance | **QUADRANT 2**<br>**Keep Up the Good Work**<br>High Importance<br>High Performance |
| Importance | **QUADRANT 3**<br>**Low Priority**<br>Low Importance<br>Low Performance | **QUADRANT 4**<br>**Possible Overkill**<br>Low Importance<br>High Performance |
| Low | Low          Performance          High | |

*Quadrant 1:*  Attributes are perceived to be very important to customers, but the performance levels are fairly low. This suggests that improvement efforts should be concentrated here.

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[1] Chu & Choi, 2000 quoted in Zhang & Chow, 2004; Chen & Chang, 2005

*Quadrant 2:*  Attributes are perceived to be very important to customers, and at the same time, the firm seems to have high levels of performance in these activities. The message here is to keep up the good work.

*Quadrant 3:*  Attributes here are rated as having low importance and low performance to customers. Although performance levels may be low in this cell, managers should not be overly concerned, since the attributes in this cell are not perceived to be very important. Limited resources should be expended on this low priority cell because attributes are not perceived to be very important by the customers.

*Quadrant 4:*  This cell contains attributes of low importance, but where performance is relatively high. Customers are satisfied with the performance of the organization, but managers should consider present efforts on the attributes of this cell as being superfluous/ unnecessary and managers should consider allocating resources elsewhere.

## 2.4 The tourist guide's attributes

### 2.4.1 Tourist guides and the importance

The term 'tourist guide' is widely used in the tourism business with on ease of understanding. However, many academics have defined the concept of tourist guide mostly in terms of roles and responsibilities. A number of terms are in use to describe those whose responsibility it is to shepherd and inform groups of tourists. 'Courier' is most commonly applied to describe the role, although other terms used include 'tour leader', 'tour captain', 'tour escort', 'tour manager' and 'tourist guide' (Jafari, 2000).

Tourist guides play many important roles in the tourism industry; ambassadors, information givers, speakers, or even teachers. In general, there are three main functions for the tourist guides; Transfer-In, Tourist Guide, and Transfer-out (Suwanpimon, 1997). It is said that 'tourist guides communication with tour groups can increase both group morale and social interaction' (Rayn & Dewar, 1995). Moreover, tourist guides act as 'buffers' between tourists, the social environment, arranging transportation, interpreting, handling problems, insulating travelers from difficulties, and making the environment safe for tourists because they act as 'intermediaries' between tourists and the 'unknown' environment

(Pearce, 1982). According to the International Association of Tour Managers, the role of a tourist guide is "to guide groups of individual visitors to monuments, sites, and museums of a city or region; to interpret cultural and natural heritage and environment in an inspiring and entertaining manner using the language of the visitor's choice" (Wong et al., 1998b in Zhang & Chow, 2004). Furthermore, a tourist not only views the local sights from a coach, but also interprets the sights through the tourist guide's commentary (Schmidt, 1979 in Zhang & Chow, 2004).

Tourist guides who act as representatives of the tourist destinations, are ones of the key front-line employees who are very much responsible for the overall impression and satisfaction with the tour services offered by a destination (Ap & Wong, 2001). The five main roles of the tourist guides include: a leader capable of assuming responsibility, an educator to help the guest understand the places they visit, an ambassador who extends hospitality and presents the destination in a way that make visitors want to return, a host who can create a comfortable environment for the guest, and being a facilitator who knows how and when to fulfill the previous four roles (Pond, 1993). Tourist guides have also been described as information givers and fount of knowledge, and a mentor (Cohen, 1985 quoted in Zhang & Chow, 2004). Therefore, tourist guides are the ones who provide the 'moment of truth' for the tourists, and can make or break the trip they conduct. Moreover, the performance of the tourist guide is an important attribute to the success of the tour (Geva & Goldman, 1991 quoted in Ap & Wong, 2001). Mossberg regards the tourist guide as an important element in selecting a charter tour (Mossberg, 1995 quoted in Ap & Wong, 2001).

### 2.4.2 Tourist guide's qualifications

Wannathanom (2003) believes that to be a tourist guide, one should have some specific qualifications since it is a career for those who have to interact with many people coming from different cultures and with different behaviors. Eighteen attributes were identified as being important for the tourist guides, which are

1. Good personality: before taking care of others, the tourist guide has to initially concentrate on his or herself, especially in regarding to cleanliness and overall neatness.

2. Human relations: this is about the ability to impress tourists and to create friendships with tourists automatically.

3. Be a knowledgeable person: the tourist guide should be erudite about the destination and related topics, both and possess a broad and deep knowledge for the benefits of the tourists.

4. Eloquence: in the career of a tourist guide cannot avoid speaking and talking because verbal communication is one tool to achieve success.

5. Perceptiveness: good tourist guides should be able to notice and memorize surroundings quicker than tourists, since some notices can be useful for the tourist guide in answering popular questions from tourists.

6. Service mentality: this qualification is the most important for tourist guide who works in the service industry. Tourist guides need to have the spirit of being a service provider to make others happy instead of doing the work just for money or temporary experiences.

7. Travel Experience: the more travel experiences they have had the more confident the tourist guides will be.

8. Punctuality & High Responsibility: one big responsibility of the tourist guides is to look after all tourists' lives throughout the traveling, so tourist guides cannot abandon their duties of taking care of the tourists. 'Punctuality' is one significant thing that the tourist guide who acts as a the tour leader needs to respect.

9. Patience: the tourism industry can be called a people based industry where both demand and supply are mainly related to individual people with different characteristics. On such a pressure from tourists or other problems, tourist guides have to refrain themselves.

10. Intelligence: this does not mean being a genius but tourist guides have to be conscious of every situation and so that everything goes smoothly.

11. Sense of humor: not exactly like a comedian, but tourist guides should have some talent in making jokes together with general information.

12. Good mentality and good health: in tourist guides' career, it is quite a hard work to take care of a group of tourists. Tourist guides always have limited time to relax, so they should take care of themselves as well.

13. Good memory: besides recognizing tourist information, tourist guides should keep their tourists' name in their memories. Then, they can call tourists by their correct name and make tourists impressed.

14. Leadership: in conducting tours, tourists always believe that the tourist guide is the head or the leader of the tour who can help them in every difficulty. Tourist guides should therefore be able to control the group.

15. Honesty: this is the qualification needed for every career including that of the tourist guides who have to take care of tourists, follow the itinerary, or recommend good shops to tourists without cheating.

16. Foreign language ability: in case of inbound or outbound tours, proficiency in foreign languages, especially English is one important attribute for tourist guides to achieve in communicating with foreign tourists and to make the tour goes smoothly.

17. Be enthusiastic: as being a leader of the group, tourist guides need to be active and reactive anytime to make tourists feel confident.

18. Problem-solving ability: for both predicable and unpredictable problems, tourist guides still are the heroes in the eyes of tourists, so they have to use their experiences and their talent to make it gone.

Moreover, in a research conducted to assess tourist guides' performance, the following 20 attributes were identified (Zhang & Chow, 2004).

1. Punctuality
2. Ability to solve problems
3. Knowledge of the destination
4. Honesty and trustworthiness
5. Knowledge of information about safety regulations
6. Ability to deliver the service promised in itinerary
7. Politeness
8. Being good at presentation skills
9. Well-trained
10. Ability to briefing visitors on daily itinerary
11. Ability to respect for customers
12. Ability in communicating in foreign languages
13. Ability to being friendliness
14. Ability to generate friendly atmosphere
15. Ability to neat and tidy appearance
16. Ability to always being available for help

17. Ability to paying attention to detail

18. Ability to informing visitors about destination's customs

19. Ability to introducing reliable shops

20. Ability to sense of humor

**Tourist guides in Thailand**

## 2.5 The regulatory framework for tourist guides in Thailand

Tourist guides have been a well- known career since the Second World War when an increasing number of foreign tourists, businessmen, and soldiers began to visit Thailand. Thais who knew foreign language together with service-minded persons gained opportunities in this career. The number of tourist guides greatly increasing from that time. In 1961, the tourism organization current known as the TAT, organized the first training course for tourist guides at Chulalongkorn University causes training courses for tourist guides have continued in many educational institution until now.

To being tourist guides under more controls, Tourist Business and Guide Act 1992 was legislated and it has been effective since May 18, 1992. This Act has main objectives in supporting and controlling the tourist business and as a guide to set standards for the benefits of stakeholders in the industry and for the country. The main idea of the Act is that not everyone can conduct tours or guide tours, but only people who have Thai nationality, are at least 20 years old, have passed the training course, can speak, read, and write well in Thai language, and finally have a legal guide license issued by the Tourist Business & Guide Registration Office, Tourism Authority of Thailand.

### 2.5.1 Types of tourist guide

According to the Tourist Business and Guide Act 1992 of Thailand, the 6th ministerial regulation (1996) declares the two main types of tourist guide as the general guide and the specific guide. Altogether, there are 10 types of licensed guides, as followings.

1.) General guide: a tourist guide who has knowledge related to conducting tours in every field and has the ability to use Thai or other languages.

1.1) General guide (Foreign): a tourist guide who can conduct tours for both Thais and foreigners in Thailand to any kinds of destinations including artistic, cultural, traditional, geographical, archeological, or natural tourist destinations.

1.2) General guide (Thai): a tourist guide who can conduct tours for only Thai tourists to every kinds of destinations as an domestic general guide.

2.) Specific guide: tourist guide who has knowledge in specific fields; e.g. history, archeology, trekking, etc. to satisfy tourists with specific interests.

2.1) Specific guide (Foreign-specific area): tourist guide who can conduct tour for both Thai and foreign tourists using general information about and in only one identified province and bordering provinces[2].

2.2) Specific guide (Thai-specific area): this type of tourist guides has a similar tasks to the foreign specific guides but the difference is only Thai specific guides can conduct tour for only Thai tourists.

2.3) Specific guide (Forest trekking): a tourist guide who can conduct tours for both Thai and foreign tourists but emphasizing on information related to trekking activities, geography, flora & fauna, camping, first aid, etc in the forest area.

2.4) Specific guide (Art & Culture): a tourist guide who can conduct tours for both Thai and foreign tourists emphasizing on providing specific information about history, archeology, art, culture, or Thai literature throughout the country.

2.5) Specific guide (Marine): tourist guide who can conduct tours for both Thai and foreign tourists emphasizing on providing specific information about marine life, climate, safe guard, first aid, and equipment instructions in marine areas.

2.6) Specific guide (Seashore): this tourist guide is for conducting tour in the seashore area including sea and islands that are not more than 40 miles from coast. The specific knowledge required is similar to that of the marine guide.

2.7) Specific guide (Natural destinations): a tourist guide who can conduct tours for both Thai and foreign tourists to natural sites that are identified on the license card. The tourist guide has to provide information to show his or her professional on nature.

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[2] In the context of Phuket, bordering provinces are Ranong, Pang-nga, Krabi, and Trang.

2.8) Specific guide (Local culture): a tourist guide who can conduct tours for both Thai and foreign tourists to cultural sites as identified on the license card. The tourist guide has to provide information on culture, tradition, history, geography, and archeology on local sites.

In addition, each type of tourist guide has specific qualifications and a specific license card with different colors as shown in Table 2.2.

Table 2.2  Specific qualifications for tourist guides[3]

| Types | License Conditions | Card Colors |
|---|---|---|
| 1. General guide (Foreign) | ● At least a high school certificate.<br><br>● Passed a training course (general guide-foreign) progressed by higher education institution that approved by 'the Tourist Business and Guide Committee'. This training course must include at least one foreign language.<br><br>● Passed a training course (general guide-Thai) approved by the tourist business and guide committee.<br><br>● Passed a knowledge test with both written exams and oral . | Silver bronze |
| 2. General guide (Thai) | ● Took At least high school certificate.<br><br>● Passed a training course (general guide-Thai) progressed by higher education institution that approved by the tourist business and guide committee or the same qualifications as general guide-foreign except passing a knowledge test. | Golden bronze |
| 3. Specific guide (Foreign-specific area) | ● Passed a least high school certificate.<br><br>● Passed a training course (specific guide-foreign) progressed by at least institute for diploma degree that approved by the tourist business and guide committee.<br><br>● Passed a program for specific guide (extraordinary-specific area) to recognized by the tourist business and guide committee.<br><br>● Passed a training course (specific guide-Thai) approved by the tourist business and guide committee and received a certificate in foreign language. | Pink |

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[3] Wannathanom, 2003.

Table 2.2 (cont.)

| Types | License Conditions | Card Colors |
|---|---|---|
| 4. Specific guide (Thai-specific area) | ● At least high school certificate.<br><br>● Passed a training course (specific guide-Thai) progressed by at least high school approved by the tourist business and guide committee. | Light blue |
| 5. Specific guide (Forest trekking) | ● At least high school certificate.<br><br>● Passed a training course (specific guide-forest trekking) progressed by a higher education institution approved the by tourist business and guide committee. | Green |
| 6. Specific guide (Art & Culture) | ● Master or doctoral degree in social science or humanities majoring in history, archeology, culture, or literature.<br><br>● Has been a guest speaker in an academic area for 5 years minimum, especially in training courses for tourist guide. | Red |
| 7. Specific guide (Marine) | ● At least a junior high school certificate.<br><br>● Passed a training course (specific guide-marine) progressed by higher education institute or Hotel and Tourism Training Institute that approved by the tourist business and guide committee. | Orange |
| 8. Specific guide (Seashore) | ● At least elementary education.<br><br>● Passed a training course (specific guide-seashore) progressed by a higher education institution that approved by the tourist business and guide committee. | Yellow |
| 9. Specific guide (Natural destinations) | ● No specification regarding educational degree.<br><br>● Passed a training course (specific guide-natural destinations) progressed by a higher education institution that approved by the tourist business and guide committee. | Purple |
| 10. Specific guide (Local culture) | ● No specification on educational degree.<br><br>● Passed a training course (specific guide-local culture) progressed by a higher education institution that approved by the tourist business and guide committee. | Brown |

2.6 Tourist guide situation in Thailand

Increasing number of registered guides in Thailand demons that working as a tourist guide has become a popular career in the tourism industry . The monthly requirement and approval of Guide Licenses in 2004 and 2005 shows as increase in the number of tourist guides, except at the beginning of year 2005 (see Figure 2.3). One reason for this decrease may have been due to the effect of the Tsunami in the southern provinces that caused tourism down – turn. Another reason is that during that periods, most undergraduate students who studied in tourism courses, did not finish their course that make them could not require for license. Normally, after summer time when TAT approves the courses and student results, the number of registered guides is quite high.

Figure 2.3    Number of tourist guide license requirement and approval during

January 2004 to June 2005
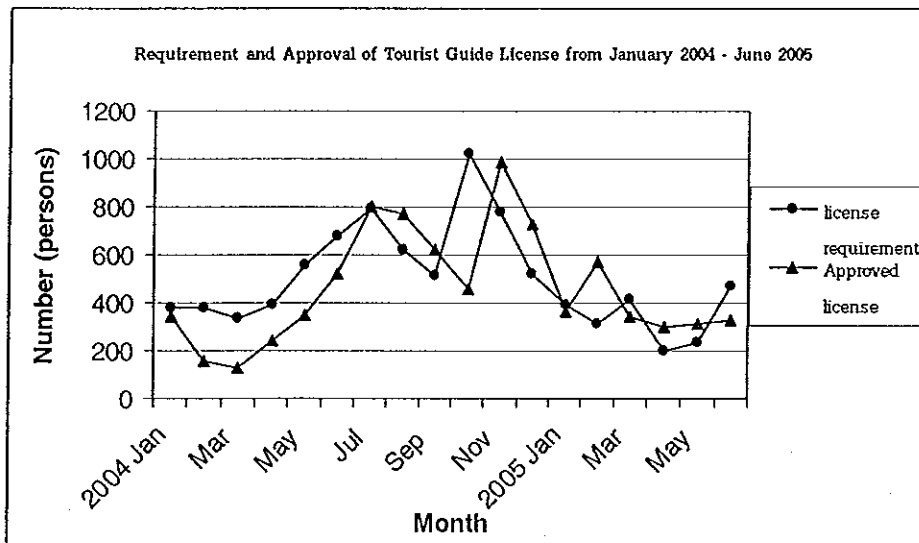


Source: Office of The Tourism Department, 2005.

From the implementation year of the Tourist business and Guide Act of 1992 until January 2004, there was a total of 27,721 registered tourist guides in Thailand and 2,646 for the Tourist Business and Guide Registration Office (TBGR) Southern Provinces: Region 2 (Office of Tourism Department, 2005). Most tourist guides (74.4%) possessed a general guide license-foreign (silver bronze), followed by a specific guide license-foreign specific area (pink) and specific guide license-seashore (yellow) as the top three (see Table 2.3).

Table 2.3   Number of tourist guides from initial Act implementation till June 2005

| Types of Licenses | Toal | Tourist Business & Guide Registration Office | | | | |
|---|---|---|---|---|---|---|
| | | Bangkok | Nothern | Southern Provices: Region 1 | Southern Provinces Region 2 | North Eastern |
| 1 . General Guide | 22,076 | 16,546 | 3,231 | 605 | 1,075 | 619 |
| 1.1Foreign (Silver Bronze) | 20,912 | 15,439 | 3,204 | 599 | 1,068 | 602 |
| 1.2 Thai (Golden Bronze) | 1,164 | 1,107 | 27 | 6 | 7 | 17 |
| 2. Specific Guide | 6,194 | 1,839 | 1,905 | 621 | 1,605 | 224 |
| 2.1 Foreign-specific area(Pink) | 3,847 | 1,288 | 1,342 | 308 | 728 | 181 |
| 2.2Thai-specific area(Light blue) | 531 | 300 | 136 | 27 | 66 | 2 |
| 2.3 Forest trekking(Green) | 393 | 11 | 357 | 14 | 9 | 2 |
| 2.4 Art&Culture (Red) | 3 | 3 | 0 | 0 | 0 | 0 |
| 2.5 Marine (Orange) | 4 | 0 | 0 | 2 | 2 | 0 |
| 2.6 Seashore(Yellow) | 1,230 | 189 | 16 | 269 | 753 | 3 |
| 2.7 Natural Destinations (Purple) | 107 | 15 | 42 | 1 | 47 | 2 |
| 2.8 Local Culture (Brown) | 79 | 33 | 12 | 0 | 0 | 34 |
| Total | 28,270 | 18,385 | 5,136 | 1,226 | 2,680 | 843 |

Source: Office of the Tourism Department, 2005.

The overall picture of Thai tourist guide statistics illustrated the increasing number, similar to tourist guides who registered in TBGR: region 2 (Figure 2.4).

Figure 2.4   Number of registered tourist guides from January 2004 to June 2005
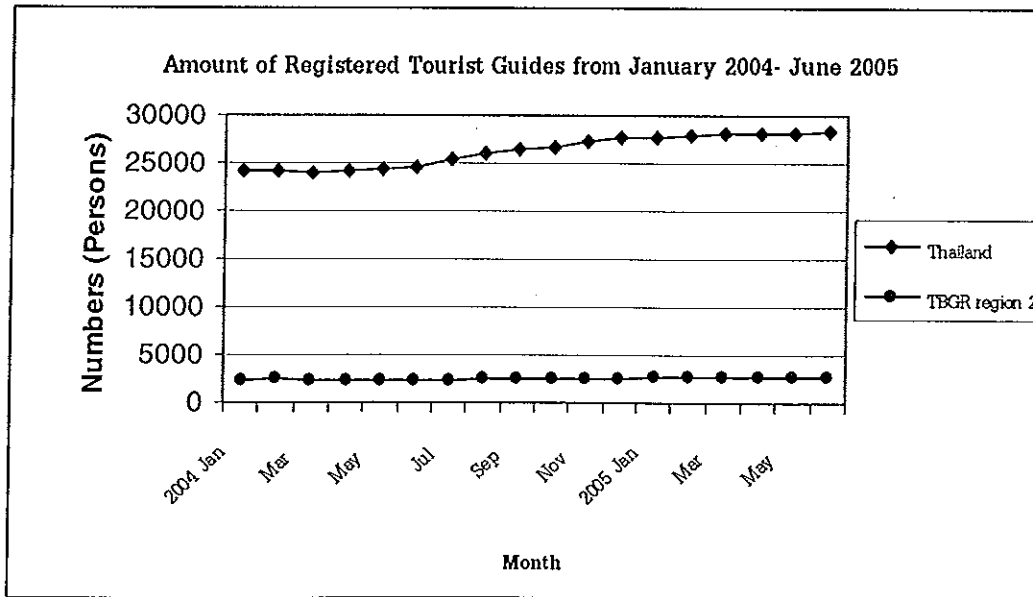


For TBGR: Region 2,comprises of 6 provinces including Phuket, hang-nga, Ranong, Krabi, Surattani, and Chumporn. In this regions, Phuket has the highest number of registered guides, .. 1,936 as of June 2005. This shows not only potentiality on destination but also on human resources. (See Table 2.4).

Table 2.4   Registered tourist guide lists generated by provinces

|   | Provinces | Tourist Guides |
|---|-----------|----------------|
| 1 | Phuket    | 1,936 |
| 2 | Surattani | 396 |
| 3 | Krabi     | 209 |
| 4 | Pang-nga  | 110 |
| 5 | Chumporn  | 22 |
| 6 | Ranong    | 9 |
|   | Total     | 2,682 |

Source: TBGR Southern Provinces: Region 2, 2005.

These figures show higher number of tourist guides but this does not mean the quality is also higher. Therefore, to study the quality of tourist guides in term of service quality is interesting for the researcher. Moreover, the researcher is not aware of existing research related directly to this topic in Thailand.

Related Research

In a study where the IPA model was applied to assess Hong Kong tourist guides' performance perceived by mainland Chinese, Zhang & Chow (2004) show that Hong Kong tourist guides performed well in 11 out of the 20 service quality attributes identified. The areas of reliability, professional skills, and language ability showed quite high performance (*Keep up the Good Work* quadrant). However, the problem-solving ability should be improved to satisfy tourists (*Concentrate Here* quadrant). Moreover, the study illustrated that the IPA model is a useful managerial tool that can be applied to identify areas to which marketing resources should be allocated in order to improve and enhance the quality of tourist guide services.

For Thailand, there is no research directly measuring tourist guides' service quality. However, Duangsanit (2002) has studied on foreign tourists' opinion towards the service of tourist guides in Chiang Rai province. From 384 foreign tourists' evaluation on various characteristics of tourist guides, the results were then condensed to the three levels analysis. Qualities, which respondents identified as important for tourist guides, included knowledge of destinations, knowledge of traditions and culture, knowledge of ancient remains, and

tourist guides' techniques and management. Respondents had high satisfaction on tourist guides in confidence, sense of humor, human relations, kindness, anxiousness, punctuality, good health and neat and tidy appearance. Moreover, they found that tourist guides have ability foreign language higher than their expectation.

Besides visitors evaluation on tourist guides, there was a study related to tourist guides in a study titled 'Tourist Guides' Steps and Techniques to Satisfy Visitors: A Case of Phuket Province'. It was found firstly that steps in rendering services to tourists comprise of dividing work among the company's employees and tourist guides in the first place; the next step is preparation to offer services; the actual services begin with taking tourists to places and explaining to them the important features of the tour sites when the tour finishes for a day, and escorting tourists back to their hotels. If they forget something, a tourist guide will bring it for them the next day. Secondly, techniques used by the guides can be at various stages; before, during the excursion, and after the tour. When tourists are satisfied with the services, they give tourist guides a tip. If they are not satisfied, they will not talk to the guide until they leave for home. Another recommendation is about improvement on foreign language skills especially in Russian and Scandinavian languages (Muangkwa, 2003). It clearly shows that paying attention to every detail and performing well in every step on the service is very important in making tourists satisfied.

Wong-akanit (2000) studied the consciousness of tourist guides in Phuket, Surattani, Chumporn, Krabi, Ranong, and Pang-nga toward ecotourism in the coral reef ecosystem. The results show that male guides had higher consciousness levels than female guides. The level of education of the tourist guides affected their consciousness of ecotourism in the coral reef ecosystem. Moreover, the duration of work correlated with the level of consciousness. Tourist guides who were trained in the field of tourism scored significantly higher than tourist guides who had never trained. She also suggested that there should be stricter controls of the way tourist guides perform their duties. In addition, there should be more training programs for tourist guides who have worked for 3-5 years in order to update their knowledge in their field of work and their attitude toward ecotourism in coral reef systems. This study shows the importance of tourist guide quality in terms of consciousness and training.

In addition, there was a study on the effectiveness of the professional tour guide training course number 24 organized by Silapakorn University (Sapyen, 1997). The data was collected from 208 tourist guides who participated that training course (General

guide-foreigner). The results showed that participants have learned and enhanced knowledge related to tourist guide career in a high level. Moreover, most of them were satisfied by the training program in terms of guest speakers, subject matter, teaching techniques, and training process. The study found that personal factors including gender, age, and experience on tour guiding did not affect different level of knowledge gaining excepted the education factor. However, tourist guides from different education level indicated that they applied their knowledge into their career indifferently. In short, knowledge and skills of tourist guides are practicable.

From a study of Lerthasdeerat (2002) on attitudes of tourist guides in northern Thailand towards supplementary tour guide training curriculum 1, most of 277 registered tourist guides agree that Thai tourist guides have not enough quality to compete with tourist guides from other countries. In addition, to develop quality, they agree on the necessity to take the supplementary tourist guide training before renewing the tourist guide license.

From the above related research, it concludes that tourist guides are key persons in tourism industry since they have to make visitors satisfied the service they provided throughout the trips. There are many characteristics that tourist guides need to be or to achieve to enhance their service ability and to success in their career. For the service area that is unsatisfied, the improvement can be possibly done by training. However, to measure the service quality of tourist guides, it need to identify the service quality attributes of tourist guides and ask the customers-visitors who use the tourist guide service. That is the reason that the researcher studied on the service quality of Phuket tourist guides by using IPA model as a measurement tool.

CHAPTER 3


RESEARCH METHODOLOGY


3.1 Population and Sampling


This study focused on two population groups: foreign visitors and tourist guides. There were 380 samples from visitors and 90 samples from tourist guides.


### 3.1.1 Foreign visitors


1.) Population


Foreign visitors who have used Tourist guide Services in Phuket are the target population. It could only find data for the total number of visitors, but not for those who used tourist guides, which is actually our target population; so the total number of visitors is the best approximation of the population size. From the two-year data (2003-2004), 2,746,786 foreign visitors visited Phuket in 2003 and 3,497,599 visitors in 2004. This constitutes an average population of 3,122,192 (N), including visitors from 6 regions: America, Europe, Asia, Australia & New Zealand, The Middle East & Africa (TAT, 2004a and TAT, 2005a).


2.) Sampling


From population of visitors, target samples were foreign visitors who were at least 15 years old and who were currently on or who had previously joined tours or package tours in Phuket for leisure, recreation or holiday within the past 2 years. From the 3,122,192 population (N), the sample size (n) is 400, using the sample size method of Taro Yamane (1973) as follows.


(At the confidence level of 95%, 0.05 population variable)

Formula: $n = \dfrac{N}{1 + Ne^2}$

When   n  : Size of samples

   N  : Size of target population, which is the average number of foreign

      visitors who visited Phuket from year 2003 and 2004

   e  : Inconsistency from sampling at 95% confidence level

$$n = \frac{3,122,192}{1+3,122,192(0.05)^2}$$

$$= 399.99$$

Thus the sample size was 400.

The 400 questionnaires were distributed in 5 main areas of Phuket, based on the density of foreign visitors. These were Chalong Temple, hotels and resorts at Patong Beach, Phuket International Airport, Island Safari, and the Port of Phuket. The questionnaires were collected from foreign visitors in 6 regions. The size of the sample was related to the size of the population (Table 3.1). Convenience sampling was chosen to collect data from foreign visitors in Phuket in July and August, 2005.

Table 3.1   Numbers of samples generated by residential area

| Region | Average Amount of visitors to Phuket | Percentage | Samples | Appropriate Samples |
|---|---|---|---|---|
| 1. Europe | 1,570,526 | 50.30 | 201 | --➤ 189 |
| 2. Asia | 997,370 | 31.94 | 128 | --➤ 120 |
| 3. Australia & New Zealand | 242,260 | 7.76 | 31 | 31 |
| 4. America | 186,663 | 5.98 | 24 | ➤ 30 |
| 5. Middle East | 87,453 | 2.80 | *11 | } 30 |
| 6. Africa | 37,920 | 1.21 | *5 | |
| Total | 3,122,192 | 100 | 400 | 400 |

Note:      --➤ =      Sample size that needs to decrease. In this research, the total population of Europeans and Asians was 2,567,896   comprising   61.16% Europeans and 38.84% Asian. Samples of Europeans and Asians need to decrease in the same portion between two of them. Samples of Australia & New Zealand, America, Middle East & Africa equal 91 samples. That is samples for Europe and

Asian should be 309 that derives from 400-91. So 61.16% of 309 is 189 and 38.84% of 294 is 120 samples.

   ⟶ =      Sample size that needs to increase to reach at least 30 samples.

   * =      Sample size that is too small to possibly collect data.

   } =      Two sample groups that number needs to be mixed in collecting

data. In this case, there were visitors from Middle East & Africa.


3.1.2  Tourist guides


1.) Population


Our target population were tourist guides who have registered at the Tourist Business and Guide Registration Office (TBGR) Southern Provinces: Region 2 and still were on tours (still working as tourist guides) in Phuket. For registered guides, there were 2,682 tourist guides who had registered at the Office and 1,936 tourist guides living in Phuket (TBGR Southern Provinces: Region 2, 2005) (Table 3.2). From interviews and discussions with the President and members of the Phuket Professional Guide Association (PPGA), the total number of tourist guides working in Phuket is about 500 but it included around 100 tourist guides from other registration offices. Therefore, there were approximately 400 tourist guides currently working as tourist guides in Phuket. Others who have registered, worked as tourist guides in other places and most registered tourist guides had other regular jobs. In addition, from the researcher observation in tourist destinations in June 2005, there were not a lot of tourist guides who worked, especially in terms of variety of them. It had found the same tourist guides in many areas. Therefore, the total number of tourist guides who registered in TBGR southern provinces: Region 2 and were currently working in Phuket area was the best fit at 400 (N). (Tammachartniyom, 2005).


2.) Sampling


From the expected 400 population of tourist guides (N), the sample size was derived using Taro Yamane method with a confidence level of 90 %. We decided to use 0.10 significance level with tourist guides sampling because of certain reasons. First, we

Table 3.2   Statistics of Registered Tourist Guides up to June 2005

| Province of Tourist Guides' Residence | Registered Tourist Guide |
|---|---|
| 1. Phuket | 1,936 |
| 2. Krabi | 209 |
| 3. Phang–Nga | 110 |
| 4. Surat Thani | 396 |
| 5. Ranong | 9 |
| 6. Chumporn | 22 |
| Total | 2,682 |

Source:   TBGR Southern Provinces: Region 2. (2005). *Registered Tour Operators and Tourist Guides Lists in June, 2005*, p. 16.

initially could not get the exact number of tourist guides who were currently working, but we got that number (500) from the estimation of the President of the PPGA. Second, it is difficult to ask tourist guides who were both currently on duty in Phuket and have registered in the TBGR Southern Province: Region 2. Last, the period of collecting data, was during July and August, which is not the peak season for tourism. There are relatively few of tourist guides who have jobs during this period. Therefore, we found difficulties in collecting data from Phuket tourist guides who were our target population. For these reasons, the sample size is 100 following Yamane method.

(At a confidence level of 90.0%, 0.10 population variable)

$$\text{Formula:} \quad n = \frac{N}{1 + Ne^2}$$

When   n  : Size of sample

N  : Size of target population, which is the estimated number of tourist guide who have registered and are currently working in Phuket

e  : Inconsistency from sampling at 90% confidence level

$$n = \frac{400}{1 + 400(0.10)^2}$$

$$= \quad 99.75$$

$$\approx 100 \text{ samples}$$

## 3.2 Research Design

This study is qualitative research that was conducted by 5 main steps including: literature reviews, interviews, pre-test, questionnaire survey, and analysis (Figure 3.1).

## 3.3 Instrument of the Study

3.3.1   The questionnaire for visitors, consists of 4 main parts (see Appendix B):

Part 1 Experiences in traveling to Phuket

1.) Frequency of traveling to Phuket (number of Times)

2.) Admired tourist destination

3.) Frequency of using tourist guide services

Part 2 Visitors' opinion of the importance and performance of tourist guides' attributes

1.) Evaluating 5-scale of the importance on tourist guides' attributes

2.) Evaluating 5-scale of the performance on tourist guides' attributes

3.) Overall satisfaction

Part 3 Recommendations

1.) The best performance of tourist guide

2.) The aspects of tourist guides that need improvement

3.) Impacts of tourist guides performance on satisfaction

4.) Comparison between Phuket tourist guides and elsewhere

Part 4 Personal Information of respondents

1.) Gender

2.) Age

3.) Education

4.) Occupation

5.) Income

6.) Residence

Figure 3.1   Research Framework



```
┌─────────────────────────────┐
│    1. Literature Reviews     │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Tourist Guide Service Quality│
│          Attributes          │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│       2. Interviews          │
│  -Academic Staff             │
│  -Tourist Guides             │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Pertinent Tourist Guide Service│
│       Quality Attributes     │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        3. Pre-Test           │
└─────────────────────────────┘
              │
              ▼
┌───────────────────────────────────────────────────┐
│            4. Questionnaire Survey                  │
├──────────────────────────┬────────────────────────┤
│          Pre             │         Post            │
│ "Importance of Tourist   │ "Performance of Tourist │
│  Guide Service Quality   │  Guide Service Quality  │
│     Attributes"          │     Attributes"         │
└──────────────────────────┴────────────────────────┘
                    │
                    ▼
          ┌─────────────────────┐
          │    5. The Analysis   │
          ├─────────────────────┤
          │  ▪ IPA               │
          │  ▪ Gap Analysis      │
          │  ▪ T-test            │
          │  ▪ ANOVA             │
          │  ▪ Regression        │
          └─────────────────────┘
```

3.3.2 The questionnaire for tourist guides (Thai version), consists of 4 main parts (see Appendix C and Appendix D for English version):

Part 1 Experience in tour guiding

      1.) Experience in being a tourist guide

      2.) Experience in conducting in-bound tours

Part 2 Tourist guides' opinion of the importance and performance of tourist guides' attributes

      1.) Evaluating 5-scale of the importance of tourist guides' attributes

      2.) Evaluating 5-scale of the performance of tourist guides' attributes

      3.) The most important attribute of a tourist guide

      4.) Impact of tourist guide performance on satisfaction

Part 3 Professional Training

      1.) License Acquirement

      2.) Requirement on training program

Part 4 Personal Information of respondents

      1.) Gender

      2.) Age

      3.) Education

This instrument was applied to measure the key variables in service quality. The 5 dimensions of service quality in the SERVQUAL model were operationalzed by 24 items in part 2 (Table 3.3). These items were developed based on a literature review and professional interviews including academic staff, tourist guides, and visitors. There were 5-likert scales for all attributes:

Extremely important / Excellent performance    5      points

Importance / Good performance          4      points

Moderately important / Moderate performance   3      points

Unimportant / Unsatisfactory performance     2      points

Extremely unimportance / Worst performance   1      point

From the rating scores, we can range the average level of importance and performance of each attribute by finding the interval level.

Table 3.3   Operationalization of tourist guide attributes

| Dimensions | | Items | Question Number in Questionnaire |
|---|---|---|---|
| Tangibles | A. | Neat and tidy appearance | 1. |
| | B. | Good health | 2. |
| Reliability | C. | Punctuality | 3. |
| | D. | Honesty and trustworthiness | 4. |
| | E. | Briefing tourists on the itinerary | 5. |
| | F. | Delivering the service promised in the itinerary | 6. |
| Responsiveness | G. | Giving information about safety regulations | 7. |
| | H. | Making sure that safety measures are sufficient | 8. |
| | I. | Informing visitors about the destination's customs | 9. |
| | J. | Caring about the natural environment | 10. |
| | K. | Availability for help | 11. |
| | L. | Ability to solve problems | 12. |
| Assurance | M. | Politeness | 13. |
| | N. | Respect for the customer | 14. |
| | O. | Knowledge of destinations | 15. |
| | P. | Good Communication in English | 16.1 |
| | Q. | Good Communication in a second language | 16.2 |
| | R. | Good presentation skills | 17. |
| | S. | Being well-trained | 18. |
| | T. | Friendliness | 19. |
| | U. | Ability to Generate a friendly atmosphere | 20. |
| Empathy | V. | Sense of humor | 21. |
| | W. | Paying attention to detail | 22. |
| | X. | Introducing reliable shops | 23. |

$$\text{Interval level} = \frac{\text{Range}^4}{\text{Number of levels}}$$

$$= (5-1) / 5$$

$$= 0.8$$

Thus, the researcher can range the average value of importance and performance of tourist guide's attributes as follows:

Score 4.21 – 5.00 points     means 'very high importance/ performance'

Score 3.41 – 4.20 points     means 'high importance/ performance'

Score 2.61 – 3.40 points     means 'moderate importance/ performance'

Score 1.81 – 2.60 points     means 'low importance/ performance'

Score 1.00 – 1.80 points     means 'very low importance/ performance'

## 3.4 Data Collection

### 3.4.1 Primary Data

1.) 400 questionnaires were distributed to foreign visitors in tourist destinations or places with a high density of international visitors. of the 400 distributed questionnaires, 380 were fully completed (Table 3.4). of the 380 respondents, the portion of the sample size grouped by region of residence did not show the proper portion of initially representatives. The number was changed because the uncontrollable factor of foreign visitors in July and August visiting Phuket was not the same portion of all year round visitors. Moreover, it might because of limitation in data collecting process that the researcher used the convenience or accidental sampling method that the researcher did not control the portion of respondents in the relation of regions of residence. The interesting is that there were a lot of visitors from Australia & New Zealand responded the questionnaires (+370.0% changes) that might because at the time of collecting data, most of visitors were from this region and most of them also facilitated to respond the questionnaires. However,

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[4] Range = the difference of the highest score and the lowest score.

Table 3.4  Numbers of questionnaires collected from target areas

| Area of data collection | Distributed questionnaires | Percentage | Data collected | Percentage |
|---|---|---|---|---|
| 1. Chalong Temple | 130 | 32.5% | 126 | 33.2% |
| 2. Hotels and Resorts at Patong Beach | 100 | 25.0% | 90 | 23.7% |
| 3. Phuket International Airport | 70 | 17.5% | 70 | 18.4% |
| 4. Island Safari | 50 | 12.5% | 48 | 12.6% |
| 5. Port of Phuket | 50 | 12.5% | 46 | 12.1% |
| Total | 400 | 100% | 380 | 100% |

numbers of visitors from Asia and Middle East & Africa did not show a big change from expected samples (Table 3.5).

Table 3.5  Comparison between the amount of expected samples and collected samples

| Region | Average Number of Visitors to Phuket | Appropriate Samples | % | Real Samples | % | % Δ |
|---|---|---|---|---|---|---|
| 1. Europe | 1,570,526 | 189 | 47.3 | 102 | 26.8 | -46.0 |
| 2. Asia | 997,370 | 120 | 30.0 | 96 | 25.3 | -20.0 |
| 3. Australia & New Zealand | 242,260 | 31 | 7.7 | 146 | 38.4 | +370.6 |
| 4. America | 186,663 | 30 | 7.5 | 14 | 3.7 | -53.3 |
| 5. Middle East & Africa | 87,453 | 30 | 7.5 | 22 | 5.8 | -26.7 |
| Total | 3,122,192 | 400 | 100 | 380 | 100 | |

2.) 100 questionnaires for tourist guides were distributed directly to tourist guides. Convenience sampling was used to collect data from tourist guides. However, most of the data from the tourist guides was collected at a tourist guide meeting organized by Phuket Professional Guide Association in July 1, 2005 at the Royal Phuket City Hotel. This was complemented by data from tourist guides in various tourist destinations such as: Chalong Temple, Port of Phuket, Patong Beach, and Phuket International Airport.

3.4.2  Secondary Data: From the literature study: texts, proceedings, etc.

3.4.3   Tertiary Data: research, term papers, and theses.

## 3.5 Data Analysis

Statistic Package for Social Science (SPSS) for Windows was used in analyzing the data:

- Frequencies
- Distribution Analysis; mean, mode, and standard deviation.
- T-test
- Paired simple t-test
- Crosstabs
- ANOVA test
- Regression analysis

Moreover, we used IP analysis to divide service attributes into four quadrants based on two axes: Importance (Y) and Performance (X).

# CHAPTER 4

# RESULTS

From the questionnaires collected from July to August 2005, we received 380 questionnaires from foreign visitors and 90 questionnaires from tourist guides. The Results were divided in to these three main parts:

4.1 Findings from visitors

4.2 Findings from tourist guides

4.3 Importance -Performance Analysis (IPA)

## 4.1 Findings from visitors

From the data collected form the visitors, the results were grouped into five main parts. These include the personal information of respondents, experience in traveling to Phuket, experience on Phuket tourist guide service, visitors' opinions of the importance and performance of tourist guides' service quality attributes and recommendations.

### 4.1.1 Personal information of respondents

Of the 380 respondents, 197 (51.8%) were males and 183 (48.2%) were females. The main age group of the respondents was 25-34 years, representing 25.5% of the respondents. The next four groups were 15-24 years (23.4%), 45-54 years (21.6%), 35-44 years (15.5%), and 55-64 years (11.8%). The remaining group with minority was in the 65 or above age group (2.1%).

100 (26.9%) respondents had a high school education. More than 60% of the respondents had at least diploma education. 87 (23.4%) persons had diploma education, 84 (22.6%) had bachelor degrees and 84 (22.6%) had graduate degrees. Of the 348 respondents, 113 (32.5%) were employees, 98 (28.2%) were entrepreneurs and 72 (20.7%) were government or state enterprise officers. Only 9.2%, 3.4%, 2.3%, and 1.4% receptively were students, salespersons, housewives, and farmers.

Only 196 (51.6%) respondents gave information about their average monthly income. This might have been because the question related to income, which is sometimes a

confidential Matter for some respondents. Another reason might be the questionnaire's weakness that they have to put the real numbers into the blank that required a ratio with US dollar or Thai Baht as monetary units. We then grouped the responded for income into seven groups as shown in Table 4.1. From sample responded, two thirds (68.9%) had a monthly average income of more than 50,000 Baht. 61 (31.1 %) of the respondents had an average income of more than 150,000 Baht per month. 15.8% or 31 of the respondents gave their average income of 30,001-50,000 Baht.

From the chi-square test, we found that income groups and educational levels had a significant correlation at the level of 0.05 (Table 4.1). Visitors who had high monthly incomes mostly had high education, while those lower educations had a lower monthly income.

Table 4.1   Correlation between income groups and educational levels

| Income Group (Baht) | Education | | | | | | Total |
|---|---|---|---|---|---|---|---|
| | 1. Primary | 2. High School | 3. Diploma | 4. Bachelor | 5. Graduate | 6. Others | |
| 1. Less than 10,001 | - | 4 (40.0%) | - | - | 6 (60.0%) | - | 10 (100.0%) |
| 2. 10,001 – 30,000 | 3 (15.0%) | 2 (10.0%) | 4 (20.0%) | 1 (5.0%) | 10 (50.0%) | - | 20 (100.0%) |
| 3. 30,001 – 50,000 | 2 (6.9%) | 6 (20.7%) | 10 (34.5%) | 11 (37.9%) | - | - | 29 (100.0%) |
| 4. 50,001 – 70,000 | - | 5 (27.8%) | 2 (11.1%) | 9 (50.0%) | 2 (11.1%) | - | 18 (100.0%) |
| 5. 70,001 – 90,000 | - | 2 (20.0%) | 2 (20.0%) | 1 (10.0%) | 5 (50.0%) | - | 10 (100.0%) |
| 6. 90,001 – 110,000 | - | 5 (25.0%) | 3 (15.0%) | 8 (40.0%) | 4 (20.0%) | - | 20 (100.0%) |
| 7. 110,001 – 130,000 | - | 6 (40.0%) | 6 (40.0%) | 3 (20.0%) | - | - | 15 (100.0%) |
| 8. 130,001 – 150,000 | - | 1 (11.1%) | 2 (22.2%) | 2 (22.2%) | 4 (44.4%) | - | 9 (100.0%) |
| 9. More than 150,000 | - | 11 (18.0%) | 18 (29.5%) | 12 (19.7%) | 14 (23.0%) | 6 (9.8%) | 61 (100.0%) |
| Total | 5 (2.6%) | 42 (21.9%) | 47 (24.5%) | 47 (24.5%) | 45 (23.4%) | 6 (3.1%) | 192 |

Note: Chi – square = 88.896, P-value = 0.000

The Collected data was mostly from visitors from Australia & New Zealand, with 146 (38.2%) samples. The next two regions were Europe and Asia with 102 (26.8%) persons and 96 (25.3%) persons, respectively. Other two regions included 22 (5.8%) visitors from Middle East & Africa and only 14 (3.7%) visitors from America. Those samples were not originally representative samples in term of the proportion of visitors

grouped by region of residence. This might have been because the expected samples came from all-year statistics but the data was collected in July and August. Therefore, we could not get the expected number of samples (Table 4.2).

Table 4.2  Frequency and percentage of visitor respondents classified by demographic data

| Demographic Data | n | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | 380 | | |
| Male | | 197 | 51.8 |
| Female | | 183 | 48.2 |
| Age | 380 | | |
| 15-24 ys | | 89 | 23.4 |
| 25-34 ys | | 97 | 25.5 |
| 35-44 ys | | 59 | 15.5 |
| 45-54 ys | | 74 | 19.5 |
| 55-64 ys | | 53 | 13.9 |
| 65 ys and above | | 8 | 2.1 |
| Educational Background | 372 | | |
| Primary Education | | 11 | 3.0 |
| High School | | 100 | 26.9 |
| Diploma or equivalent | | 87 | 23.4 |
| Bachelor or equivalent | | 84 | 22.6 |
| Graduate Degree | | 84 | 22.6 |
| Others | | 6 | 1.6 |
| Profession | 348 | | |
| Employee | | 113 | 32.5 |
| Entrepreneur | | 98 | 28.2 |
| Government/ State Enterprise | | 72 | 20.7 |
| Student | | 32 | 9.2 |
| Salesperson | | 12 | 3.4 |
| Housewife | | 8 | 2.3 |
| Farmer/ agriculture | | 5 | 1.4 |
| Others | | 8 | 2.3 |
| Average Monthly Income (Baht) | 196 | | |
| Less than 10,001 | | 10 | 5.1 |
| 10,001 -30,000 | | 20 | 10.2 |
| 30,001 -50,000 | | 31 | 15.8 |

Table 4.2 (cont.)

| Demographic Data | n | Frequency | Percentage (%) |
|---|---|---|---|
| Average Monthly Income (Baht) (cont.) | 196 | | |
| 50,001 –70,000 | | 18 | 9.2 |
| 70,001 –90,000 | | 10 | 5.1 |
| 90,001 –110,000 | | 22 | 11.2 |
| 110,001 –130,000 | | 15 | 7.7 |
| 130,001 –150,000 | | 9 | 4.6 |
| More than 150,000 | | 61 | 31.1 |
| Region of Residence | 380 | | |
| Australia & New Zealand | | 146 | 38.4 |
| Europe | | 102 | 26.8 |
| Asia | | 96 | 25.3 |
| Middle East & Africa | | 22 | 5.8 |
| America | | 14 | 3.7 |

For Asian respondents, 94 Asians identified their countries of residence. Most of them were from India (46.8%), Singapore (15.9%), Malaysia (7.4%), and Oman (7.4%) (Table 4.3).

Table 4.3 Frequency and percentage of Asian respondents

(n=94)

| Country | Frequency | Percentage (%) |
|---|---|---|
| India | 44 | 46.8 |
| Singapore | 15 | 15.9 |
| Malaysia | 7 | 7.4 |
| Oman | 7 | 7.4 |
| Indonesia | 5 | 5.3 |
| Japan | 5 | 5.3 |
| China | 3 | 3.1 |
| UAE | 3 | 3.1 |
| Hong Kong | 2 | 2.1 |
| Saudi Arabia | 2 | 2.1 |
| Taiwan | 1 | 1.0 |

4.1.2 Experience traveling to Phuket

From the visitor's responses, most (75.5%) were first-time visitors to Phuket while (24.5%) had experienced traveling to Phuket before. Of those that had been to Phuket before, 37 (42%) visitors had traveled to Phuket twice before. 20 (22.7%) persons and 17 (19.3%) persons had traveled in Phuket for 3 and 4 times before, respectively. Only 14 (15.9%) visitors had traveled to Phuket before more than 4 times. From this statistic, it could be said that, fewer visitors had experienced traveling to Phuket before.

For over 50% of visitors visiting Phuket, the main purpose was to travel and relax. 113 (29.7%) of the samples were excursionists for sightseeing or excursion. Only six (1.6%) visitors visited Phuket for business purposes. 11 respondents came to Phuket for other purposes: shopping, Tsunami related compassion reasons, and for honeymoon. Respondents gave their opinions about their favorite tourist destinations at that time they had been asked. 29.1% or 97 respondents ranked 'beaches' as the first admired destination. Other 55 (16.5%) and 50 (15%) respondents loved the islands and adventure tours, respectively. Those ones who preferred traveling to the islands, mostly left Phuket for Phi Phi Island and James Bond Island. 50 (15%) respondents love to join sea trips to the Andaman Sea for various activities: including canoeing or kayaking. Besides natural trips, 23 (6.9%) visitors still preferred cultural tourism, temples, and religious tours, to other types of trip (Table 4.4).

Table 4.4  Frequency and percentage of respondents on the subject of their experience in traveling to Phuket

| Experience traveling to Phuket | n | Frequency | Percentage (%) |
|---|---|---|---|
| First visiting to Phuket | 376 | | |
| First time visit | | 284 | 75.5 |
| Sub-sequent visit | | 92 | 24.5 |
| Number of times visiting Phuket | 88 | | |
| 2 times | | 37 | 42.0 |
| 3 times | | 20 | .22.7 |
| 4 times | | 17 | 19.3 |
| More than 4 times | | 14 | 16.0 |
| Main purpose of visiting | 380 | | |
| Travel/ Relax | | 250 | 65.8 |
| Sightseeing/ Excursion | | 113 | 29.7 |

Table 4.4  (cont.)

| Experience traveling to Phuket | n | Frequency | Percentage (%) |
|---|---|---|---|
| Main purpose of visiting (cont.) | 380 | | |
| Business | | 6 | 1.6 |
| Other purpose for visit: | | 11 | 2.9 |
| - Shopping | | (6) | 54.5 |
| - Tsunami related compassion reasons | | (3) | 27.3 |
| - Honeymoon | | (2) | 18.2 |
| Top tourist destination | 333 | | |
| Beaches | | 97 | 29.1 |
| Islands | | 55 | 16.5 |
| Adventure tours and Safari | | 50 | 15.0 |
| Andaman Sea | | 30 | 9.0 |
| Phuket Fantasea | | 24 | 7.2 |
| Temples and Religious | | 23 | 6.9 |
| Caves | | 18 | 5.4 |
| Others | | 16 | 4.8 |

4.1.3  Experience of Phuket tourist guide services

Of the 380 visitor respondents, 90 percent responded on number of times they had experienced tourist guide services. 158 (45.9%) had first time-experience of tourist guides in Phuket which is a high number and is related to that 75.5% of them were first time visitors to Phuket.

The numbers for visitors with experiences on sea-boat trips and city trips was almost the same. Both of them were over 50 percent. Visitors served by tourist guides in Phuket for sea-boat trips and city tours numbered 205 (53.9%) persons and 198 (52.1%) persons, respectively. Only 98 (25.8%) persons had previously used tourist guides for their forest-trekking trips. This is consistent with nature of tourism in Phuket while emphasizes sun, sea, and sand, while forest-trekking is more typical of the North. These figures appear in this way showed like this because most trips in Phuket offered by tour operators or travel agencies are sea and island trips, but forest-trekking trips are rather less. Therefore, the chance of visitors experiencing each trip is related to the number of trips provided by tour operators and travel agencies. Moreover, most respondents had experienced tourist guides once for each type of trip (Table 4.5).

Table 4.5  Frequency and percentage of respondents on the subject of their

experience with Phuket tourist guide service

| Experiences on tourist guide service | n | Frequency | Percentage (%) |
|---|---|---|---|
| Time using tourist guide service | 344 | | |
| 1 time | | 158 | 45.9 |
| 2-3 times | | 126 | 36.6 |
| 4-5 times | | 42 | 12.2 |
| More than 5 times | | 18 | 5.2 |
| Experience of tourist guide service | 380 | | |
| Sea-boat trip | | 205 | 53.9 |
| City tour | | 198 | 52.1 |
| Forest trekking | | 98 | 25.8 |
| Number of time using a tourist guide service on a sea-boat trip | 136 | | |
| 1 time | | 87 | 64.0 |
| 2-3 times | | 38 | 27.9 |
| More than 3 times | | 11 | 8.1 |
| Number of time using a tourist guide service on a city tour | 139 | | |
| 1 time | | 117 | 84.2 |
| 2-3 times | | 18 | 2.9 |
| More than 3 times | | 4 | 2.9 |
| Number of time using a tourist guide service on forest treks | 71 | | |
| 1 time | | 61 | 85.9 |
| 2-3 times | | 10 | 14.0 |

Regarding visitors' regions, of origin most were Australian & New Zealanders and Australian, European, and Asian. There fore, 366 (96.3%) respondents from all 380 samples used English as the main language in communicating with tourist guides.

Respondents who used other languages were Japanese (1.1%) while 0.5 percent used French, Chinese, and Spanish. Besides these languages, some respondents used other languages, which were not specified in the questionnaires. The four respondents who used other languages included visitors from Germany, Belgium, and Australia (Table 4.6).

Table 4.6  Main languages used by respondents in communicating with tourist guides

(n=380)

| Languages in communication | Frequency | Percentage (%) |
|---|---|---|
| English | 366 | 96.3 |
| Japanese | 4 | 1.1 |
| French | 2 | 0.5 |
| Spanish | 2 | 0.5 |
| Chinese | 2 | 0.5 |
| Others | 4 | 1.1 |

4.1.4  Visitors' opinions about the importance and performance of tourist guides' service quality attributes

According to the research framework, in measuring on service quality of tourist guides, we asked visitors their opinion on both the importance and performance of tourist guide service. We also asked for personal data and travel experiences. Personal data included gender, age, education, occupation, income, and region of residence while travel experiences referred to the number of times they had visited Phuket and the number of times they had used tourist guide service. These were the independent variables or related factors we studied in the relation to importance and performance level, which were our dependent variables.

1.) Importance of tourist guides' service quality attributes

The grand mean of importance level evaluated by visitors is 4.28, which implied a very high importance level. The top five attributes that respondents thought to be very important attributes were 'honesty and trustworthiness' (Mean = 4.78), 'knowledge of destinations' (Mean = 4.66), 'delivering the service as promised in the itinerary' (Mean = 4.62), 'respect for the customer' (Mean = 4.61), and 'punctuality' (Mean = 4.60). For the attribute 'honesty and trustworthiness' was ranked  the highest score because foreign visitors who travel to  unfamiliar places with unfamiliar tourist guides actually want the leader of the trip −tourist guide not to cheat them when they are traveling. Visitors who wanted to travel to interesting places also wanted to know about the destinations they were traveling to visit, so they thought that 'knowledge of destinations' is a very important attribute. Normally, visitors who decided to buy the package tours, usually select the

program they prefer. Therefore, they expected the tour company including the tourist guides to deliver the service promised in the. itinerary to satisfy their expectations. Besides satisfying visitors by following the program as mentioned in the itinerary, they would be more satisfied if the tourist guides could treat them well and make them feel that the tourist guides respected them. 'Punctuality' ranked the fifth attribute to the reasons that they would like everything to go smoothly as they have planned and they do not want to waste their time, especially if it is caused by tourist guides.

Among the 24 attributes, only five attributes identified under the grand mean score, which means they were not very important attributes for visitors to value the quality of the tourist guide service. Those attributes were a 'sense of humor' (Mean = 4.23), 'good presentation skills' (Mean = 4.22), 'paying attention to details' (Mean=4.22), 'introducing reliable shops' (Mean = 4.06), and 'good communication in a second language' (Mean = 3.45). All the last five attributes may not be the main tasks of the tourist guide expected by the visitors. Tourist guides who do not have those five attributes will not affect very much the visitors' evaluation of them (Table 4.7).

Table 4.7  Mean ranking for the importance of tourist guides' service quality from
visitors' perspectives

| Rank | Service quality attributes | n | Mean score | SD | Importance level |
|------|----------------------------|---|------------|-----|------------------|
| 1. | Honesty and trustworthiness | 380 | 4.78 | 0.553 | Very high |
| 2. | Knowledge of destinations | 380 | 4.66 | 0.556 | Very high |
| 3. | Delivering the service as promised in the itinerary | 380 | 4.62 | 0.602 | Very high |
| 4. | Respect for customer | 380 | 4.61 | 0.577 | Very high |
| 5. | Punctuality | 380 | 4.60 | 0.632 | Very high |
| 6. | Politeness | 380 | 4.57 | 0.592 | Very high |
| 7. | ·Friendliness | 380 | 4.57 | 0.592 | Very high |
| 8. | Availability for help | 380 | 4.53 | 0.630 | Very high |
| 9. | Ability to generate a friendly atmosphere | 380 | 4.49 | 0.587 | Very high |
| 10. | Good communication in English | 380 | 4.47 | 0.727 | Very high |
| 11. | Making sure that safety measures are sufficient | 380 | 4.44 | 0.736 | Very high |
| 12. | Ability to solve problems | 380 | 4.43 | 0.683 | Very high |
| 13. | Caring about the natural environment | 380 | 4.43 | 0.770 | Very high |
| 14. | Briefing visitors on the itinerary | 380 | 4.42 | 0.682 | Very high |
| 15. | Good health | 380 | 4.42 | 0.727 | Very high |
| 16. | Informing visitors about the destination's customs | 380 | 4.38 | 0.736 | Very high |
| 17. | Neat and tidy appearance | 380 | 4.37 | 0.697 | Very high |
| 18. | Giving information about safety regulations | 380 | 4.34 | 0.798 | Very high |

Table 4.7   (Cont.)

| Rank | Service quality attributes | n | Mean score | SD | Importance level |
|------|---------------------------|-----|-----------|-------|-----------------|
| 19. | Being well-trained | 380 | 4.34 | 0.683 | Very high |
| 20. | Sense of humor | 380 | 4.24 | 0.813 | Very high |
| 21. | Good presentation skills | 380 | 4.22 | 0.711 | Very high |
| 22. | Paying attention to detail | 380 | 4.22 | 0.796 | Very high |
| 23. | Introducing reliable shops | 380 | 4.06 | 1.003 | High |
| 24. | Good Communication in a second language | 42 | 3.45 | 1.426 | High |
| | Grand mean | | 4.28 | 0.416 | High |

Moreover, we found some significant differences among visitors from different regions of residence using the ANOVA test at the significant level at 0.05 (F = 4.850, P = 0.001) (Table 4.8). Americans showed the highest mean scores of importance, while European valued the importance scores the lowest. From multiple comparison-Tamhane, visitors from Australia & New Zealand had significantly higher mean scores than visitors from Asia (P = .014) and visitors from Europe (P = .002) as shown in Table 4.9. This might be because visitors who came from tourism-based countries like Australia & New Zealand had knowledge of the tourism and service industries, which try to satisfy their customers as much as possible. Therefore, it makes them realize that the services they have purchased, including tourist guide services, are very important to them since they prefer qualified service. Moreover, most Australians and New Zealanders showed that they had traveled to Phuket 2-4 times and had experienced Phuket tourist guide services up to 4 times. Therefore, their many experiences implied that they wanted more on travel and to learn new things that would make them give a high rate of service quality attributes' importance. In contrast, most of Asian visitors were Indian who might not expect very much on the best service tourist guide as of Australians and New Zealanders do.

Table 4.8   Analysis of variance between regions of residence and importance

| Region | n | $\overline{X}$ | SD | F | df | P-value |
|--------|-----|--------|-------|-------|-----|---------|
| 1. Asia | 96 | 4.2057 | .3977 | 4.850 | 379 | .001 |
| 2. Europe | 102 | 4.1740 | .4308 | | | |
| 3. Middle East & Africa | 22 | 4.2917 | .4349 | | | |
| 4. America | 14 | 4.3869 | .4247 | | | |
| 5. Australia & New Zealand | 146 | 4.3781 | .3934 | | | |
| Total | 380 | 4.2751 | .4105 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Table 4.9    Multiple comparison among regions of residence on importance mean scores

(Tamhane)

(n = 380)

| Region | $\bar{x}$ | SD | Region | | | | |
|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 |
| 1. Asia | 4.2057 | .3977 | – | -- | – | -- | .014 |
| 2. Europe | 4.1740 | .4308 | – | – | – | – | .002 |
| 3. Middle East & Africa | 4.2917 | .4349 | -- | – | -- | – | – |
| 4. America | 4.3869 | .4247 | – | -- | – | -- | – |
| 5. Australia & New Zealand | 4.3781 | .3934 | .014 | .002 | -- | – | -- |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant
level

Besides different groups of residence, we also found that visitors from different income groups had a significantly different importance mean score at the significant level at 0.05 (F = 2.887, P = 0.05) (Table 4.10). That is, at least two groups were statistically different.

Table 4.10    Analysis of variance between different income group and importance

| Income group (Baht) | n | $\bar{x}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Less than 10,001 | 10 | 4.5583 | .2350 | 2.887 | 195 | .005 |
| 2. 10,001 - 30,000 | 20 | 3.9875 | .3932 | | | |
| 3. 30,001 -50,000 | 31 | 4.3414 | .4540 | | | |
| 4. 50,000 - 70,000 | 18 | 4.3611 | .3786 | | | |
| 5. 70,001 -90,000 | 10 | 4.2750 | .2431 | | | |
| 6. 90,001 - 110,000 | 22 | 4.1705 | .3454 | | | |
| 7. 110,001 -130,000 | 15 | 4.2361 | .3735 | | | |
| 8. 130,000-150,000 | 9 | 4.1157 | .5351 | | | |
| 9. More than 150,000 | 61 | 4.3518 | .3995 | | | |
| Total | 196 | 4.2804 | .4081 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

From multiple comparison (Tamhane), ones who had an average monthly income of less than 10,001 Baht rated importance level higher than visitors who had a higher income, particularly those who had a monthly income of 90,001 -100,000 Baht or higher than 150,000 Baht. Visitors who had a monthly income of 10,001 -30,000 Baht thought

tourist guide attributes were not as important as those visitors who had a higher income (Table 4.11).

Table 4.11 Multiple comparison among regions of residence on importance mean scores (Tamhane)

(n = 196)

| Income group | $\overline{X}$ | SD | Income group | | | | | | | | |
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. Less than 10,001 | 4.5583 | .2350 | -- | .001 | – | – | -- | .037 | – | – | – |
| 2. 10,001 –30,000 | 3.9875 | .3932 | .001 | | – | – | -- | – | -- | – | .039 |
| 3. 30,001 –50,000 | 4.3414 | .4540 | -- | -- | – | – | -- | – | -- | – | – |
| 4. 50,001– 70,000 | 4.3611 | .3786 | -- | – | -- | – | -- | – | – | – | – |
| 5. 70,001 –90,000 | 4.2750 | .2431 | -- | – | -- | – | -- | – | -- | – | – |
| 6. 90,001 –110,000 | 4.1705 | .3454 | .037 | -- | – | – | – | – | -- | – | – |
| 7. 110,001 –130,000 | 4.2361 | .3735 | -- | – | -- | – | – | – | -- | – | – |
| 8. 130,000–150,000 | 4.1157 | .5351 | -- | – | -- | – | – | – | – | – | – |
| 9. More than 150,000 | 4.5583 | .2350 | – | .039 | – | -- | – | -- | – | -- | -- |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Nevertheless, we used simple linear regression with income in both group and ratio scales. We found that income factors did not show the influence of importance rating at the significant level at 0.05 (F = .528, P = .468) as shown in Table 4.12. It might be because the income ratio showed high standard deviation, which shows a high dispersion of data. The implication is that we cannot conclude that low incomes would always make visitors have high scores for the importance level of tourist guide performance.

Table 4.12 Regression analysis on importance influenced by average monthly income

| Independent variable | n | $\overline{X}$ | SD | Beta | $R^2$ | F | P–value |
|---|---|---|---|---|---|---|---|
| Income group | 196 | 5.2796 | 2.7888 | .047 | .002 | .430 | .513 |
| Average monthly income | 196 | 247,091.20 | 575,064.34 | .052 | .045 | .528 | .468 |

Note: Regression analysis indicated no statistically significant differences between groups at the 5% significant level

In terms of respondents' profession, ANOVA test indicated there was no statistical differences between groups of professions at the significant level at 0.05 (Table 4.13).

Table 4.13   Analysis of variance between professions and importance

| Region | n | $\overline{X}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Employee | 113 | 4.3156 | .4233 | 1.821 | 347 | .082 |
| 2. Entrepreneur | 98 | 4.2181 | .4634 | | | |
| 3. Government/ State enterprise | 72 | 4.3704 | .3407 | | | |
| 4. Student | 32 | 4.1953 | .4324 | | | |
| 5. Salesperson | 12 | 4.3819 | .3251 | | | |
| 6. Housewife | 8 | 4.1458 | .2754 | | | |
| 7. Farmer/ agriculture | 5 | 4.3917 | .4046 | | | |
| 8. Others | 8 | 4.5417 | .1753 | | | |
| Total | 348 | 4.2931 | .4146 | | | |

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

In this study, other visitors' factors including educational level (F = .634, P = .426), age group (F = 2.472, P = .117), and number of times visiting Phuket (F = .031, P = .860) did not influence the evaluation of service quality attributes' importance at the statistically significant level at 0.05 (Table 4.14). We found that neither males and females rated the importance of service quality attributes differently (Table 4.15). That is, we cannot define which group showed higher or lower importance levels.

Table 4.14   Regression analysis of importance influenced by educational level, age, and time of visiting Phuket

| Independent variable | n | $\overline{X}$ | SD | Beta | $R^2$ | F | P-value |
|---|---|---|---|---|---|---|---|
| Educational level | 372 | 3.3978 | 1.2276 | .041 | .002 | .634 | .426 |
| Age | 380 | 37.2474 | 13.9850 | .081 | .006 | 2.472 | .117 |
| Time of visiting Phuket | 88 | 3.7955 | 2.7881 | .019 | .000 | .031 | .860 |
| Monthly average income | 196 | 247,091.20 | 575,064.34 | .052 | .045 | .528 | .468 |

Note: Regression analysis indicated no statistically significant differences between groups of each factor
   at the 5% significant level

Table 4.15  Comparison between male and female opinions on service quality mportance

(n = 380)

| Opinion of service quality importance | n | $\bar{x}$ | SD | t | df | P-value |
|---|---|---|---|---|---|---|
| Male | 197 | 4.2327 | .4353 | -2.020 | 378 | .173 |
| Female | 183 | 4.3208 | .3914 | | | |

Note: Regression analysis indicated no statistically significant differences between groups

at the 5% significant level

2.) Performance of tourist guides' service quality attributes

Visitors rated the performance level of tourist guides' service quality attributes in the lower scores than the importance level. However, it still showed the high score at the grand mean as 4.23 which only -0.05 changes from the importance value. The top 5 service attributes that tourist guide could perform very well in the visitors' point of view were 'politeness' (Mean = 4.68), 'friendliness' (Mean = 4.66), 'respect for the customer' (Mean = 4.60), 'honesty and trustworthiness' (Mean = 4.58), and 'knowledge of destinations' with a mean score of 4.57. Visitors rated 'politeness' to be a distinguishing attribute compared to other attributes because Thai tourist guides must be 'Thai' and tourist guides are the ones who work in service industry. Thais act in a polite way in their lives, so most people love to meet polite men. And the ones who work in the service industry need to satisfy their customers as much as possible to make them loyal or returning customers, so 'politeness' would be one key to success. Similar to the first reason, Thailand is the land of smiles, which is very famous for hospitality and the friendly people. It is said that tourist guides act like the window of the country that shows friendliness to visitors. Related to the first two reasons, whenever tourist guides are polite and friendly to their visitors, it makes visitors feel that tourist guides give them respect and treat them like honored customers. Moreover, without any cheating behavior of tourist guides, it actually makes visitors perceive tourist guide services as reliable so that they could rate tourist guides with high scores for honesty and trustworthiness. Another attribute, 'knowledge of destinations' was rated at very high level of performance because tourist guides can give information, tell stories, and explain other related things to visitors clearly. It is noticeable that two attributes, 'honesty and trustworthiness' and 'knowledge of destinations' showed high mean

scores in both importance and performance, which meant these two attributes closely met visitors' service desire (Table 4.16).

Similarly to visitors' opinions on importance, the ANOVA test illustrated some significant differences of visitors from different regions of residence at the significant level at 0.05 (F = 7.110, P = 0.000) (Table 4.17). That is, at least two region groups of visitors had different perceptions of tourist guides' service quality attributes.

Table 4.16   Mean ranking for performance of tourist guides' service quality from visitors' perspectives

| Rank | Service quality attributes | n | Mean score | SD | Performance level |
|------|---------------------------|-----|------------|-------|-------------------|
| 1. | Politeness | 380 | 4.68 | 0.520 | Very high |
| 2. | Friendliness | 380 | 4.66 | 0.527 | Very high |
| 3. | Respect for the customer | 380 | 4.60 | 0.639 | Very high |
| 4. | Honesty and trustworthiness | 380 | 4.58 | 0.604 | Very high |
| 5. | Knowledge of destinations | 380 | 4.57 | 0.668 | Very high |
| 6. | Punctuality | 380 | 4.53 | 0.675 | Very high |
| 7. | Good health | 380 | 4.53 | 0.682 | Very high |
| 8. | Delivering services promised in the itinerary | 380 | 4.49 | 0.702 | Very high |
| 9. | Neat and tidy appearance | 380 | 4.49 | 0.655 | Very high |
| 10. | Ability to generate a friendly atmosphere | 380 | 4.48 | 0.713 | Very high |
| 11. | Good communication in English | 360 | 4.47 | 0.691 | Very high |
| 12. | Availability for help | 380 | 4.47 | 0.670 | Very high |
| 13. | Briefing visitor on the itinerary | 380 | 4.46 | 0.670 | Very high |
| 14. | Being well -trained | 380 | 4.46 | 0.654 | Very high |
| 15. | Sense of humor | 380 | 4.45 | 0.747 | Very high |
| 16. | Paying attention to detail | 380 | 4.37 | 0.763 | Very high |
| 17. | Good presentation skills | 380 | 4.32 | 0.766 | Very high |
| 18. | Ability to solve problems | 380 | 4.30 | 0.743 | Very high |
| 19. | Giving information about safety regulations | 380 | 4.27 | 0.781 | Very high |
| 20. | Making sure that safety measures are sufficient | 380 | 4.16 | 0.791 | High |
| 21. | Caring about the natural environment | 380 | 4.13 | 0.971 | High |
| 22. | Introducing reliable shops | 380 | 4.08 | 0.908 | High |
| 23. | Informing visitors about destination's customs | 380 | 3.98 | 1.048 | High |
| 24. | Good communication in a second language | 47 | 3.38 | 1.529 | Moderate |
| | Grand mean | | 4.23 | 0.484 | Very High |

Table 4.17   Analysis of variance between regions of residence and performance level

| Region | n | $\bar{X}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Asia | 96 | 4.0495 | .4441 | 7.110 | 379 | .000 |
| 2. Europe | 102 | 4.2092 | .5042 | | | |
| 3. Middle East & Africa | 22 | 4.1439 | .5943 | | | |
| 4. America | 14 | 4.2857 | .4861 | | | |
| 5. Australia & New Zealand | 146 | 4.3704 | .4363 | | | |
| Total | 380 | 4.2298 | .4840 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

From the multiple comparison using Scheffe, visitors from Australia & New Zealand had higher perceptions than visitors from Asia at the significant level at 0.05 (Gap = .3210,  P = .000) as shown in Table 4.18. One reason for this might be because it is related to the importance level that they had evaluated. Even though Asians gave it a low importance score, they still pointed to the low performance score same as visitors from Australia & New Zealand who gave high scores for both sides. In addition, Asians might be more familiar with Thai, so they perceived tourist guides service was normal. In contrast, Australians & New Zealanders who have different lives and cultures may be satisfied with the unfamiliar Thai ways of tourist guides.

Table 4.18   Multiple comparison between regions of residence on performance mean
scores (Scheffe)

(n = 380)

| Region | $\bar{X}$ | SD | Region 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|
| 1. Asia | 4.0495 | .4441 | – | – | – | – | .000 |
| 2. Europe | 4.2092 | .5042 | – | – | – | – | – |
| 3. Middle East & Africa | 4.1439 | .5943 | – | – | – | – | – |
| 4. America | 4.2857 | .4861 | – | – | – | – | – |
| 5. Australia & New Zealand | 4.3704 | .4363 | .000 | – | – | – | – |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Besides different groups of residence, we also found that visitors from different income groups had significantly different performance mean scores at the significant level at 0.05 regarding the ANOVA test (F = 2.453, P = 0.015) (Table 4.19).

Table 4.19 Analysis of variance between different income groups and performance

| Income group (Baht) | n | $\bar{X}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Less than 10,001 | 10 | 4.5917 | .2443 | 2.453 | 195 | .015 |
| 2. 10,001 -30,000 | 20 | 4.1104 | .4180 | | | |
| 3. 30,001 -50,000 | 31 | 4.2446 | .4782 | | | |
| 4. 50,001- 70,000 | 18 | 4.4931 | .3424 | | | |
| 5. 70,001 -90,000 | 10 | 4.2250 | .4441 | | | |
| 6. 90,001 -110,000 | 22 | 4.0284 | .5190 | | | |
| 7. 110,001 -130,000 | 15 | 4.2028 | .5151 | | | |
| 8. 110,001 -130,000 | 15 | 4.2028 | .5151 | | | |
| 9. 130,000-150,000 | 9 | 4.3287 | .5494 | | | |
| 10.   More than 150,000 | 61 | 4.2814 | .4152 | | | |
| Total | 196 | 4.2583 | .4555 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Visitors who had average monthly incomes of less than 10,001 Baht perceived that tourist guides had a higher quality of service higher than those who had higher monthly income statistically, especially higher than visitors who had 90,000-110,000 Baht monthly income (Gap = .5633, P = .001) as shown in Table 4.20. Normally, those who have higher education may have higher criteria for the evaluation, which made them think more carefully about the evaluation and it can cause lower scores than those who did not have such high criteria. In this study, as mentioned in 4.1.1, income groups correlated to educational levels that is high monthly income respondents had high education.

Table 4.20 Multiple comparison between regions of residence on performance mean scores

(n = 196)

| Income Group (Baht) | $\bar{X}$ | SD | Income Group | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. Less than 10,001 | 4.5917 | .2443 | – | .017 | – | – | – | .009 | – | – | – |
| 2. 10,001 -30,000 | 4.1104 | .4180 | .017 | – | – | – | – | – | – | – | – |
| 3. 30,001 -50,000 | 4.2446 | .4782 | – | – | – | – | – | – | – | – | – |
| 4. 50,001- 70,000 | 4.4931 | .3424 | – | – | – | – | – | – | – | – | – |
| 5. 70,001 -90,000 | 4.2250 | .4441 | – | – | – | – | – | – | – | – | – |
| 6. 90,001 -110,000 | 4.0284 | .5190 | .009 | – | – | – | – | – | – | – | – |
| 7. 110,001 -130,000 | 4.2028 | .5151 | – | – | – | – | – | – | – | – | – |
| 8. 130,000-150,000 | 4.3287 | .5494 | – | – | – | – | – | – | – | – | – |
| 9. More than 150,000 | 4.2814 | .4152 | – | – | – | – | – | – | – | – | – |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Even though it was found that there were some differences among income groups, however, from the regression analysis, it was not found that income groups played a significant role affecting visitors' perceptions of tourist guide service at the significant level at 0.05 (F = .192, P = .662) (Table 4.21).

Table 4.21   Regression analysis on tourist guide performance influenced by monthly average income

| Independent variable | n | $\bar{x}$ | SD | Beta | $R^2$ | F | P-value |
|---|---|---|---|---|---|---|---|
| Monthly average income | 196 | 247,091.20 | 575,064.34 | .031 | .001 | .192 | .662 |

Note: Regression analysis indicated  no statistically significant differences between groups at the 5% significant level

Moreover, we found that different age groups showed different results regarding tourist guide performance even though statistically they were the same in scores of importance. The ANOVA test indicated that visitors' age groups were significantly different at the error level of 0.05 (F = 6.326, P = .000) (Table 4.22). Visitors who were between 35–44 years had a lower perception than visitors from other age groups. This might be because of their greater experiences of travel or because their educational levels meant they were more knowledgeable and made them realize and expect the best service. However, even though those between 25–34 had higher education and incomes than the others, they did not think that Phuket tourist guides had low performance (Table 4.23).

Table 4.22   Analysis of variance between different age groups and perception of tourist guides' performance

| Age group | n | $\bar{x}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1.   15–24 ys | 89 | 4.2491 | .4541 | 6.326 | 379 | .000 |
| 2.   25–34 ys | 97 | 4.2586 | .4108 | | | |
| 3.   35–44 ys | 59 | 3.9555 | .5959 | | | |
| 4.   45–54 ys | 74 | 4.3074 | .4649 | | | |
| 5.   55–64 ys | 53 | 4.3373 | .4533 | | | |
| 6.   65 ys and above | 8 | 4.6354 | .1677 | | | |
| Total | 380 | 4.2377 | .4832 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Table 4.23　Multiple comparison between visitors' age groups on performance mean scores

(n = 380)

| Age group | $\overline{X}$ | SD | Age group | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 |
| 1.　15-24 ys | 4.2491 | .4541 | -- | - | .017 | - | - | - |
| 2.　25-34 ys | 4.2586 | .4108 | - | - | .010 | - | - | -- |
| 3.　35-44 ys | 3.9555 | .5959 | .017 | .010 | -- | .003 | .003 | .012 |
| 4.　45-54 ys | 4.3074 | .4649 | - | - | .003 | - | - | -- |
| 5.　55-64 ys | 4.3373 | .4533 | -- | -- | .003 | -- | -- | - |
| 6.　65 ys and above | 4.6354 | .1677 | - | -- | .012 | - | -- | - |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

In this study, other visitors' factors including educational level (F = .145, P = .703), age (F =2.238, P = .135), and time of visiting Phuket (F = 2.661, P = .106) did not influence the evaluation of service quality attributes' performance at the statistically significant level 0.05 from regression analysis (Table 4.24). According to the t-test, we found that neither males nor females perceived performance on service quality attributes differently (Table 4.25).

Table 4.24　Regression analysis of performance influenced by educational level, age, and time of visiting Phuket

| Independent variables | n | $\overline{X}$ | SD | Beta | $R^2$ | F | P-value |
|---|---|---|---|---|---|---|---|
| Educational level | 372 | 3.3978 | 1.2276 | -0.020 | .000 | .145 | .703 |
| Age | 380 | 37.2474 | 13.9851 | .077 | .006 | 2.238 | .135 |
| Number of times visited Phuket | 88 | 3.7955 | 2.7881 | .173 | .030 | 2.661 | .106 |
| Average monthly income | 196 | 247,091.2 | 575,064.34 | .031 | .001 | .192 | .662 |

Note: Regression analysis indicated no statistically significant differences between groups at the 5% significant level

Table 4.25   Comparison between male and female opinions on service quality
performance

(n = 380)

| Opinion on service quality performance | n | $\bar{x}$ | SD | t | df | P-value |
|---|---|---|---|---|---|---|
| Male | 197 | 4.1781 | 4.9572 | -2.173 | 378 | .220 |
| Female | 183 | 4.2855 | 4.6600 | | | |

Note: t-test indicated no statistically significant differences between two groups at the 5% significant level

3.) Performance-Importance Gap

From the 5 Gaps of service quality model, we concentrated on 'Gap 5' that is the differences between expected service (importance) and perceived service (performance). In short, it is said that the P-I Gap refers to 'satisfaction or dissatisfaction'.

In this study, there were 13 service attributes which had negative mean Gap scores (Table 4.26). That meant that the performance mean was lower than the importance mean score, which implied that tourist guides could not perform well enough from visitors' perspective even though the visitors mentioned that all of the attributes were very important. The grand mean Gap score also was a negative score with the significant level at 0.05 (Gap = -0.05, P = 0.38). The top largest negative Gap scores were 'informing visitors about the destination's customs' (Gap = -0.40, P = .000), 'caring about the natural environment' (Gap = -0.30, P = .000), 'making sure that safety measures are sufficient' (Gap = -0.28, P = .000), 'honesty and trustworthiness' (Gap = -0.20, P = .000), 'delivering services as promised in the itinerary' (Gap = -0.13, P = .001), and 'ability to solve problems' (Gap = -0.13, P = .003). All previous mentioned attributes are related to tourist guides' responsibilities in tourist guide career but they might not be the main core services of tourist guide. These attributes were discussed as follow:

Table 4.26 Comparison between importance and performance of tourist guide service quality attributes among visitors perception

(n=380ᵃ)

| Service Attributes | Importance (I) mean | SD | Performance (P) mean | SD | P-I Gap | t-value | df | P-value |
|---|---|---|---|---|---|---|---|---|
| A. Neat and tidy appearance | 4.37 | 0.697 | 4.49 | 0.655 | +0.12 | -2.819 | 379 | .005* |
| B. Good health | 4.42 | 0.727 | 4.53 | 0.682 | +0.11 | -2.262 | 379 | .024** |
| C. Punctuality | 4.60 | 0.632 | 4.53 | 0.675 | -0.07 | 1.766 | 379 | .078 |
| D. Honesty and trustworthiness | 4.78 | 0.553 | 4.58 | 0.604 | -0.20 | 5.553 | 379 | .000* |
| E. Briefing visitor on itinerary | 4.42 | 0.682 | 4.46 | 0.670 | +0.04 | -1.058 | 379 | .291 |
| F. Delivering the service promised in the itinerary | 4.62 | 0.602 | 4.49 | 0.702 | -0.13 | 3.386 | 379 | .001* |
| G. Giving information about safety regulations | 4.34 | 0.798 | 4.27 | 0.781 | -0.07 | 1.473 | 379 | .142 |
| H. Making sure that safety measures are sufficient | 4.44 | 0.736 | 4.16 | 0.791 | -0.28 | 1.473 | 379 | .000* |
| I. Informing visitors about destination's customs | 4.38 | 0.736 | 3.98 | 1.048 | -0.40 | 6.950 | 379 | .000* |
| J. Caring about the natural environment | 4.43 | 0.770 | 4.13 | 0.971 | -0.30 | 5.741 | 379 | .000* |
| K. Availability for help | 4.53 | 0.630 | 4.47 | 0.670 | -0.06 | 1.610 | 379 | .108 |
| L. Ability to solve problems | 4.43 | 0.683 | 4.30 | 0.743 | -0.13 | 3.000 | 379 | .003* |
| M. Politeness | 4.57 | 0.592 | 4.68 | 0.520 | +0.11 | -3.102 | 379 | .002* |
| N. Respect for the Customer | 4.61 | 0.577 | 4.60 | 0.639 | -0.01 | 0.229 | 379 | .891 |
| O. Knowledge of destinations | 4.66 | 0.556 | 4.57 | 0.668 | -0.09 | 2.473 | 379 | .014** |
| P. Good communication in English | 4.47 | 0.727 | 4.47 | 0.691 | +0.00 | 0.261 | 359 | .794 |
| Q. Good communication in a second language | 3.45 | 1.426 | 3.38 | 1.529 | -0.07 | 0.662 | 40 | .512 |
| R. Good presentation skills | 4.22 | 0.711 | 4.32 | 0.766 | +0.10 | -2.421 | 379 | .016** |
| S. Being well-trained | 4.34 | 0.683 | 4.46 | 0.654 | +0.12 | -3.046 | 379 | .002* |
| T. Friendliness | 4.57 | 0.592 | 4.66 | 0.527 | +0.09 | -2.670 | 379 | .008* |
| U. Ability to generate a friendly atmosphere | 4.49 | 0.587 | 4.48 | 0.713 | -0.01 | 0.131 | 379 | .896 |
| V. Sense of humor | 4.24 | 0.813 | 4.45 | 0.747 | +0.21 | -4.944 | 379 | .000* |
| W. Paying attention to detail | 4.22 | 0.796 | 4.37 | 0.763 | +0.15 | -3.578 | 379 | .000* |
| X. Introducing reliable shops | 4.06 | 1.003 | 4.08 | 0.908 | +0.02 | -0.471 | 379 | .638 |
| Grand mean | 4.28 | 0.416 | 4.23 | 0.484 | -0.05 | 2.084 | 379 | .038** |

Note: Paired-Simples t-test indicated the differences between Gap analysis at

* the significance level = 0.01 and ** the significant level = 0.05

ᵃ n=380 excepted n for P., n=360 and n for Q., n=47.

Informing visitors about destination's custom might not satisfy visitors because they might want to know the norm or common rules of the unfamiliar places the went to, but tourist guides might realize more on knowledge of destination rather than custom. In addition, travel with knowledge and consciousness is one trend of visitors today. All respondents were foreign visitors who had different cultures and behaviors, including the concern on environment. However, most of visitors might realize very much on caring on natural environment, but they were a little bit upset if they found that tourist guides did not emphasize or remind them about natural environment consciousness.

Similar to the previous attributes, visitors expected to get high services when they rated it's very important. Especially, most of respondents who had experiences on 'boat trip' in Phuket, they needed enough security and safety. In this case, tourist guides should concern more on this issue to make visitors satisfied.

One interesting point is about trustworthiness. For everything that tourist guides made visitors perceive that they have to weigh what tourist guides said, they have to find more information to approve what tourist guides informed, or whenever tourist guides were not be on time as the itinerary, it let them think that tourist guides did not have enough potentiality to be honest and trustworthy. In relation to trustworthiness, tourist guides have to deliver service promised in the itinerary. Whenever they cannot provide the promised service, it will make visitors loose the trust on tourist guides. However, tourist guides might not do that because of climate changes or restriction of visiting some places. This attributes was interested since visitors rated this attributes to be the 3$^{rd}$ rank importance and it's ranked the 4$^{th}$ largest negative Gap. The last top 5 largest Gap is about ability of tourist guide on problem solving. It could be analyzed into two main causes: tourist guides who had chances to solve problems for visitors did not make it very well enough. Another one reason would be tourist guide did not have any chances to solve problems for visitors, so visitors did not have clearly idea to evaluate this attribute.

Besides the previous 6 attributes that ranked the top 5 negative Gaps, there were other 7 attributes that also showed negative Gaps. It included knowledge of destinations, punctuality, giving information about safety regulations, good communication in a second language, availability for help, respect for the customer, and ability to generate a friendly atmosphere, respectively. Those 7 service attributes excepted knowledge of destinations, had no significantly difference, which means the evaluation of the performance is not different from the importance.

The rest of the 11 tourist guide service quality attributes which were shaded in Table 4.26 showed a positive Gap, that is, the performance of attributes had a higher mean score than the importance. The top 5 ranked the largest Gap comprised of 7 attributes: 'sense of humor' (Gap = 0.21, P = .000), 'paying attention to details' (Gap =0.15, P = .000), 'being well-trained' (Gap = 0.12, P = .002), 'neat and tidy appearance' (Gap = 0.12, P = .005), 'politeness' (Gap = 0.11, P = .002), 'good health' (Gap = 0.11, P = .024), and 'good presentation skills' (Gap = 0.10, P = .016). From these circumstances, the researcher could discuss the results as follows:

For 'Thailand' the land of smiles, Thai tourist guides normally must be Thais who are friendly and love to smile. In this service career to satisfy customers, tourist guides had 'sense of humor' technique to make the trip smiled and happy. That is one Thai characteristic and Thai hospitality. Moreover, 'politeness' is one unique characteristic of Thai people including tourist guides who have to act in a polite way to their customers. Besides satisfying visitors, tourist guides who work in the service industry have to put their heart into the service since the nature of the tourist guide career is to make customers satisfied and try to make everything perfect. Therefore, visitors can perceive that the tourist guides had paid attention to their individual needs. Tourist guides did not only put their heart into their works but they also showed their readiness for work by their external personality. External appearance, especially good personality, well grooming, and good presentation skills made visitors perceive that tourist guides have been trained enough for their work. Moreover, with these good appearances, visitors could notice the readiness of tourist guides in term of 'healthiness'.

In this study, the paired samples t-test was used to compare the mean differences between 24 importance and performance attributes. Half (12 attributes) of all service attributes showed that they were significantly different at the significance level of 0.01. These include: 'honesty and trustworthiness', 'delivering the service as promised in the itinerary', 'politeness', 'friendliness', 'making sure that safety measures are sufficient', 'ability to solve problems', 'caring about the natural environment', 'informing visitors about destination's customs', 'neat and tidy appearance', 'being well-trained', 'sense of humor', and 'paying attention to detail'.

From the 24 service attributes, paired samples correlation was used to test the relationship within each attribute. All attributes showed that they were significantly correlated at the significance 0.01 in the positive direction (Table 4.27). That is if the

Table 4.27   Relationship direction between importance and performance of 24
service quality attributes   -

| | Service attributes | Correlation | P-value |
|---|---|---|---|
| A. | Honesty and trustworthiness | .267 | .000 |
| B. | Knowledge of destinations | .309 | .000 |
| C. | Delivering the service as promised in the itinerary | .334 | .000 |
| D. | Respect for the customer | .394 | .000 |
| E. | Punctuality | .334 | .000 |
| F. | Politeness | .299 | .000 |
| G. | Friendliness | .402 | .000 |
| H. | Availability for help | .367 | .000 |
| I. | Ability to generate a friendly atmosphere | .289 | .000 |
| J. | Good communication well in English | .353 | .000 |
| K. | Making sure that safety measures are sufficient | .343 | .000 |
| L. | Ability to solve problems | .256 | .000 |
| M. | Caring about the natural environment | .322 | .000 |
| N. | Briefing visitor on the itinerary | .423 | .000 |
| O. | Good health | .174 | .001 |
| P. | Informing visitors about destination's customs | .237 | .000 |
| Q. | Neat and tidy appearance | .202 | .000 |
| R. | Giving Information about safety regulations | .292 | .000 |
| S. | Being well –trained | .359 | .000 |
| T. | Sense of humor | .437 | .000 |
| U. | Good presentation skills | .469 | .000 |
| V. | Paying attention to detail | .392 | .000 |
| W. | Introducing reliable shops | .354 | .000 |
| X. | Good communication in a second language | .798 | .000 |

Note: Correlation indicated a significant relation at the 1% significant level

importance level is high, the performance level is also high, or if the importance is low, the performance shows a low level too. These imply that tourist guides performed their duty or their behavior at the same level of importance in the eyes of visitors. The service attributes that   most correlated to each other were 'good communication in a second language' (.798), 'good presentation skill' (.469), 'sense of humor' (.437), 'briefing visitors on the itinerary' (.423), and 'friendliness' (.402).

Furthermore, we found that 'reliability' was rated the highest score of importance (mean = 4.61), which implied that visitors preferred tourist guides who are concern about punctuality, honesty, briefing visitors on the itinerary, and delivering services as promised

in the itinerary. The second dimension was 'responsibility' (mean = 4.43), which showed that visitors wanted tourist guides who were ready or willing to provide service, especially giving prompt service and returning customer calls quickly. 'Assurance' had the lowest important dimension in this study, but it still showed the high importance level (mean = 4.04). This might because visitors rated 'good communication in English or a second language', 'good presentation skills', and 'being well-trained' at quite low scores of importance and they did not think that these were the main factors for tourist guides to conduct the trips.

On the performance side, the first and the last ranks were still the same as in the importance side (reliability and assurance), which showed a good implication that tourist guides could perform in the same direction as its importance. However, among 5 dimensions, 2 of them had the performance scores lower than the importance score, these were reliability and responsiveness. The other three dimensions that satisfied visitors in this study were 'tangibility', 'empathy', and 'assurance' (Gap = +.11, Gap = +.13, and Gap = +.01). Moreover, from the paired simple t-test, we found that 4 from 5 attributes were significantly different at the significant level at 0.01(Table 4.28).

Table 4.28　Score comparison of 5 service quality dimensions

| Service quality dimensions | Importance (I) | | | Performance (P) | | | P-I Gap | P-value |
|---|---|---|---|---|---|---|---|---|
| | Mean | SD | I-Rank | Mean | SD | P-Rank | | |
| Reliability | 4.61 | .476 | 1. | 4.52 | .534 | 1. | - 0.09 | .000* |
| Responsiveness | 4.43 | .527 | 2. | 4.22 | .660 | 4. | - 0.21 | .000* |
| Tangible | 4.40 | .614 | 3. | 4.51 | .614 | 2. | + 0.11 | .003* |
| Empathy | 4.17 | .720 | 4. | 4.30 | .678 | 3. | + 0.13 | .000* |
| Assurance | 4.04 | .402 | 5. | 4.05 | .454 | 5. | + 0.01 | .788 |

Note: Paired-Simple t-test indicated the differences at 5% significant level

　　4.) Recommendations

The 380 respondents, appeared to have been extremely satisfied with Phuket tourist guides, giving them a mean score of 4.44. More than 90 % of respondents were satisfied with Phuket tourist guide services. 212 (57.0%) respondents were extremely satisfied with the tourist guide service and 123 (33.1%) respondents were just satisfied. Only 29

(7.8%), seven (1.9%) and one (0.3%) respondents respectively evaluated Phuket tourist guide service is neutral, unsatisfactory and extremely unsatisfactory (Table 4.29).

Table 4.29   Overall satisfaction levels of tourist guide service

(n=372)

| Satisfaction level | Frequency | Percentage (%) | Mean | SD |
|---|---|---|---|---|
| 5 Extremely satisfied | 212 | 57.0 | 4.44 | .7413 |
| 4 Satisfied | 123 | 33.1 | | |
| 3 Neutral | 29 | 7.8 | | |
| 2 Unsatisfied | 7 | 1.9 | | |
| 1 Extremely unsatisfied | 1 | 0.3 | | |

Regarding to the ANOVA test, we also found that visitors from different regions, different age groups, and different income groups had different levels of satisfaction (F =9.144, P =.000). In particular, the satisfaction levels of Asian visitors with Phuket tourist guide service were lower than those from Europe, America, and Australia & New Zealand (Table 4.30-4.31). It is considered that satisfaction results showed similar results as performance outcome that Asian evaluated tourist guide service as very low level. It might because of Asian visitors desire a high quality of service, but when they perceived low neutral quality, it might be 'low quality' in their senses or dissatisfaction.

Table 4.30   Analysis of variance between regions of residence and satisfaction level

| Region | n | $\overline{X}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Asia | 92 | 4.1522 | .7252 | 9.144 | 371 | .000 |
| 2. Europe | 100 | 4.5500 | .5573 | | | |
| 3. Middle East & Africa | 22 | 4.0000 | 1.2724 | | | |
| 4. America | 12 | 4.8333 | .3892 | | | |
| 5. Australia & New Zealand | 146 | 4.5959 | .7005 | | | |
| Total | 372 | 4.4462 | .7413 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Table 4.31   Multiple comparison between regions of residence on satisfaction mean

scores (Scheffe)

(n = 372)

| Region | X̄ | SD | Region | | | | |
|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 |
| 1. Asia | 4.1522 | .7252 | -- | .005 | -- | .047 | .000 |
| 2. Europe | 4.5500 | .5573 | .005 | -- | .031 | -- | -- |
| 3. Middle East & Africa | 4.0000 | 1.2724 | -- | .031 | -- | .032 | .010 |
| 4. America | 4.8333 | .3892 | .047 | -- | .032 | -- | -- |
| 5. Australia & New Zealand | 4.5959 | .7005 | .000 | -- | .010 | -- | -- |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Moreover, ANOVA test on income groups of visitors showed different attitudes of satisfaction at the significant level 0.05 (F = 2.032, P = .045). That is, visitors who had incomes between 90,001-110,000 Baht per month, had lower levels of satisfaction with tourist guide service than others, especially than those who had incomes of less than 10,001 Baht, 50,001- 70,000 Baht, and 130,000-150,000 Baht per mouth (Table 4.32- 4.33).

Table 4.32   Analysis of variance between different income groups and levels of

satisfaction

| Income group (Baht) | n | X̄ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. Less than 10,001 | 10 | 4.8000 | .4216 | 2.032 | 191 | .045 |
| 2. 10,001 -30,000 | 20 | 4.6000 | .5982 | | | |
| 3. 30,001 -50,000 | 29 | 4.4483 | .7361 | | | |
| 4. 50,001- 70,000 | 18 | 4.6667 | .4850 | | | |
| 5. 70,001 -90,000 | 10 | 4.4000 | .5164 | | | |
| 6. 90,001 -110,000 | 22 | 4.1364 | .8335 | | | |
| 7. 110,001 -130,000 | 15 | 4.5333 | .6399 | | | |
| 8. 130,000-150,000 | 9 | 4.8889 | .3333 | | | |
| 9. More than 150,000 | 59 | 4.4237 | .5931 | | | |
| Total | 192 | 4.4844 | .6388 | | | |

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Table 4.33 Multiple comparison among regions of residence on satisfaction mean scores (LSD)

(n = 192)

| Income group (Baht) | $\overline{X}$ | SD | Income group | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 1. Less than 10,001 | 4.8000 | .4216 | -- | -- | – | – | -- | .006 | – | -- | -- |
| 2. 10,001 –30,000 | 4.6000 | .5982 | – | -- | -- | – | -- | -- | – | – | – |
| 3. 30,001 –50,000 | 4.4483 | .7361 | -- | -- | – | – | -- | -- | – | – | – |
| 4. 50,001– 70,000 | 4.6667 | .4850 | – | -- | -- | – | -- | .008 | – | – | – |
| 5. 70,001 –90,000 | 4.4000 | .5164 | -- | -- | – | – | -- | -- | – | -- | -- |
| 6. 90,001 –110,000 | 4.1364 | .8335 | .006 | – | -- | .008 | – | – | -- | .003 | – |
| 7. 110,001 –130,000 | 4.5333 | .6399 | – | – | – | -- | – | – | – | -- | -- |
| 8. 130,000–150,000 | 4.8889 | .3333 | – | -- | -- | – | -- | .003 | – | – | .039 |
| 9. More than 150,000 | 4.4237 | .5931 | – | – | -- | – | -- | – | – | .039 | -- |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Without any similarity to the previous results related to monthly income, we can not say that those who had low income will have high levels of satisfaction with tourist guide services level even though they mostly evaluated highly on tourist guides performance. In the questionnaire, we separated one short question on overall satisfaction with the part of 24 service attributes. Therefore, it is possible that visitors evaluated the overall satisfaction from Phuket tourist guides separately without being very concerned with the 24 service attributes. They may also bring their sense of satisfaction with the trip into the evaluation.

In addition, different age groups showed different levels of satisfaction. Similar to visitors' opinions of importance and performance, some age groups showed the differences tested by ANOVA (Table 4.34).

Table 4.34 Analysis of variance between different age groups and satisfaction of tourist guide service

| Age group | n | $\overline{X}$ | SD | F | df | P-value |
|---|---|---|---|---|---|---|
| 1. 15–24 ys | 85 | 4.5765 | .5850 | 5.3666 | 371 | .000 |
| 2. 25–34 ys | 95 | 4.4632 | .7265 | | | |
| 3. 35–44 ys | 57 | 4.0351 | .9629 | | | |
| 4. 45–54 ys | 74 | 4.5135 | .6462 | | | |
| 5. 55–64 ys | 53 | 4.4717 | .7494 | | | |
| 6. 65 ys and above | 8 | 5.0000 | .0000 | | | |
| Total | 372 | 4.4462 | .7413 | | | |

Note: The ANOVA test indicated statistically significant differences between groups at the 5% significant level

Visitors between 35-44 years had the lowest mean scores of satisfaction which was significantly different from visitors who were 15-34, 45-54, and above 65 years (Table 4.35).

Table 4.35 Multiple comparison between visitors' age groups for satisfaction mean scores (Scheffe)

(n = 372)

| Income group | | $\bar{X}$ | SD | Income group | | | | | |
| | | | | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|---|---|---|
| 1. | 15-24 ys | 4.5765 | .5850 | - | - | .002 | - | - | - |
| 2. | 25-34 ys | 4.4632 | .7265 | - | - | .030 | - | - | - |
| 3. | 35-44 ys | 4.0351 | .9629 | .002 | .030 | - | .016 | - | .029 |
| 4. | 45-54 ys | 4.5135 | .6462 | - | - | .016 | - | - | - |
| 5. | 55-64 ys | 4.4717 | .7494 | - | - | - | - | - | - |
| 6. | 65 ys and above | 5.0000 | .0000 | - | - | .029 | - | - | - |

Note: Multiple comparison indicated statistically significant differences between groups at the 5% significant level

Similar to opinion results on the importance and performance of tourist guides, we found that income, education, age, gender, and the number of times of visiting Phuket had no influences on visitor satisfaction at the significant level at 0.05 (Table 4.36 -4.37).

Table 4.36 Regression analysis of visitor satisfaction influenced by educational level, age, and time of visiting Phuket

| Independent variable | n | $\bar{X}$ | SD | Beta | $R^2$ | F | P-value |
|---|---|---|---|---|---|---|---|
| Educational level | 364 | 3.3846 | 1.2333 | -.067 | .004 | 1.634 | .202 |
| Age | 372 | 37.3817 | 14.0461 | .004 | .000 | .006 | .938 |
| Time of visiting Phuket | 86 | 3.8372 | 2.8069 | -.153 | .023 | 2.005 | .160 |
| Monthly average income | 192 | 249,697.20 | 580,657.12 | .035 | .001 | .228 | .634 |

Note: Regression analysis indicated no statistically significant differences between groups of each factor
at the 5% significant level

Table 4.37 Comparison between male and female opinions on visitor satisfaction

(n = 372)

| Opinion on service quality importance | n | $\bar{X}$ | SD | t | df | P-value |
|---|---|---|---|---|---|---|
| Male | 195 | 4.4410 | .7801 | .142 | 370 | .246 |
| Female | 177 | 4.4520 | .6983 | | | |

Note: t-test analysis indicated no statistically significant differences between groups at the 5% significant level

Besides evaluating level of satisfaction, respondents gave specific comments in opened-ended questions. Of the 117 respondents who gave their recommendations, there are 6 main groups of comments both positive and negative views. 67 (57.3%) respondents were extremely satisfied with the tourist guides, so they perceived that the tourist guides had done their jobs very well. 23 (19.7%) respondents gave their opinion that Phuket tourist guides were very friendly. seven and six respondents respectively recommended that tourist guides did not care much about safety and did not perform well in speaking English (Table 4.38). These two attributes were quite related to the P-I Gap that the performance of tourist guides were lower than the importance level that visitors rated them should be very important. Another interesting point is the rating of the most impressive attributes of tourist guides. More than a hundred respondents rated 'friendliness' to be the most impressive attribute. Tourist guides with 'knowledge of destinations' impressed nearly 50 respondents. However, tourist guides did not make a quarter of respondents feel impressed with their ability in 'English communication' (Table 4.39). Nevertheless, most respondents who compared Phuket tourist guide service with those elsewhere, voted that Phuket tourist guides were better than those in other areas. Only 12 said that tourist guide services elsewhere were better than tourist guide in Phuket (Table 4.40).

Table 4.38  Recommendations on tourist guide service

(n=117)

| Other comments about Phuket tourist guide | Frequency | Percentage (%) |
|---|---|---|
| Positive | | |
| Tourist guide was very well done | 67 | 57.3 |
| Tourist guide was very friendly | 23 | 19.7 |
| Tourist guide had a good sense of humor | 8 | 6.8 |
| Tourist guide was very polite | 4 | 3.4 |
| Negative | | |
| Tourist guide did not care much about safety | 7 | 6.0 |
| Tourist guide could not speak English fluently | 6 | 5.1 |

Table 4.39  Impressive and poorest performance

| Item | n | Frequency | Percentage (%) |
|---|---|---|---|
| Impressive performance | 256 | | |
| Friendliness | | 112 | 43.8 |
| Knowledge of destinations | | 47 | 18.4 |
| Good communication in English | | 23 | 9.0 |
| Sense of humor | | 20 | 7.8 |
| Politeness | | 16 | 6.3 |
| Be available for help | | 14 | 5.5 |
| Others | | 24 | 9.4 |
| Poor performance | 92 | | |
| English communication | | 58 | 63.0 |
| Knowledge of destinations | | 7 | 7.6 |
| Safety awareness | | 5 | 5.4 |
| Punctuality | | 4 | 4.3 |
| Others | | 18 | 19.6 |

Table 4.40  Comparison between Phuket tourist guides and elsewhere

(n=380)

| Comparison | n | Frequency | Percentage (%) |
|---|---|---|---|
| Better than others | | 137 | 36.0 |
| Same as others | | 68 | 17.9 |
| Worse than others | | 12 | 3.2 |
| No observation | | 163 | 42.9 |

## 4.2 Findings from tourist guides

### 4.2.1 Personal information of respondents

Most tourist guides who were questioned were men (61.1%) while 38.9% are female. We found that the minimum age of the respondents was 22 and the maximum age was 59, so we can group them together into 6 ranges as in Table 4.41. Most respondents were between 28-33 years old and the second range was between 34-39 years old. Moreover, with ratio scale of collecting data, it was found that the mean age was 34.65 years old (Table 4.41). Respondents had mostly bachelor degrees or the equivalent. This can be attributed to Thai culture which stimulates Thais to give much importance to

education and also because of the condition for getting tourist guide license via the university, where students have to pass all courses in bachelor degree in order to obtain high demand licenses such as 'General guides (Foreign)' or 'General guide (Thai)'.

Table 4.41 Frequency and percentage of respondents classified by demographic data

(n=90)

| Demographic data | Frequency | Percentage (%) |
|---|---|---|
| Gender | | |
| Male | 55 | 61.1 |
| Female | 35 | 38.9 |
| Age | | |
| 22-27 ys | 10 | 11.1 |
| 28-33 ys | 35 | 38.9 |
| 34-39 ys | 26 | 28.9 |
| 40-45 ys | 12 | 13.3 |
| 46-51 ys | 6 | 6.7 |
| 52-59 ys | 1 | 1.1 |
| Educational background | | |
| Junior high school | 11 | 12.2 |
| Senior high school | 20 | 22.2 |
| Diploma or equivalent | 17 | 18.9 |
| Bachelor or equivalent | 38 | 42.2 |
| Graduate degree | 4 | 4.4 |

4.2.2  License possession and language

48.9 percent of samples possessed 'General guide (Foreign)' tourist guide licenses these can be called the 'Desirable License' for tourist guides because it is the license that allows tourist guides to conduct tours for both Thais and foreigners in Thailand to any kind of destination including artistic, cultural, traditional, geographic, archeological, or natural. From the 90 tourist guide-samples, 51.1% of them were proficient in English. 26.7%, 11.1%, and 5.6% of samples could communicate fluently in Japanese, Chinese and Korean. Moreover, 44.4% of the sample are able to use at least two foreign languages. While around 10% have capability in at least three foreign languages (Table 4.42).

Table 4.42   Frequency and percentage of respondents classified by possession of tourist

guide license and language

(n=90)

| Basic qualification | Frequency | Percentage (%) |
|---|---|---|
| License possession #1 | | |
| General guide (Foreign) | 44 | 48.9 |
| Specific guide (Seashore) | 20 | 22.2 |
| Specific guide (Foreign-specific area) | 14 | 16.6 |
| Specific guide (Marine) | 8 | 8.9 |
| General guide (Thai) | 2 | 2.2 |
| Specific guide (Thai-specific area) | 2 | 2.2 |
| Language of highest proficiency | | |
| English | 46 | 51.1 |
| Japanese | 24 | 26.7 |
| Chinese | 10 | 11.1 |
| Korean | 5 | 5.6 |
| German | 2 | 2.2 |
| Russian | 2 | 2.2 |
| Italian | 1 | 1.1 |
| Second language of highest proficiency | | |
| English | 14 | 35.0 |
| Korean | 6 | 15.0 |
| Chinese | 5 | 12.5 |
| French | 5 | 12.5 |
| Russian | 4 | 10.0 |
| Others | 6 | 15.0 |
| N/A | 50 | 55.6 |

## 4.2.3   Experience of tour guiding

Most tourist guides who were questioned had a long experience on being as tourist guides. The average length of experience in years was 8.40 years which is a high number. 42.2% of them had 6-10 years experience as tourist guides, 33.3% had 1-5 years of experience and 15.6% had 11-15 years of experiences. There were also some who had been tourist guides for 16-20 years. Of the tourist guides who were questioned, 100% of them had previously conducted tours for foreigners. 97.8% had experiences with inbound

visitors that are in line with the foreign visitor samples. 26.7% of tourist guides had previously conducted tours for Japanese visitors, while 15.6%, 11.1% and 8.9% had conducted trips for UK visitors, Australians, and Taiwanese respectively. For tourist guides who worked mainly in Phuket, they said that the most popular trip that would be first choice for inbound visitors was the 'sea-boat trip' with a very high percentage of 97.8. The second rank was the 'City tour' and the 'Jungle-natural trekking trip', in that order (Table 4.43).

Table 4.43 Frequency and percentage of respondents classified by experiences of tour guiding

(n=90)

| Experience on tour guiding | Frequency | Percentage (%) |
|---|---|---|
| **Years of experience** | | |
| 1-5 yrs | 30 | 33.3 |
| 6-10 yrs | 38 | 42.2 |
| 11-15 yrs | 14 | 15.6 |
| 16-20 yrs | 7 | 7.8 |
| 21-25 yrs | 1 | 1.1 |
| **Experience with visitors** | | |
| Inbound visitors | 88 | 97.8 |
| Domestic visitors | 2 | 2.2 |
| **Experience with visitors by country** | | |
| Japan | 24 | 26.7 |
| U.K. | 14 | 15.6 |
| Korea | 10 | 11.1 |
| Australia | 8 | 8.9 |
| Taiwan | 5 | 5.6 |
| China | 4 | 4.4 |
| Russia | 4 | 4.4 |
| Others | 21 | 23.3 |
| **Trips mostly conducted #1** | | |
| City tours | 1 | 1.1 |
| Sea-boat trips | 88 | 97.8 |
| Jungle natural treks | 1 | 1.1 |

Table 4.43  (cont.)

| Experiences in tour guiding | Frequency | Percentage (%) |
|---|---|---|
| Trips have been mostly conducted #2 | | |
| City tours | 25 | 27.8 |
| Sea-boat trips | 2 | 2.2 |

4.2.4  Tourist guides' opinion about importance and performance of tourist guides' service quality attributes

1.) Importance of tourist guides' service quality attributes

To address the level of importance tourist guides' service quality, the mean, and standard deviations were calculated. The importance's grand mean was 4.34, which is 0.06 higher than the visitor's. The results were represented according to the ranking of the mean scores (Table 4.44). From 24 service quality attributes, they all had mean scores higher than 4, ranging from 4.14 to 4.96, meaning that tourist guides ranked all these attributes between 'neutral' to 'extremely important'.

The top five most important attributes from tourist guides' perspectives were 'punctuality' (mean = 4.922), 'honesty and trustworthiness' (mean = 4.86), 'respect for the customer' (mean = 4.70), 'knowledge of destinations' (mean = 4.66), and 'availability for help' (mean = 4.64). These attributes were scored high rates of importance because tourist guides thought that each attribute is an important key to their career success. Without punctuality, it would affect the trips variables. Moreover, anyone who wants to be tourist guides must have enough knowledge, especially knowledge of destinations to inform visitors. In addition, in order to have a career in the service industry, tourist guides need to be kind, honest, and show respect to customers in order to satisfy their customers. These top 5 important attributes were mostly identical to those in the visitors' perspectives, except 'availability for help', while ranked 5th in the tourist guides' views, and 8th in importance by visitors. Other 4 attributes still were similar to visitors' views. That is; instead of 'punctuality', visitors rated 'honesty and trustworthiness' as the most important attribute, followed by 'knowledge of destinations', 'respect for the customer', and 'punctuality'. On the other hand, the ranks did not differ much.

Table 4.44   Mean ranking for importance of tourist guides' service quality attributes
           from tourist guides' perspectives

| Rank | Service attributes | n | Mean score | SD | Importance level | Visitor's mean / Rank |
|------|--------------------|---|------------|-----|------------------|----------------------|
| 1. | Punctuality | 90 | 4.92 | 0.269 | Very high | 4.60 / 5 |
| 2. | Honesty and trustworthiness | 90 | 4.86 | 0.383 | Very high | 4.78 / 1 |
| 3. | Respect for the customer | 90 | 4.70 | 0.507 | Very high | 4.61 / 4 |
| 4. | Knowledge of destinations | 90 | 4.66 | 0.543 | Very high | 4.66 / 2 |
| 5. | Availability for help | 90 | 4.64 | 0.504 | Very high | 4.53 / 8 |
| 6. | Ability to solve problems | 90 | 4.63 | 0.528 | Very high | 4.43 / 12 |
| 7. | Politeness | 90 | 4.62 | 0.552 | Very high | 4.57 / 6 |
| 8. | Briefing visitors on the itinerary | 90 | 4.60 | 0.556 | Very high | 4.42 / 14 |
| 9. | Giving Information about safety regulations | 90 | 4.57 | 0.581 | Very high | 4.34 /18 |
| 10. | Neat and tidy appearance | 90 | 4.56 | 0.655 | Very high | 4.37 / 17 |
| 11. | Caring about the natural environment | 90 | 4.54 | 0.583 | Very high | 4.43 / 13 |
| 12. | Informing visitors about destination's customs | 90 | 4.52 | 0.622 | Very high | 4.38 / 16 |
| 13. | Good communication in English | 61 | 4.52 | 0.646 | Very high | 4.47 / 10 |
| 14. | Making sure that safety measures are sufficient | 90 | 4.51 | 0.604 | Very high | 4.44 / 11 |
| 15. | Good health | 90 | 4.49 | 0.585 | Very high | 4.42 / 15 |
| 16. | Delivering the services as promised in the itinerary | 90 | 4.44 | 0.637 | Very high | 4.62 / 3 |
| 17. | Friendliness | 90 | 4.43 | 0.618 | Very high | 4.57 / 7 |
| 18. | Ability to Generate a friendly atmosphere | 90 | 4.43 | 0.581 | Very high | 4.49 / 9 |
| 19. | Being well-trained | 90 | 4.37 | 0.569 | Very high | 4.34 / 19 |
| 20. | Introducing reliable shops | 90 | 4.32 | 0.700 | Very high | 4.06 / 23 |
| 21. | Good presentation skills | 90 | 4.28 | 0.653 | Very high | 4.22 / 21 |
| 22. | Paying attention to detail | 90 | 4.24 | 0.723 | Very high | 4.22 / 22 |
| 23. | Good communication in a second language | 35 | 4.17 | 0.746 | High | 3.45 / 24 |
| 24. | Sense of humor | 90 | 4.14 | 0.712 | High | 4.24 / 20 |
| | Grand mean | | 4.34 | 0.327 | Very High | 4.28 |

This is a good sign for tourist guides since their opinions regarding service attribute's importance are similar to those of the visitors. If tourist guides can make efforts on these associated attributes, it will be possible to satisfy visitors with their services. However, what is interested is that, 'delivering the service as promised in the itinerary' was rated the $3^{rd}$ in importance in the visitors' views, tourist guides ranked it $16^{th}$ in importance. For example, tourist guides might not keep strictly to the program if there were changes in circumstances such as climate changes or route difficulties. It is suggested that tourist

guides should give greater significance to this attribute because it is very important to visitors to visit all the places mentioned in the itinerary.

However, the 5 lowest important attributes rated by visitors were also ranked the lowest important attributes in the view of the tourist guide's. These were 'sense of humor' (mean = 4.14), 'good communication in a second languages' (mean = 4.17), 'paying attention to detail' (mean = 4.24), 'good presentation skills' (mean = 4.28), and 'introducing reliable shops' (mean = 4.32) which the least importance attributes in the opinion of tourist guides' opinion. Similar to visitors who rated these 5 attributes as having the lowest importance for the reason that they might not be the main service they desire to obtain from tourist guides, tourist guides may think that these attributes are not core responsibilities for success in a career as a tourist guide. All of them may be supporting factors for success.

## 2.) Performance of tourist guide's service quality attributes

The tourist guides themselves rated their own performance at an extremely high average mean score of 4.26. It is noticeable that 4 attributes in the first 5th ranked attributes were the same as in the importance attributes evaluation (Table 4.45). That suggests that tourist guides could perform well enough following the importance level. They are assured that they can well perform in regarding to 'punctuality' (mean = 4.76), which is one of the most important attributes regard for a tourist guide career. Without being punctual, the trip may be delayed and visitors may miss something depending on the time such as sunrise or sunset. Not far from the 1st rank, 'honesty and trustworthiness' and 'respect for the customer' came up with very high mean scores of 4.74 and 4.70, which is quite a good sign that the guided are able to perform this attribute to gave the visitors trust and to create a positive image for tourist guides. 'Politeness' ranks fourth good performance (mean = 4.66) while it ranked 7th in importance from the tourist guides' views. That is tourist guides believe that they could better act politely than it's important. Moreover, they voted themselves to be available for help that showed tourist guides were always ready for their jobs and their duties. Nevertheless, 'availability for helps' was not perceived as a satisfactory attribute since it is ranked 12th in performance with a negative 0.06 Gap from the visitors' point of view.

Table 4.45   Mean ranking for performance of tourist guides' service quality

attributes from tourist guides' perspectives

| Rank | Service attributes | n | Mean score | SD | Performance Level | Visitor's mean / Rank |
|------|-------------------|---|-----------|-----|-------------------|----------------------|
| 1. | Punctuality | 90 | 4.76 | 0.457 | Very High | 4.53 / 6 |
| 2. | Honesty and trustworthiness | 90 | 4.74 | 0.438 | Very High | 4.58 / 4 |
| 3. | Respect for the customer | 90 | 4.70 | 0.484 | Very High | 4.60 / 3 |
| 4. | Politeness | 90 | 4.66 | 0.500 | Very High | 4.68 / 1 |
| 5. | Availability for help | 90 | 4.60 | 0.576 | Very High | 4.47 / 12 |
| 6. | Caring about the natural environment | 90 | 4.58 | 0.635 | Very High | 4.13 / 21 |
| 7. | Friendliness | 90 | 4.53 | 0.584 | Very High | 4.66 / 2 |
| 8. | Briefing visitor on the itinerary | 90 | 4.52 | 0.622 | Very High | 4.46 / 13 |
| 9. | Informing visitors about destination's customs | 89 | 4.46 | 0.673 | Very High | 3.98 / 23 |
| 10. | Neat and tidy appearance | 90 | 4.44 | 0.620 | Very High | 4.49 / 9 |
| 11. | Good health | 90 | 4.42 | 0.599 | Very High | 4.53 / 7 |
| 12. | Ability to Generate friendly atmosphere | 90 | 4.41 | 0.651 | Very High | 4.48 / 10 |
| 13. | Delivering the service as promised in the itinerary | 90 | 4.40 | 0.632 | Very High | 4.49 / 8 |
| 14. | Introducing reliable shops | 90 | 4.38 | 0.663 | Very High | 4.08 / 22 |
| 15. | Giving Information about safety regulations | 90 | 4.38 | 0.628 | Very High | 4.27 / 19 |
| 16. | Making sure that safety measures are sufficient | 90 | 4.33 | 0.686 | Very High | 4.16 / 20 |
| 17. | Knowledge of destinations | 90 | 4.33 | 0.599 | Very High | 4.57 / 5 |
| 18. | Good communication in English | 61 | 4.27 | 0.728 | Very High | 4.47 /11 |
| 19. | Paying attention to detail | 90 | 4.27 | 0.699 | Very High | 4.37 / 16 |
| 20. | Being well-trained | 90 | 4.26 | 0.663 | Very High | 4.46 / 14 |
| 21. | Ability to solve problems | 90 | 4.23 | 0.735 | Very High | 4.30 / 18 |
| 22. | Sense of humor | 90 | 4.19 | 0.732 | High | 4.45 / 15 |
| 23. | Good presentation skills | 90 | 4.17 | 0.691 | High | 4.32 / 17 |
| 24. | Good communication in a second language | 35 | 4.03 | 0.706 | High | 3.38 / 24 |
| | Grand mean | | 4.26 | 0.413 | High | 4.23 |

It is interesting that tourist guides evaluated their knowledge of destinations as ranking in 17th place, while visitors viewed that tourist guides had a good enough know ledge of destinations to be ranked it 5th in good performance. Foreign visitors may have limited in perception of new knowledge and information that they were not familiar with before. Therefore, they may feel that tourist guides have a lot of information to give to them. If tourist guides believe that they could not perform very well on this attribute, they can continuously improve their knowledge to give more satisfaction to visitors.

Attributes that were rated lowest performance in the tourist guides' opinion were 'good communication in a second language' (mean = 4.03), 'good presentation skills' (mean = 4.17), and 'sense of humor' (mean = 4.19). These almost matched each other in their rank of importance. Even these that showed the lowest ranks, still had high average 3.41 to 4.20.

### 3.) Performance – Importance Gap

Through the Gap comparison between the importance and the performance, the grand mean Gap was significantly reduced at the significant level at 0.05 (Gap = -0.08, P = .011). Only 6 service attributes had positive Gaps. That means tourist guides could not perform well enough in the other 18 attributes. However, all of the positive attributes were not significantly different testing paired simple t-test at the variable at 0.05. That is, tourist guides could perform the following attributes at the same level of importance they had evaluated. These were 'friendliness' (Gap = 0.10, P = .191), 'introducing reliable shops' (Gap = 0.06, P = .387), 'sense of humor' (Gap = 0.05, P = .483), 'caring about the natural environment' (Gap = 0.04, P = .615), 'paying attention to details', (Gap = 0.03, P = .765), and 'politeness' (Gap = 0.02, P = .604).

We also used the paired simple t-test to compare the mean differences between importance mean and the performance mean of 18 other tourist guides service attributes, which showed negative Gap scores (Table 4.46). It found that only 8 service attributes had mean differences at the significant level at 0.05. They included 'good communication in English' (Gap = -0.25, P =.012), 'making sure that safety measures are sufficient' (Gap = -0.18, P = .023), 'honesty and trustworthiness' (Gap = -0.12, P = .025), 'being well-trained' (Gap = -0.11, P = .039), 'ability to solve problems' (Gap = -0.40, P = .000), 'knowledge of destinations' (Gap = -0.33, P = .000), 'giving information about safety regulations' (Gap = -0.19, P = .005), and 'punctuality' (Gap = -0.16, P = 002). It is noticeable that the last 4 attributes showed significant differences at the significant level at 0.01 that showed a high rate of differences between pairs.

Table 4.46 Comparison between importance and performance of tourist guide service quality attributes among tourist guides perception

(n=90ᵃ)

| | Service attributes | Importance (I) | | Performance (P) | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Mean | SD | Mean | SD | P-I Gap | t-value | df | P-value |
| A. | Neat and tidy appearance | 4.56 | 0.655 | 4.44 | 0.620 | -0.12 | 1.367 | 89 | .175 |
| B. | Good health | 4.49 | 0.585 | 4.42 | 0.599 | -0.07 | 0.865 | 89 | .389 |
| C. | Punctuality | 4.92 | 0.269 | 4.76 | 0.457 | -0.16 | 3.145 | 89 | .002* |
| D. | Honesty and trustworthiness | 4.86 | 0.383 | 4.74 | 0.438 | -0.12 | 2.288 | 89 | .025** |
| E. | Briefing visitor on itinerary | 4.60 | 0.556 | 4.52 | 0.622 | -0.08 | 1.305 | 89 | .195 |
| F. | Delivering the service promised in the itinerary | 4.44 | 0.637 | 4.40 | 0.632 | -0.04 | 0.647 | 89 | .519 |
| G. | Giving information about safety regulations | 4.57 | 0.581 | 4.38 | 0.628 | -0.19 | 2.908 | 89 | .005* |
| H. | Making sure that safety measures are sufficient | 4.51 | 0.604 | 4.33 | 0.686 | -0.18 | 2.317 | 89 | .023** |
| I. | Informing visitors about the destination's customs | 4.52 | 0.622 | 4.46 | 0.673 | -0.06 | 1.029 | 89 | .306 |
| J. | Caring about the natural environment | 4.54 | 0.583 | 4.58 | 0.635 | +0.04 | -0.505 | 89 | .615 |
| K. | Availability for help | 4.64 | 0.504 | 4.60 | 0.576 | -0.04 | 0.647 | 89 | .519 |
| L. | Ability to solve problems | 4.63 | 0.528 | 4.23 | 0.735 | -0.40 | 5.083 | 89 | .000* |
| M. | Politeness | 4.62 | 0.552 | 4.66 | 0.500 | +0.02 | -0.520 | 89 | .604 |
| N. | Respect for the customer | 4.70 | 0.507 | 4.70 | 0.484 | +0.00 | 0.000 | 89 | 1.000 |
| O. | Knowledge of destinations | 4.66 | 0.543 | 4.33 | 0.599 | -0.33 | 4.365 | 89 | .000* |
| P. | Good communication in English | 4.52 | 0.646 | 4.27 | 0.728 | -0.25 | 2.578 | 60 | .012** |
| Q. | Good communication in a second language | 4.17 | 0.746 | 4.03 | 0.706 | -0.14 | 1.094 | 34 | .282 |
| R. | Good presentation skills | 4.28 | 0.653 | 4.17 | 0.691 | -0.11 | 1.318 | 89 | .191 |
| S. | Being well-trained | 4.37 | 0.569 | 4.26 | 0.663 | -0.11 | -2.099 | 89 | .039** |
| T. | Friendliness | 4.43 | 0.618 | 4.53 | 0.584 | +0.10 | -1.318 | 89 | .191 |
| U. | Ability to generate a friendly atmosphere | 4.43 | 0.581 | 4.41 | 0.651 | -0.02 | 0.315 | 89 | .754 |
| V. | Sense of humor | 4.14 | 0.712 | 4.19 | 0.732 | +0.05 | -0.705 | 89 | .483 |
| W. | Paying attention to detail | 4.24 | 0.723 | 4.27 | 0.699 | +0.03 | -0.300 | 89 | .765 |
| X. | Introducing reliable shops | 4.32 | 0.700 | 4.38 | 0.663 | +0.06 | -0.869 | 89 | .387 |
| | Grand mean | 4.34 | 0.327 | 4.26 | 0.413 | -0.08 | 2.604 | 89 | .011** |

Note: Paired-Simples t-test indicated the differences between Gap analysis at

* the significance level = 0.01 and ** the significant level = 0.05

ᵃ n=90 excepted n for P., n=61 and n for Q., n=35.

4.) Professional training

Two-thirds of respondents thought that they found the difficulty of getting tourist guide license with the two main reasons of being the complicated subjects & exam and the high qualification requirement. However, 14 respondents gave the reasons of ease in getting tourist guide license that they are qualified enough, the training programs were not in high standard--non intensive course, and because they all paid high attention of training. Beside particular training programs for tourist guides, more than 50 percent of respondents had taken other training programs after they got licenses. Most of them had ever attended other programs on: service skills and techniques, ecotourism, foreign language, basic knowledge of Phuket and its history, and ethics for tourist guides. For those who had not taken other training programs the reasons they gave were time limitation, lack of information about training, adequacy of existing knowledge, and unprofessional trainers (Table 4.47). Nevertheless, two-thirds (79.1%) of them still require further training programs. 11 respondents requested 'foreign language' programs, while nine, six, and other six respondents needed programs in 'delivering service and information', 'tourism situation and marketing', and 'ethics and law in tourism', respectively. Training in 'foreign language' was the highest preference, which matched with one question about required foreign language in the questionnaire. 55 respondents gave their opinions on foreign language requirement.

Table 4.47   Professional training

| Professional training | n | Frequency | Percentage (%) |
|---|---|---|---|
| Ease in getting a tourist guide license | 85 | | |
| Difficulty | | 64 | 75.3 |
| Ease | | 21 | 24.7 |
| Reasons for difficulty | 46 | | |
| Complicated subjects and exam | | 27 | 58.7 |
| Requires high ability | | 17 | 37.0 |
| others | | 2 | 4.3 |
| Reasons for ease | 14 | | |
| Qualified as a tourist guide | | 7 | 50.0 |
| Low standard of training program | | 4 | 28.6 |
| Paying high attention to training | | 3 | 21.4 |

Table 4.47　(cont.)

| Professional training | n | Frequency | Percentage (%) |
|---|---|---|---|
| Experience on other training program | 86 | | |
| Yes | | 53 | 58.9 |
| No | | 33 | 36.7 |
| Training program attended | 23 | | |
| Service skill and technique | | 10 | 43.5 |
| Ecotourism | | 6 | 26.1 |
| Foreign language | | 4 | 17.4 |
| Basic knowledge of Phuket and its history | | 2 | 8.7 |
| Ethics for tourist guides | | 1 | 4.3 |
| Reasons of no other training programs | 18 | | |
| Time limitation | | 9 | 50.0 |
| Lack of training information | | 5 | 27.8 |
| Adequacy of existing knowledge | | 3 | 16.7 |
| Trainers are not professional enough | | 1 | 5.6 |

Korean, Chinese, Japanese, Russian, and English were the top 5 foreign languages required with score of 20.0%, 18.2%, 16.4%, 16.4%, and 12.7%, respectively. One-third of respondents expressed the view that if they took a training program, the organization that would be the most appropriate for organizing the program or the program sponsor would be the Tourism Authority of Thailand (TAT). And any training program payment should be the tourist guides' responsibility (58.9%), while 38.9% thought it should be free of charge for tourist guides (Table 4.48).

Table 4.48　Training requirement

| Item | n | Frequency | Percentage (%) |
|---|---|---|---|
| Training program requirement | 90 | | |
| Yes | | 68 | 79.1 |
| No | | 18 | 20.0 |
| Required program | 34 | | |
| Foreign language | | 11 | 32.4 |
| Delivering service and information | | 9 | 26.5 |
| Tourism situation and marketing | | 6 | 17.6 |
| Ethics and law in tourism | | 6 | 17.6 |
| General guide (Foreign) | | 1 | 2.9 |

Table 4.48 (cont.)

| Items | n | Frequency | Percentage (%) |
|---|---|---|---|
| Language training requirement | 55 | | |
| Korean | | 11 | 20.0 |
| Chinese | | 10 | 18.2 |
| Japanese | | 9 | 16.4 |
| Russian | | 9 | 16.4 |
| English | | 7 | 12.7 |
| French | | 3 | 5.5 |
| German | | 2 | 3.6 |
| Spanish | | 2 | 3.6 |
| Other languages | | 2 | 3.6 |
| Responsible training organization | 90 | | |
| Tourism Authority of Thailand (TAT) | | 33 | 37.0 |
| Educational institutions | | 17 | 19.1 |
| Professional Guide Association (PGA) | | 17 | 19.1 |
| Others | | 23 | 25.8 |
| TAT and PGA | | 8 | 34.8 |
| TAT and institutes | | 8 | 34.8 |
| Other related organizations | | 7 | 30.4 |
| Training payment responsibility | 90 | | |
| Tourist guides should pay part of the cost | | 53 | 58.9 |
| Free of charge for tourist guides | | 35 | 38.9 |
| Tourist guides should pay for all the cost | | 2 | 2.2 |
| Training program sponsors | 82 | | |
| TAT | | 58 | 70.7 |
| PGA | | 17 | 20.7 |
| Others | | 7 | 8.5 |

## 4.3 Importance –Performance Analysis (IPA)

In this study, IPA was applied to compare the importance of tourist guides' service quality attributes and the performance of tourist guides in Phuket as perceived by foreign visitors and Phuket tourist guides, and to propose specific measures aimed at improving Thai tourist guides' performance. The IPA model consisted of 4 quadrants depending on

two axis-importance (Y) and performance (X). The 4 quadrants include *Concentrate Here, Keep Up the Good Work, Low Priority, and Possible Overkill.*

### 4.3.1 Visitors' perspectives

The mean scores of the 24 tourist guide service quality attributes in relation to importance and performance was presented in Table 4.25. The data was then transferred to the IPA grid presentation. The grand means for importance and performance were calculated by excluding one outfier 'good communication in second language-Q', which had a significantly lower value than the others. This was done in order to avoid distorting the results by underestimating the means. One reason for this is that a smalls amount of respondents responded on this attribute. The new importance mean score was 4.44 and the performance's was 4.40. In Figure 4.1, the X-axis represented the performance scores of the service quality attributes, while the Y-axis represented their importance scores. As shown in Figure 4.1, 2 attributes were captured in the *Concentrate Here* quadrant, 10 in *Keep Up the Good Work* quadrant, 7 in *Low Priority* quadrant, and 5 attributes in *Possible Overkill* quadrant.

### 1.) Concentrate Here quadrant

The *Concentrate Here* quadrant identified two attributes, 'making sure that safety measures are sufficient' and 'ability to solve problems', which were rated above the average for importance but below the performance average. Even though they were perceived as 11th and 12th in importance for the service quality attributes by tourist guides' views, respectively, but performance levels of this attribute were rated in the seventh lowest position. Importantly, both were in the service quality dimension of *Responsiveness.* That is, tourist guides could not directly or indirectly respond to or answer visitors' questions very well. This study did not define whether the problems referred to visitors' personal problems or the problems of a tour group, so it is possible that the rating was related to the performance of the tourist guide's in problem solving both visitors' specific needs and group tour difficulties. Therefore, tourist guides should treat their visitors with care and seriousness, especially in regarding to safety.

Figure 4.1    IPA grid illustrating tourist guide service quality, perceived by foreign

visitors
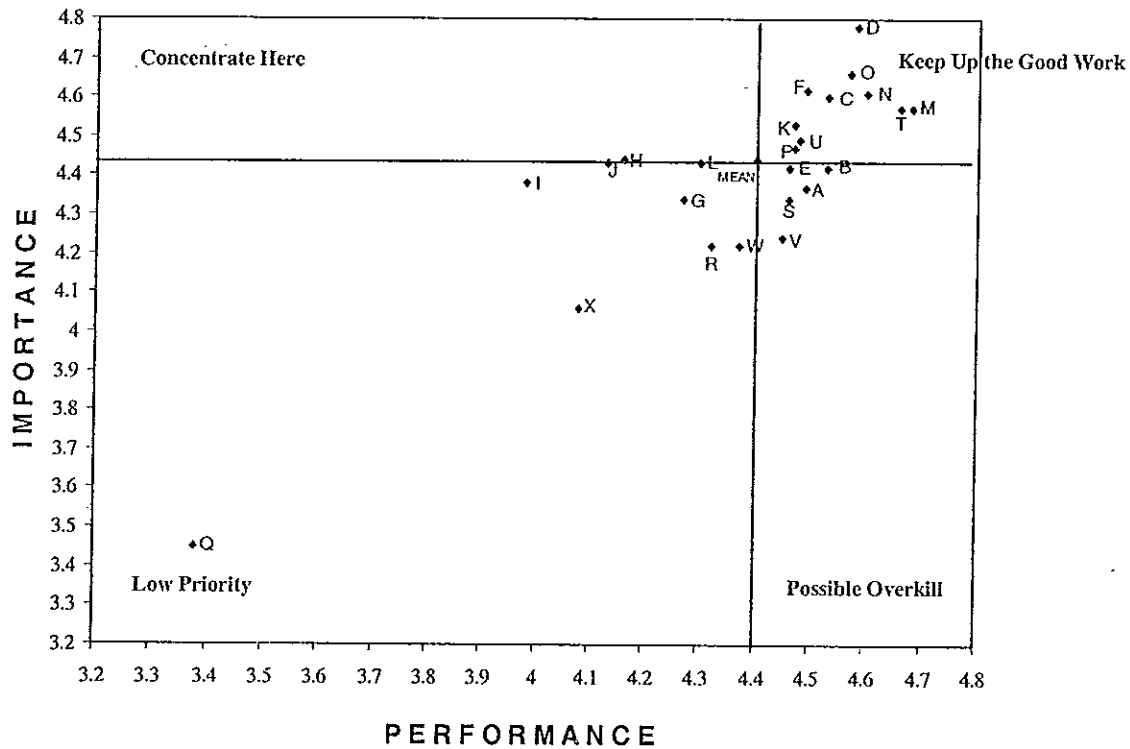


Notes: The grand means for importance and performance were calculated by excluding one outfier– "good communication in a second language".

| | |
|---|---|
| A. Neat and tidy appearance | M. Politeness |
| B. Good health | N. Respect for the customer |
| C. Punctuality | O. Knowledge of destinations |
| D. Honesty and trustworthiness | P. Good communication in English |
| E. Briefing visitor on the itinerary | Q. Good communication in a second language |
| F. Delivering service as  promised in the itinerary | R. Good presentation skills |
| G. Giving information about safety regulations | S. Being well–trained |
| H. Making sure that safety measures are sufficient | T. Friendliness |
| I. Informing visitors about the destination's customs | U. Ability to generate a friendly atmosphere |
| J. Caring about the natural environment | V. Sense of humor |
| K. Availability for help | W. Paying attention to detail |
| L. Ability to solve problems | X. Introducing reliable shops |

2.) Keep Up the Good Work quadrant

10 (41.67%) attributes were identified in the *Keep Up the Good Work* quadrant. These were 'punctuality', 'honesty and trustworthiness', 'delivering service as promised in the itinerary', 'availability for help', 'politeness', 'respect for the customer', 'knowledge of destinations', 'good communication in English', 'friendliness', and 'ability to generate a friendly atmosphere'. These attributes were rated above both importance and performance. The results expressed that Phuket tourist guides had performed their work well in the above aspects. It is noticeable that tourist guides can perform quite well in terms of *'Reliability'* and very well in the service quality dimension of *'Assurance'*. However, 7 out of 10 service attributes that the mean score ratings of performance were lower than those for the importance ratings. Therefore, efforts should be made to maintain and improve services in these areas (C, D, F, K, N, O, and U) (Figure 4.1).

3.) Low Priority quadrant

The seven service quality attributes allocated to the *Low Priority* quadrant were 'giving information about safety regulations', 'informing visitors about destination's customs', 'caring about the natural environment', 'good communication in second language', 'good presentation skills', 'paying attention to details', and 'introducing reliable shops'. They all were rated below average for both importance and performance. Or it may simply be said that visitors consider these attributes as less important compared with other attributes. This implied that fewer resources should be allocated to this low priority cell. But it doest not mean that the industry has to reduce its efforts to improve these aspects. Caring about safety is an important issue that tourist guides should be conscious of since it will make visitors feel confident with the trip. Also, second language capability was needed in the current situation because we must try to respond to and satisfy each individual customer. Moreover, all service attributes were rated with high and very high importance scores of between 3.41–5.00.

4.) Possible Overkill quadrant

Five attributes were loaded in the *Possible Overkill* quadrant. This indicates that the attributes were rated as having importance lower than average importance, but the performance of Phuket tourist guides in this area was higher than the average. These attributes included: briefing visitors on the itinerary, good health, having a neat and tidy appearance, being well-trained, and having a sense of humor. They were rated at the $14^{th}$, $15^{th}$, $17^{th}$, $19^{th}$, and $20^{th}$ importance attributes, but in $13^{th}$, $7^{th}$, $9^{th}$, $14^{th}$, and $15^{th}$ position for performance, respectively. The implication is that, visitors were extremely satisfied by Phuket tourist guides with these attributes, while they were not regarding as being very important for them. Therefore, the industry should not over utilize resources in this area. However, these things were mostly like extra services, so each tourist guide could create such value added attributes for their visitors.

### 4.3.2 Tourist guides' perspectives

Besides the visitors, tourist guides rated themselves in terms of the importance and their performance of 24-service quality attributes. The results were illustrated in an IPA grid (Figure 4.2) similar to figure 4.1 with the two axes and four quadrants.

1.) Concentrate Here quadrant

The single attribute that was located in the *Concentrate Here* quadrant was 'ability to solve problems', which was the same as for the two attributes in the visitors' *Concentrate Here* quadrant. This meant it was rated as above average for the importance score, but below average for the performance score. This attribute was ranked the $6^{th}$ importance, but ranked the $21^{st}$ on performance, which showed a big difference. Moreover, visitors perceived tourist guides could perform this attribute putting it in $18^{th}$ rank and locating it in the same quadrant. Therefore, tourist guides should pay more attention to this attribute, which they can not perform well enough, to improve service quality and satisfy their visitors. Similarly, we did not separate the tour group's difficulties and visitors' individual needs, but tourist guides should try to show more on their ability in problem solving.

Figure 4.2 IPA grid illustrating tourist guide service quality, perceived by tourist guides



Notes:

| | |
|---|---|
| A. Neat and tidy appearance | M. Politeness |
| B. Good health | N. Respect for the customer |
| C. Punctuality | O. Knowledge of destinations |
| D. Honesty and trustworthiness | P. Good communication in English |
| E. Briefing visitor on the itinerary | Q. Good communication in a second language |
| F. Delivering service as promised in the itinerary | R. Good presentation skills |
| G. Giving information about safety regulations | S. Being well-trained |
| H. Making sure that safety measures are sufficient | T. Friendliness |
| I. Informing visitors about the destination's customs | U. Ability to generate a friendly atmosphere |
| J. Caring about the natural environment | V. Sense of humor |
| K. Availability for help | W. Paying attention to detail. |
| L. Ability to solve problems | X. Introducing reliable shops |

The attribute 'making sure that safety measures are sufficient', which was rated by visitors in the *Concentrate Here* quadrant, were not in the same quadrant as tourist guides' views. It was located in the *Keep Up the Good Work* quadrant. That showed tourist guides might overrate themselves on this attribute. It is not a good sign in tourist guides' evaluation because they may have overlooked this attribute. They might not be paying enough attention to safety measures, which is one of the main responsibilities of the tourist

guides' career to serve their visitors. Visitors may not be impressed with their service and might not want to re-consume the trip.

### 2.) Keep Up the Good Work

18 (75%) attributes were identified in *the Keep Up the Good Work* quadrant. These all rated above average scores in both importance and performance. These included: 'neat and tidy appearance', 'good health', 'punctuality', 'honesty and trustworthiness', 'briefing visitors on the itinerary', 'delivering service as promised in the itinerary', giving information about safety regulations', 'making sure that safety measures are sufficient', 'informing visitors about the destination's customs', 'caring about the natural environment', 'availability for help', 'politeness', 'respect for the customer', 'knowledge of destinations', 'good communication in English', 'being well-trained', 'friendliness', and 'ability to generate a friendly atmosphere'.

It can be noticed that the tourist guides identified 8 attributes at scores above the over visitors' evaluation, which shows the risk that they are overrating themselves. Only 9 attributes were the same as visitors' views (Table 4.49). That is, if tourist guides do not bring visitors' results into their evaluation, it will make them feel proud in the areas in which they believe they can do well. Therefore, they will not pay more attention to those service areas that may not satisfy their customers.

The 10 attributes that were rated in the same quadrant as the visitors' evaluation included: 'punctuality', 'honesty and trustworthiness', 'delivering services as promised in the itinerary', 'availability for help', 'politeness', 'respect for the customer', knowledge of destinations', 'good communication in English', 'friendliness', and 'ability to generate a friendly atmosphere'. Tourist guides rated all of these as having very high importance scores since most of them were core services in the tourist guides' job and are the key to success in this career path. These attributes are the 'regarded attributes' for their duties.

However, the 8 other attributes that were rated in this *Keep Up the Good Work* quadrant, were not rated in the same quadrant for the visitors' points of view. Tourist guides should concentrate to maintain and improve their performance for these attributes, especially for the next 3 attributes that were in the *Low Priority* quadrant for the visitors' views: 'giving information about safety regulations', 'informing visitors about the destination's customs', and 'caring about the natural environment'. In the visitors' views,

Table 4.49 Comparison of service attributes evaluated by tourist guides and visitors

| No. | Attributes | Tourist guides' views | Visitors' views |
|---|---|---|---|
| A. | Neat and tidy appearance | Keep Up the Good Work | Possible Overkill |
| B. | Good health | Keep Up the Good Work | Possible Overkill |
| C. | Punctuality | Keep Up the Good Work | Keep Up the Good Work |
| D. | Honesty and trustworthiness | Keep Up the Good Work | Keep Up the Good Work |
| E. | Briefing visitors on the itinerary | Keep Up the Good Work | Possible Overkill |
| F. | Delivering the service as promised in the itinerary | Keep Up the Good Work | Keep Up the Good Work |
| G | Giving information about safety regulations | Keep Up the Good Work | Low Priority |
| H. | Making sure that safety measures are sufficient | Keep Up the Good Work | Concentrate Here |
| I | Informing visitors about the destination's customs | Keep Up the Good Work | Low Priority |
| J. | Caring about the natural environment | Keep Up the Good Work | Low Priority |
| K. | Availability for help | Keep Up the Good Work | Keep Up the Good Work |
| L. | Ability to solve problems | Concentrate Here | Concentrate Here |
| M. | Politeness | Keep Up the Good Work | Keep Up the Good Work |
| N. | Respect for the customer | Keep Up the Good Work | Keep Up the Good Work |
| O. | Knowledge of destinations | Keep Up the Good Work | Keep Up the Good Work |
| P. | Good communication in English | Keep Up the Good Work | Keep Up the Good Work |
| Q. | Good communication in a second language | Low Priority | Low Priority |
| R. | Good presentation skills | Low Priority | Low Priority |
| S. | Being well-trained | Keep Up the Good Work | Possible Overkill |
| T. | Friendliness | Keep Up the Good Work | Keep Up the Good Work |
| U. | Ability to generate a friendly atmosphere | Keep Up the Good Work | Keep Up the Good Work |
| V. | Sense of humor | Low Priority | Possible Overkill |
| W. | Paying attention to detail | Possible Overkill | Low Priority |
| X. | Introducing reliable shops | Possible Overkill | Low Priority |

tourist guides did not pay enough attention to safety, security, and other related information. Tourist guides might rate these attributes with high scores of performance because they did not face problems or direct complaints from their visitors. Therefore, they should not neglect to enhance this quality of service. Single attribute that was rated in the Keep Up the Good Work quadrant, was in the Concentrate Here quadrant from visitors' views. Similar to the 3 cited previous attributes, 'making sure safety measures are sufficient' were not good enough from visitors opinion. This might because the abstract of this attributes that tourist guides may check the safety themselves without any expression but visitors could not perceive that kind of service.

4 attributes rated in the *Possible Overkill* quadrant for the visitors' views: 'neat and tidy appearance', 'good health', 'briefing visitors on the itinerary', and 'being well-trained'. This should be acceptable for the tourist guide evaluation because they evaluated these attributes as being all very important and they could perform them very well. One reason for the different point of view of the visitors' might be that they value these attributes as being of lower importance than of the tourist guides. However, their perceptions were similar to these of the tourist guides who believed that they could perform very well in these service attributes.

It can be said that tourist guides' opinions and the visitors' views were different. Tourist guides may have overvalued their performance, so they should take their visitors' feedback into the evaluation and development. Other wise, tourist guides will not improve some services that they have evaluated as showing a good performance but it could not make visitors feel satisfied.

### 3.)Low Priority quadrant

Three service attributes, which fell in this *Low Priority* quadrant, and were rated below both the mean scores for importance and performance included: 'good communication in a second language', 'good presentation skills', and 'sense of humor'. The first two attributes were in the same quadrant as for the visitors' view. That is, tourist guides need to improve their second language skills and presentation skills. Both of them related to communication, which is a very important element in the tourist guide career for giving information to the visitors. The last one 'sense of humor' was rated in the *Possible Overkill* quadrant from the visitors' perspective. Tourist guides should not pay much attention to improving this attribute since tourist guides can already perform well enough in their eyes, while it is not important as other service attributes.

Tourist guides or the industry should not allocate many resources to developing these attributes, however basic training or improvement is still needed. Moreover, these service attributes mostly accord with those in visitors' points of view.

4.) Possible Overkill quadrant

This quadrant identified service attributes which were positioned as having low importance but high performance. The two service attributes were 'paying attention to details' and 'introducing reliable shops'. Similar to the visitors' views, these two attributes were both of low importance, but visitor perceived tourist guides had high performance for 'paying attention to details' but low performance for 'introducing reliable shops'. From the tourist guides' perspective, they rated both of these attribute as having low importance, but they might be giving too much importance to these factors, so they well performed. Particularly, for the last one that tourist guides should not pressure visitors into shopping, In the visitors' point of view, these two attributes were in the *Low Priority* quadrant. That meant visitors did not give too much importance to them, and they perceived that tourist guides could not perform these attributes well enough. Therefore, tourist guide should pay attention to other important factors in order to satisfy visitors.

# CHAPTER 5

## CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

The purposes of this chapter are to draw some conclusions, discuss, and make recommendations based on the research findings and also to point out the limitations of this research. In this study, the researcher discussed the research results based on 2 objectives. Firstly, to assess the service quality of Thai tourist guides and to identify the performance areas which Thai tourist guides need to improve. It also gave recommendations related to the last objective: to propose specific measures aimed at improving Thai tourist guides' performance.

Questionnaires were collected from two groups of respondents, 380 visitors and 90 tourist guides in Phuket. According to the questionnaires filled out by foreign visitors who visited Phuket and experienced tourist guide services in July and August 2005, most of came from Australia & New Zealand, Europe, Asia, Middle East & Africa, and America, respectively.

### 5.1 Conclusion

One objective of this study was to assess the service quality of Thai tourist guides. Results were from two main sources: visitors and tourist guides. Both of them had evaluated 24 service quality attributes of tourist guides in two parts: importance and performance, with a 5-likert scale rating. The visitors' results showed that the mean scores for both importance and performance were very high mean, at 4.44 and 4.40, respectively. 24 relevant tourist guide service quality attributes were scattered to all 4 quadrants in the Importance-Performance Analysis (IPA) Model made up of 4 quadrants: *Concentrate Here, Keep Up the Good Work, Low Priority,* and *Possible Overkill.* Most service quality attributes (10 attributes) were identified in the *Keep Up the Good Work* quadrant. Most of them referred to the good service quality for dimensions of reliability and assurance. Nevertheless, the three service quality attributes in this quadrant still had significant negative P-I Gap scores. The 2 service quality attributes allocated in the *Concentrate Here* quadrant were making sure that safety measures are sufficient and ability to solve problems.

Tourist guides also evaluated their service attributes. The mean importance and performance scores of 4.34 and 4.26, were both higher than that of the visitors' points of view. In this study, 18 attributes rated by the tourist guides were located in *Keep Up the Good Work* quadrant. However, 10 service attributes were regarded the same in the visitors' view, while 8 other attributes were allocated in the three other quadrants. In contrast, seven of other service attributes were plotted in the *Low Priority* quadrant.

For the assessment, it could identify some qualitative and distinguishing attributes of Thai tourist guides. From the IP analysis, two outstanding attributes in the *Keep Up the Good Work* quadrant showed that Phuket tourist guides performed very well. These included 'politeness' and 'friendliness', While the following two service attributes needed improvement: 'making sure that safety measures are sufficient' and 'ability to solve problems'.

## 5.2 Discussion

The visitors' results showed that the mean scores for both importance and performance were very high mean, at 4.44 and 4.40, respectively. That is, visitors appear to have thought that 24 tourist guides' service quality attributes were very important and were also related to their expectations of good service. It is quite normal for the importance grand mean score to be very high, and also higher than the performance score. What tourist guides have to do in order to serve their visitors is important, and they must carry value out to the visitors. It was found a very high average performance score evaluated by foreign visitors, with the implication that tourist guides could have performed their jobs very well and that their performance almost satisfied the visitors.

For the results from visitors, 24 relevant tourist guide service quality attributes were scattered to all 4 quadrants in the Importance-Performance Analysis (IPA) Model made up of 4 quadrants: *Concentrate Here, Keep Up the Good Work, Low Priority,* and *Possible Overkill.* Most service quality attributes (10 attributes) were identified in the *Keep Up the Good Work* quadrant. Most of them referred to the good service quality for dimensions of reliability and assurance. That is, tourist guides appeared to have performed very well for the attributes of 'punctuality', 'honesty and trustworthiness', 'delivering the service as promised in the itinerary', 'availability for help', 'politeness', 'respect for the customer', 'knowledge of destinations', 'good communication in English', 'friendliness',

and 'ability to generate a friendly atmosphere'. The results were similar to a study of Duangsanit (2002) that Thai tourist guides showed good performance on punctuality, friendliness, and language capability. These results also were in line with the high level of importance given to those attributes by visitors. This is a good sign for tourist guides since it can said that these attributes are necessary attributes for a career as a tourist guide. Nevertheless, the three service quality attributes in this quadrant still had significant negative P-I Gap scores. It meant that importance scores were lower than the performance scores. If tourist guides can maintain these good attributes and continue improving them, it will be easy for them to work with happiness in their career and easy to other skills, knowledge, and attributes. One interesting point is that all the attributes in this quadrant showed the results of good training and having experience as tourist guides. Furthermore, related organizations should support maintaining and enhancing these service attributes of tourist guides to make tourist guides more confident in their career.

Tourist guides also evaluated their service attributes. The mean importance and performance scores of 4.34 and 4.26, were both higher than that of the visitors' points of view. In terms of the service providers, tourist guides may believe that each service attribute was important, but they did not know that it might be at a lower rate than the visitors thought. Similar to the scores for importance, tourist guides or anyone who have to evaluate their own performance may overrate their performance in their job. In this study, 18 attributes rated by the tourist guides were located in *Keep Up the Good Work* quadrant. However, 10 service attributes were regarded the same in the visitors' view, while 8 other attributes, including 'neat and tidy appearance', 'good health', 'briefing visitors on the itinerary', 'giving information about safety regulations', 'making sure that safety measures are sufficient', 'informing visitors about the destination's customs', 'caring about the natural environment', and 'being well-trained' were allocated in the three other quadrants. This demonstrated the risk of over-evaluation because only 1 of 8 attributes were in the *Concentrate Here* quadrant, while the other 6 attributes were in the *Low Priority* and *Possible Overkill* quadrants.

In contrast, 7 of other service attributes were plotted in the *Low Priority* quadrant. That is, these attributes were low importance to visitors and they also perceived tourist guides' performance of these attributes as being at a low level. Most of these attributes are related to the service quality dimensions of *Responsiveness* and *Empathy*. Visitors mainly want the core services or 'the essentials' from tourist guides rather than other additional

service attributes that might show individual service or which may be necessary for their travel. These comprised of 'giving information about safety regulations', 'informing visitors about destination's customs', 'caring about the natural environment', 'good communication in a second language', 'good presentation skills', 'paying attention to detail', and 'introducing reliable shops'. Even though visitors rated them with scores of low importance score, this did not mean they were exactly low, since it was not used the mean score at 3.00 but rather it was used the higher mean score. However, tourist guides cannot ignore this quadrant because they still performed lower than the importance scores, as perceived by visitors.

From the theory, which suggests we should be concerned with the *Concentrate Here* quadrant, which rates over-average scores on importance, however the performance mean score was rated lower than the grand mean score. Alternatively, it may simply be said that the following attributes did not satisfy our visitors who had experience of tourist guides: 'making sure that safety measures are sufficient' and 'ability to solve problems'. The second one was the only attribute rated by tourist guides to be in this same quadrant. It might explain this as being because tourist guides might forget to express their thoughts about safety concerns to visitors. On the other hand, they might have been familiar with the safety of their trips they always conducted, so they overlooked this issue. It is interesting that tourist guides could not perform well in problem solving despite the fact that this is a part of their job. At least it is one of three main responsibilities of tourist guides according to the Tourist Business and Guide Act 1992. It can make some more points about this issue. First, tourist guides may not have problem solving skills, especially those required for urgent and unexpected situations. Second, it did not distinguish between individual problems and tour problems, so it could not identify whether the results related to which of these problems. Last, there were not any problems including both visitors' problems and tour problems during the trip, so visitors might not have though that tourist guides have the ability to solve the problems. Moreover, Zhang and Chow (2003) found that Hong Kong tourist guides neither satisfy Chinese visitors in attribute of problem solving.

The last quadrant called *Possible Overkill* refers to attributes in which tourist guides show high performance while visitors rated it as being of rather low important. It is interesting that service quality attributes in this quadrant perceived by visitors and by tourist guides were not the same. 4 out of 5 attributes rated by visitors were in the *Keep Up the Good Work* quadrant from the tourist guides' views. Tourist guides valued these attributes

as being of higher performance. What the researcher is concerned about is the different evaluation between visitors and tourist guides. The more different, the more risk happens to tourist guides' career. In addition, the more differences will let tourist guides avoid or deny to improve their service quality, especially for those who have high self-esteem.

For the assessment, it could identify some qualitative and distinguishing attributes of Thai tourist guides. From the IP analysis, service attributes dropped in the *Keep Up the Good Work* quadrant and in the *Possible Overkill* quadrant where normally show quality of tourist guide services. Even in the *Low Priority* quadrant, the Gap analysis showed some qualitative attributes that had high positive Gaps between importance and performance. However, in the last two quadrants that it has been mentioned, the importance scores were below the grand mean score. Therefore, it is better to draw some distinguishing attributes from the *Keep Up the Good Work* quadrant with significant positive Gap scores. Even though it had asked both visitors and tourist guides, in order to identify the qualitative attributes it is better to use the main results from the visitors since they are ones who make decisions regarding tourist guide services. In this study, two outstanding attributes in the *Keep Up the Good Work* quadrant showed that Phuket tourist guides performed very well. These included:

1.) Politeness: Visitors rated this attribute as the 6th most important attribute but perceived the politeness of the tourist guides in 1st rank. This is because the tasks of the tourist guides is related to customer service, so treating visitors in a polite way seems to be a must for tourist guides to create good relationship and services with their visitors. This attribute also lead tourist guides to perform well in terms of respecting the customer. It is always said that Thai people who have 'Thai hospitality' mostly polite than others.

2.) Friendliness: Similar to the previous attribute, to work in this career, tourist guides need to be friendly and be ready to serve their customers whatever the circumstance. It is good that tourist guides were extremely friendly because it is the service attribute that is involved with heart and is difficult to train. If tourist guides are friendly, it will be easier for them to make a good relationship with visitors.

Besides that two previous distinguishing attributes, there were 6 other service attributes that were plotted in 2 other quadrants, *Possible Overkill* and *Low Priority*. The following service quality attributes showed that tourist guides could significantly perform above the importance score.

1.) Sense of humor (*Possible Overkill*)

2.) Paying attention to detail (*Low Priority*)

3.) Being well-trained (*Possible Overkill*)

4.) Neat and tidy appearance (*Possible Overkill*)

5.) Good health (*Possible Overkill*)

6.) Good presentation skills (*Low Priority*)

Besides the qualitative tourist guides service attributes previously identified, tourist guides still need to improve some service quality attributes as evaluated by foreign visitors.

More than 50 percent of service attributes had negative Gap scores between importance and performance scores. Among them, nine attributes were identified in the *Keep Up the Good Work* quadrant and the *Concentrate Here* quadrant, which had above-average importance scores. However, five of the nine attributes were significantly lower than the others and needed improvement in particular, the following two attributes that were allocated in the *Concentrate Here* quadrant.

1.) Making sure that safety measures are sufficient: Tourist guides who always serve visitors and conduct the tours may overlook this important issue if they don't regularly experience the accidents or dangerous situations. In general, just informing visitors about safety regulations maybe be enough in the tourist guides' view, but it may not be enough for visitors who come to unfamiliar places and a different environment. Moreover, measuring safety is quite complicated. However, it will be a risk for tourist guides, tour companies, and for visitors who buy the trips if tourist guides ignore this issue. It may make visitors feel unsafe if tourist guides do not really make sure or pay attention to details about safety throughout the trip. This may also reflect on the companies' reputations if they do not provide enough safety.

2.) Ability to solve problems: Tourist guides score on performance related to problem solving, which visitors rated as being 12th in importance. This might be because tourist guides did not have any chance to solve problems, so visitors did not perceive that tourist guides could solve problems very well. On another point, tourist guides could not help their visitors in meeting their requirements. The ability to solve problems also referred to the readiness of tourist guides to work and serve visitors.

There were other five attributes in the *Keep Up the Good Work* quadrant, which had negative mean Gap scores. These attributes were cited because tourist guides may overlook these since they were in the first priority quadrant. These were:

3.) Honesty and trustworthiness

4.) Delivering the service as promised in the itinerary

5.) Knowledge of destinations

6.) Punctuality

7.) Availability for help

Moreover, one interesting point is that the four attributes in the *Low Priority* quadrant had lower performance scores than importance scores. Although service attributes in this area had low-average importance scores, but tourist guides still gave it low performance. These include giving information about safety regulations, informing visitors about a destination's customs, caring about the natural environment, and good communication in a second language. Tourist guides can improve their services and abilities related to these issues to enhance their quality of service.

## 5.3 Recommendations

From the study results, the researcher had proposed guidelines to improve the service quality of Thai tourist guides grouped by related sectors including tourist guides, Professional Guide Association.

### 5.3.1 Tourist guides

1.) Tourist guides should be more concerned about safety in order to satisfy visitors. Tourist guides should not overlook even a little point because it might be significant for visitors. Tourist guides should check the readiness of cars, boats, safety tools, or possible climate changes before trips begin. Then tourist guides need to inform visitors about the safety regulations every time at the beginning of the trip without any exceptions, even for visitors who already know. Moreover, tourist guides have to make sure that they can solve possible accidents or situations if they occur. Tourist guides should

always show that they are concerned with safety by asking visitors about their readiness or by checking everything related to safety. One possible thing that tourist guides should be concerned about, especially on sea-boat trips, is to inform the visitors about wearing life vests before the trip begins.

2.) In terms of problem solving, tourist guides should be confident that they can conduct tours and manage problems. Besides gaining more experience, tourist guides who have just begun in this career path can learn such case studies from other experienced tourist guides. One way in which tourist guides can access and exchange information is by becoming members of tourist guide clubs or the Professional Guide Association.

3.) From the researcher's observation, tourist guides should avoid being sitting guides[5] because it would be an obstacle to tourist guides improving their service attributes in communicating in a second language, developing their presentation skills, their knowledge of destinations, the ability to solve problems, or their honesty and trustworthiness. Tour leaders who act like tourist guide will do the tourist guides' duties instead. Moreover, by doing this tourist guides will discredit their career and their knowledge.

Tourist guides should try to take extra courses or increase their knowledge of destinations and foreign languages to improve their ability. Tourist guides should not stop studying after they have got their tourist guide licenses because the more they learn, the more confidence they will have, and the more satisfaction they can give to visitors. In terms of foreign languages, tourist guides should practice the languages that they have the opportunity to use depending on which region visitors in the working area come from. Moreover, tourist guides who are skilled in languages should improve their ability in language usage as much as possible by conducting tours for foreign visitors. It is also one possible way to avoid being a sitting guide whose' responsibilities are simply sitting in the coach or the van and being with the trip.

### 5.3.2 Professional Guide Association (PGA)

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[5] Sitting guides are ones who go on the trip without tourist guides' responsibilities to inform visitors about the tourist destinations or to lead the trip, but they only go along with the trip and get wages. Foreign tour leaders will be the ones who conduct the trips, which is illegal.

1.) The Professional Guide Association can play a significant role for tourist guides in terms of being a society of tourist guides, a source of information to be exchanged, and setting specific rules or agreements for tourist guides to follow. Therefore, PGAs should motivate tourist guides in the area to be members as much as possible and try to collect tourist guides' profiles. PGAs can motivate tourist guides to be members by charging low fee requirements, presenting possible activities organized by PGAs, and other rights that tourist guide can get. Moreover, PGAs should ask Tourist Business and Guide Registration Office to promote the association because all tourist guides have to ask for a license there. If it can gather together many tourist guides and encourage them to regularly discuss together, it would give them the power to stipulate the basic correct guidelines for tourist guides and give them the power to negotiate with the head association or related organizations when there are some critical issues.

2.) PGAs should have a regular discussion group for tourist guide members, both formally and informally, to share their experiences and develop their relationship. Individual tourist guide' experiences are not enough, but tourist guides can learn from others. Experiences refer to experiences facing problems, new groups of tourists, new places, and everything related to tourist guides' jobs. Therefore, discussion groups are important.

3.) PGAs should become centers to develop the extra training courses or workshops besides the regular courses organized by educational institutions, such as: problem solving in a tourist guide career, ethics for tourist guide, or foreign language skills. PGAs with large members of tourist guides may be able to ask the TAT and educational institutions for PGAs' members training more easily.

### 5.3.3 Ministry of Tourism and Sports

1.) Besides regular tourist guides' courses in educational institutions, Ministry of Tourism and Sports, especially in the responsibility of TAT, should push to have annual or biennial tests or formal training to recheck the capability of tourist guides. Otherwise they should not be allowed to extend their licenses. This is a critical issue, and it is a possible way to update their knowledge and to maintain or enhance the quality of service of tourist guides, whose numbers are continuously growing.

2.) The ministry should stimulate organizing extra courses related to tourist guides' careers, especially foreign languages, techniques in interpreting information to tourists, or techniques to solve problems and to satisfy tourists. The expenses should cover both by government– the TAT and attended tourist guides. Even thought the ministry is not responsible for training directly, key persons should look at the expenses. The training courses should not be free because it will make tourist guides overlook the value of training. Expenses should be reasonably high in order to make them feel that it has high value and will make them give more attention to training. However, related sectors have to think carefully about charging high fees, since it may restrict the numbers of tourist guides who can attend the programs.

3.) The TAT, Ministry of Tourism and Sports, should pay close attention to all courses provided by educational institutions, both curriculum and additional courses, in order to achieve the same standardization.

4.) The ministry should provide a budget in order to develop the quality of service of tourist guide in some important programs.

### 5.3.4   Educational Institutions

1.) Those institutions that provide curriculums for tourism including curriculum for tourist guides and extra course for tourist guides, should strictly maintain and follow the standards specified by the TAT. Especially in terms of workshops and field trips, where tourist guides will have the opportunity to practice themselves and will make them feel more confident to serve tourists. It is like the concept of learning by doing. Institutions should not overlook the importance of emphasizing the ethical issue of being a tourist guide.

2.) Whenever educational institutes have training courses for tourist guides in many kinds of license, one strategy is not to try to keep down the course fees. Cheap course fee may reflect the low quality of training and trainers. The cheap course fees may not stimulate participants to be alert in learning. It does not mean that the cost of these coursed should be very high for tourist guides, but each institute should have a particular strategies in setting the fee.

### 5.3.5 Visitors

1.) Visitors who are unsatisfied with tourist guides should sometimes complain about tourist guides' services through tourist police or the Tourist Business and Guide Registration Office. This will be another possible way to improve the service quality of tourist guides because the guide who is the subject of the complaint will be punishing by law punishment and their case may be published in order to be a case study for other tourist guides.

## 5.4 Suggestions for further research

5.6.1 There should be detailed studies into visitors' factors related to or influenced on each distinguish service attribute both satisfied and unsatisfied service quality attributes.

5.6.2 There should be a study on the tourist guides performance and job satisfaction in the relation to tourist guide compensation.

5.6.3 The study should be expanded to other provinces which have a high density of tourism and tourist guide services such as Chiangmai, Koh Samui, Chonburi, Nakhon Ratchasima, and Bangkok.

## 5.5 Limitations

There are a number of limitations in the study on the service quality of Phuket tourist guides: an assessment applying the Importance-Performance Analysis model. First, it had the time constraints, especially in collecting data between July and August 2005, which is the low tourist season period in the south of Thailand. Moreover, it used the whole year statistics for our sample size calculation, but the researcher did not obtain our exact target sample because the amount of visitors was not the expected portion as had been planned. Only sample from American visitors was over the expectation, while other samples were under the expected sample size. Moreover, it used the convenience method in data collection. The researcher did not have statistics for the real numbers of Phuket tourist guides who are currently conducting tours. Therefore, it used an estimated population size given to us by the director of the Phuket Professional Guide Association. In addition, due to restrictions of individual budget, the researcher collected data from visitors in some tourist

destinations in Phuket, which could possibly have led to some bias. Similar to the visitors' data, the researcher has collected data from tourist guides at a meeting on July 1, 2005 at Royal Phuket City Hotel organized by the Phuket Professional Guide Association.

## 5.6 Summary

Visitors have service encounters before and throughout their holidays/trips, but perhaps nowhere is the contact with service providers as long as it is with tourist guides. They act as representatives of the tourist destination and as the key front-line employees who are very much responsible for the overall impression and satisfaction with a destination. Given the importance of tourism for the economy of Phuket, and the involvement of tourist guides in many of the tourism activities offered on the island, this research was carried set to evaluate their service quality, identify the major problems with their performance, and make specific proposals for improvements to the industry. To achieve this aim, in-depth interviews with industry representatives were performed, and two surveys of visitors in Phuket using tourist guide services, and with tourist guides themselves were carried out. A number of service attributes -grouped in the five dimensions of service quality in the SERVQUAL model were analyzed. Importance-Performance Analysis was used to identify areas of higher and lower priorities, and higher and lower performance levels, and the Performance-Importance Gap was studied to analyze the level of satisfaction with tour guides' services.

The strengths of Phuket tourist guides are mostly related to their friendliness, politeness, and knowledge of destinations. The greater weaknesses are related to not undertaking basic safety measures, low problem-solving ability, deviation of the service from the one promised in the itinerary, and lack of punctuality. Visitors' differences in age, income and region brought not only different expectations about tourist guide services, but also different perceptions of the quality of the services rendered. The results from the tourist guides self-evaluation were not too different from the visitors' evaluation, with the general observation that they tended to overestimate the quality of their own services. Based on the results of the survey, a number of specific recommendations can be drawn to tourist guides, Professional Guide Association (PGA), Tourism Authority of Thailand (TAT), educational institutes, and to visitors. Tourist guides should be more concerned about safety (especially

given visitors' concerns in post-tsunami Phuket) and work on their problem-solving abilities. They need to undertake additional training courses organized by professional organizations or the Tourism Authority of Thailand (TAT) on destination knowledge and foreign languages. TAT, which has a significant role in quality control of tourist guides should carefully monitor all qualifications and further education courses provided by educational institutions, and adopt annual or biennial tests to recheck the service capability of licensed tourist guides. The curriculum of courses for tourist guides provided by educational institutions should be more rigid to ensure better performance in the future.

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APPENDIX

Appendix A: Background of Phuket

1. General information and map[6]

Phuket is located approximately 862 kilometers south of Bangkok, Thailand. Phuket is the largest island, which is often dubbed as the pearl of the Andaman, or the pearl of the south. Its natural resources— rocky peninsular, limestone cliffs, white powdery beaches, tranquil broad bays and tropical in-land forests contribute to making it the South's wealthiest, busiest, most visited and most popular island and province. Nestled in the tropical zone off the west coast of the southern part of Thailand in the Andaman Sea and the Indian Ocean, the province covers an area of approximately 543 square kilometers (excluding small islets).
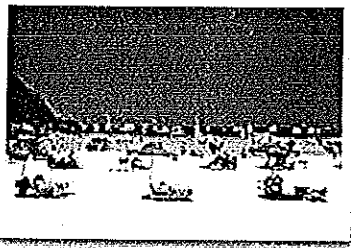


It is estimated that Phuket Province covers an area of approximately 590 square kilometers if its 39 other small islands are included. The islands total length, from north to south, is estimated at 48.7 kilometers and approximately 21.3 kilometers wide. Phuket borders on Phang-nga Province to the north. The other 3 sides are encircled by the Andaman Sea the place where many of the best diving sites are located. The island is connected to Phang-nga Province by Sarasin Bridge and Thep Krasattri Bridge.

Staying on the island is easy, as there are only two seasons in a year – the rainy season (May to October) and the hot season (November to April). Visitors are not recommended to travel to Phuket between September and October as they are the wettest months. The best period for a visit, is from November to February, when it is possible to see the clear blue sky, feel the fresh sea breeze and marvel at the crystal clear water while lying on powdery, palm-fringed beaches. Average temperatures ranges between 23 ʋC and 33ʋ C. Phuket's topology is exceptional with 70 percent of its area covered with

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[6] Tourism Authority of Thailand, 2006.

mountains which stretch from north to south and the remaining 30 percent being plains located in the central and eastern parts of the island. The island does not have any major rivers except for a total of 9 brooks and creeks.

Phuket is divided into 3 administrative counties namely Amphoe Muang, Amphoe Thalang and Amphoe Kathu. Phuket has a lot more to offer its visitors other than its natural heritage sea, sand, sky, beach, forest, and world renowned diving sites. Sino-Portuguese architecture casts its spell delighting travelers to the city, while Phuket-style hospitality has never failed to impress visitors from all walks of life. In addition, accommodations ranging from world-class resorts to tropical-style bungalows have warmly catered to the different needs of travelers. For seafood lovers, there is a lot more to sample than just Phuket's famous lobster. Altogether, these characteristics have made Phuket a truly unique destination.

## Map of Phuket
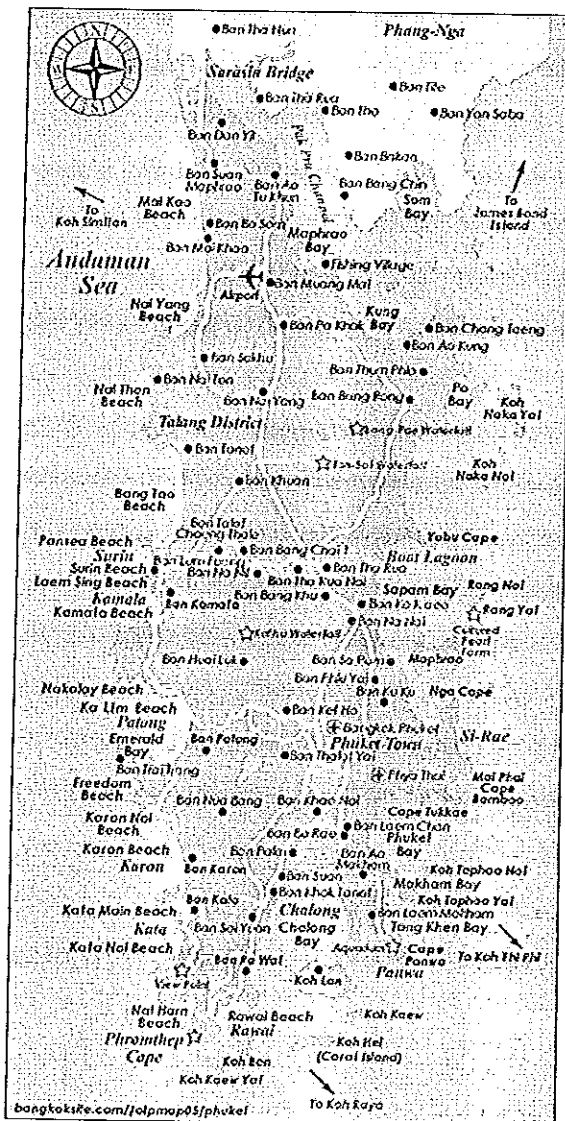
## 2. History of Phuket

Most geologists believe that the area known as Phuket today was once a cape that extended into the Andaman Sea. Geographical formations gradually changed the capes location, finally detaching it from the mainland.

A famous Greek philosopher, Claudius Ptolemy, was the first person who mentioned the cape in his book written in the year 157. The cape was locally referred to as Jung Ceylon, which was located between latitudes 6 N and 8 N (the present site of Phuket Island). Natives called the place Cha Lang, which evolved to Tha Lang the name of the main town to the north of the island.

As a perfect stopover sheltering traders from monsoons, Jung Ceylon welcomed merchants from India, Persia, Arabia, Burma, China and also Siam. During the 16th century, the island was also a popular trading port for tin with Portuguese, Dutch, English and French traders flocking to the island. This contributed to making the development of mining so unprecedented. Chinese businessmen and miners later migrated to Phuket and soon enjoyed thriving business wealth.

Apart from serving as a meeting point for traders from Europe, Central Asia and China, Phuket also attracted ambitious immigrants, especially those from Portugal and China, to work in the tin mines. With its colorful history, visitors admire the Sino-Portuguese style architecture in the city especially those buildings located along the Thalang and Yaowarat Roads.

Thalang town was surrounded by Burmese troops who invaded the coastal area in 1785. It was under the leadership of Chan, the widow of the governor, and her sister, Muk, who united local residents and successfully fought and drove the invaders out of Phuket. It took over 30 days for the defending troops of Phuket, under the command of Chan and Muk, to claim their victory. As a result of such heroic deeds, noble titles were granted to Chan and Muk as Thao Thep Krasattri and Thao Si Sunthon respectively. To honor them, a monument was established at Tha Ruea Intersection, 12 kilometers to the north of Phuket City in 1966. They are still highly respected by Phuket residents even today.

However, 24 years later, the Burmese succeeded in seizing Thalang causing many local residents to flee to Phang-nga and Krabi. In 1825, some of them returned to re-

establish a town and established a rice farming community. On the other hand, the area to the south of the island (Phuket City today) was developed and became a tin trading center.

When Phuket was elevated to a town in 1850, it attracted more immigrants from Thalang and nearby communities. In 1894, Phuket was promoted to be a Monthon administrative unit under the supervision of the central administrative body (located in Bangkok).

In 1902, Phraya Ratsada Korsimbi, a Sino-Thai businessman who contributed to developing the modern city of Phuket was appointed Governor of Phuket. He also helped to improve the welfare of local residents and set up the market system in the countryside. In 1916, Phuket became a province.

The tin mining industry has gradually failed to generate economic growth in Phuket, especially after 1985 when the price of tin fell by half. However, with its natural resources, Phuket later emerged as a tourist destination with great potential. This polished pearl of the Andaman is truly a destination that provides visitors with memorable experiences.

The islands long history has shaped the distinctive Phuket of the present with its diverse ethnic groups, culture, architectural influence, and fine cuisine. With approximately 35 percent of the population being comprised of Thai-Muslims, it is possible to see an equal number of Wats (Thai temples) located next to Mosques.

## 3. Transportation[7]

### 3.1 How to get Phuket

#### 3.1.1 By plane
a. Airport

The compact Phuket International Airport (HKT) is located in the north of the island, and is Thailand's second largest hub.

"Limousine" taxi rides from the airport are expensive, costing 500-600 baht to Patong Beach or Phuket Town. More economical options include a seat in a shared minivan-taxi

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[7] Wikitravel, 2006.

for 100-200 baht, metered taxi (300+ baht - outside the car park gates), or the recently introduced airport shuttle bus service (to Phuket Town, and transfer there to a *local bus*). International departure tax is 500 baht, payable in cash (there are several ATMs at the airport). Departure tax for domestic flights is included in the ticket.

### b. Flights

There are very frequent flights to/from Bangkok as well as direct flights to many other airports in the region, including Singapore and Kuala Lumpur, and direct charters to Europe and Australia in the high season (*update: Thai Airways International, which flies Pattaya-Sydney-Melbourne three times a week, plans to discontinue these services from Feb.1st 2006*).

Several discount airlines fly here, including Air Asia and Nok Air - tickets from Bangkok can cost under 1000 baht one-way if booked well in advance, or around 2000 baht (including taxes) if bought on the day.
Bangkok Airways has a monopoly on direct flights between Phuket and U-Tapao (near Pattaya) and Ko Samui. Tiger Airways provides a very affordable tickets to Phuket from Singapore; in many cases it could a lot cheaper to fly to Singapore and from there to Phuket or Krabi.

### 3.1.2   By bus

Buses to mainland destinations including Bangkok, Chumphon, Hat Yai, Krabi, Phang Nga, Ranong, Satun, Sungai Kolok and Surat Thani use the BKS terminal off Thanon Phang Nga in Phuket Town.
From Bangkok - as of December 2005, fares from the Southern Bus Terminal to Phuket are:

- 2rd class (air-con): 463 baht (approx 14 hours, USD12)
- 1st class (air-con): 580 baht (approx 12 hours, USD15)
- "VIP" (32 seats): 678 baht (approx 13 hours, USD18)
- "S-VIP" (24 seats): 900 baht (approx 13 hours, USD24)

The dodgy Khao San Road operations (which have a bad reputation for theft, and often turn out to include a "surprise" transfer to a minibus at Surat Thani) are best avoided.

### 3.1.3 By boat

Ferry services connect to Ko Phi Phi twice a day, taking 90 minutes and costing 350/650 baht one–way/return. It's usually a pleasant ride, but can be rather bumpy when it's windy. There are also boats to Ko Racha (2 hours) and the Similan Islands (9+ hours) in the high season only.

## 3.2 Getting around Phuket

### 3.2.1 By bus

There are frequent services between Phuket Town and Patong Beach (20 baht) and less frequent services to the other beaches (15–30 baht). The routes are operated both by full–scale buses and songthaews. Bus services stop at around 18:00.

### 3.2.2 By taxi

Phuket has two types of taxi – millions (or so it seems) of small songthaew–style minivans (usually bright red, occasionally bright yellow), and a much smaller number of conventional sedan–style taxis (yellow and red, with a "TAXI–METER" sign on top).

The minivans are universally referred to as tuk–tuks (even though they have four wheels, not three). They have no meter, and their drivers are notoriously mercenary, so always agree a price beforehand and do bargain hard. Short hops around town shouldn't cost more than 40 baht, but good luck getting from Patong to Phuket Town for under 200 baht.

For longer distances the metered taxis are generally a better bet, so do your bit to break the iron grip of the mini–taxi mafia and patronize them if you can. You can hail one by telephone on 076–232157.

### 3.2.3 By car or bike

More than 10,000 people are injured and over 250 killed every year in road accidents in Phuket. Nine out of ten accidents involve motorbikes. Major risk factors are the hilly terrain, careless speeding drivers and driving at night, and drunk–driving.

Renting a car or motorbike to explore the island on your own is a cost–effective way of getting off the beaten track. However, given the atrocious driving habits of most

locals and the resulting carnage on Phuket's roads every year, the risks do demand careful consideration.

Motorcycle and scooter rentals start at around 150 baht/day, coming down to 100 baht/day for rentals of a week or more. Phuket police do enforce the crash helmet requirement, and also conduct frequent spot checks at which a driving license must be produced.

Source: Wikitravel (2006). *Phuket.* Retrieved April, 25, 2006, from http://wikitravel.org /en/Phuket.

Source: Tourism Authority of Thailand (2006). Destination Guide. Retrieved April, 25, 2006, from http://www.tourismthailand.org/destinationguide.

Appendix B: Visitors questionnaire

## QUESTIONNAIRE

No..................

### The Service Quality of Phuket Tourist Guides: An Assessment Applying the IPA Model

The purpose of this questionnaire is to collect the data for **Graduate Thesis** for the Master of Business Administration Program in **Hospitality and Tourism Management** (International Program), the Faculty of Service Industries at **Prince of Songkhla University**, Phuket Campus. The data collected will be analyzed **for academic purposes only**: for assessing the tourist guides' performance in Phuket and will be used as a guideline to enhance the service quality of Thai tour guides.

The researcher would like to express you **special thanks and appreciation** for the kind cooperation and attention in spending your valued time for completing this questionnaire and make my thesis successful.

This questionnaire consists of 4 parts;

1. Your travel experience in Phuket.
2. Your opinion on tourist guides' performance.
3. Your recommendations.
4. Personal Information.

*Ms. Sukhumaan Klamsaengsai*

MBA Student

**Note:** Please **write** down your answer or put '✓' into the ❑ which corresponds to your answer.

### Part 1: Experience in traveling to Phuket.

1. My <u>main</u> purpose of visiting Phuket this time is for

   ❑ 1.Relaxing (spending most of time on recreation; sunbathing, swimming, playing sports, reading)

   ❑ 2.Business (such as government officers, attending seminars or conferences, etc.)

   ❑ 3.Sightseeing (going to many places for seeking knowledge or pleasure)

   ❑ 4.Others (Please specify)...................................................................................

2. Is this time your <u>first visit</u> to Phuket?

   ❑ 1.Yes.      ❑ 2.No, I have ever been Phuket for......... times. (include this time)

3. The 3 tourist destinations or tourist attractions I like <u>most</u> in <u>Phuket</u> are.....

   1...............................................

   2...............................................

   3...............................................

4. I have used the services of tourist guides in Phuket area for...........time(s). (include this time)

5. I have used the services of tourist guides in Phuket for the following **activities.** (Please indicate how many times..)

   ❑ 1.City Tour(....times) ❑ 2.Sea-Boat Trip(....times)    ❑ 3.Forest Trekking(....times)

   ❑ 4.Others (please specify)......................................................

6. I use.................................as the <u>main language</u> of communication with tourist guides.

**Part 2: Your opinion on tourist guides' performances.**

2.1 **How** are these Tourist Guide's characteristics or attributes **important** to you?

```
5 =     Extremely important
4 =     Important
3 =     Neutral
2 =     Unimportant
1 =     Extremely unimportant
```

| Tour Guides' Attributes | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 1. Appear neat and tidy | | | | | |
| 2. Healthy | | | | | |
| 3. Punctual | | | | | |
| 4. Honest and trustworthy | | | | | |
| 5. Briefing tourists on itinerary | | | | | |
| 6. Deliver service promised in itinerary | | | | | |
| 7. Inform about safety regulations | | | | | |
| 8. Make sure that safety measures are sufficient | | | | | |
| 9. Inform tourists about destination's customs | | | | | |
| 10. Care about the natural environment | | | | | |
| 11. Always available for help | | | | | |
| 12. Able to solve problems | | | | | |
| 13. Polite | | | | | |
| 14. Respect customers | | | | | |
| 15. Knowledge of destinations | | | | | |
| 16. Communicate well in    1. English | | | | | |
| 16. Communicate well in    2. Your language (please specify) .............................. | | | | | |
| 17. Good presentation skills | | | | | |
| 18. Well trained | | | | | |
| 19. Friendly | | | | | |
| 20. Generate friendly atmosphere | | | | | |
| 21. Sense of humor | | | | | |
| 22. Pay attention to details | | | | | |
| 23. Introduce reliable shops | | | | | |
| 24. Others (Please specify) ...................................................................... | | | | | |

2.2 **How well** did the Tourist Guide **perform to you** on tour guide services?

| | |
|---|---|
| 5 = | Strongly agree |
| 4 = | Agree |
| 3 = | Neutral |
| 2 = | Disagree |
| 1 = | Strongly disagree |

*After you have been served...*
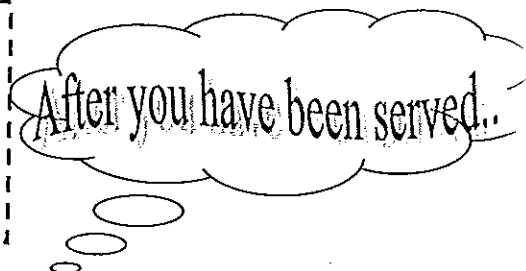
| Tour Guides' performances | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| Phuket tour guide appeared **neat and tidy.** | | | | | |
| Phuket tour guide **looked healthy.** | | | | | |
| Phuket tour guide was **punctual.** | | | | | |
| Phuket tour guide appeared to **be honest and trustworthy.** | | | | | |
| Phuket tour guide **briefed us on the daily itinerary.** | | | | | |
| Phuket tour guide **delivered service promised in itinerary.** | | | | | |
| Phuket tour guide provided **clear information** on **safety regulations.** | | | | | |
| Phuket tour guide made sure that **safety measures** were **implemented.** | | | | | |
| Phuket tour guide **informed us about customs in Phuket and Thailand** were different from those of our country. | | | | | |
| Phuket tour guide seemed to **care about the natural environment** | | | | | |
| Phuket tour guide was **always available for help.** | | | | | |
| Phuket tour guide was **able to solve problems.** | | | | | |
| Phuket tour guide was **polite.** | | | | | |
| Phuket tour guide showed **respect to customers.** | | | | | |
| Phuket tour guide **had good knowledge of Phuket.** | | | | | |
| Phuket tour guide **communicated well in** *1. English.* | | | | | |
| *2. my language.* | | | | | |
| Phuket tour guide had **good presentation skills.** | | | | | |
| Phuket tour guide appeared **well trained for his/her job.** | | | | | |
| Phuket tour guide was **friendly.** | | | | | |
| Phuket tour guide **generated a friendly atmosphere** among group members. | | | | | |
| Phuket tour guide **had a sense of humor.** | | | | | |
| Phuket tour guide **paid attention to details** during the trip. | | | | | |
| Phuket tour guide **introduced us to reliable shops.** | | | | | |
| rs (Please specify) ............................................................... | | | | | |

*Last page please...→*

2.3 Other <u>comments</u> on your tourist guide........................................................................

........................................................................................................................................

2.4 Your overall <u>satisfaction</u> on tourist guide service. (✓)

    *Very <u>Low</u> Satisfaction*-------❑1    ❑2    ❑3    ❑4    ❑5------*Very <u>High</u> Satisfaction*

' 2.5 Did you feel that safety measures during the trip were sufficient and up to common standards?

    ❑1.Yes  ❑ 2.Partly  ❑ 3.No (Comment............................................................................)

## Part 3: Recommendations

7. The performance of Phuket tourist guide in that <u>**impresses me most!!**</u> is ............................

........................................................................................................................................

8. The performance of Phuket tourist guide that <u>**needs improvement** urgently!!</u> is ....................

........................................................................................................................................

9. Has tourist guide performance had an <u>**impact**</u> on your overall satisfaction with the trip?

    ❑1.No.     ❑2.Yes, positives because.................................................................................

             ❑3.Yes, but negative 'because..........................................................................

10. Can you <u>**compare**</u> Phuket tour guide performance with that of tour guides <u>**elsewhere?**</u>

    (Please specify **destinations**)

      ❑   1.Better than....................................................................................................

      ❑   2.Worse than...................................................................................................

      ❑   3.Same as........................................................................................................

      ❑   4.No observation

## Part 4: Personal Information

11. Gender:            ❑ 1.Male         ❑ 2.Female

12. I am................years old.

13. My educational level:

    ❑ 1.Primary education (or below)       ❑ 5.Graduate Degree

    ❑ 2.Secondary education/ Vocational Certificate   ❑ 6.Others (Please specify).................

    ❑ 3.Diploma or equivalence of Higher Vocational Certificate

    ❑ 4.Bachelor or equivalence

14. My **Profession/occupation:** ❑1.Government/State Enterprise❑2.Student  ❑3.Enterpreneur ❑4.Salesperson   ❑5.Hosewife  ❑6.Employee      ❑7.Farmer   ❑8.Others

15. My average **income:** ...........................| Baht |or| US$ | per month *(Approximately)*

16. My **region** of residence    ❑ 1.Asia                ❑ 4.America
                               ❑ 2.Europe                ❑ 5.Oceania & Australia
                               ❑ 3.Middle East & Africa

17. My **country** is.........................................

18. My main language is.........................................

Thank you for your cooperation in answering this questionnaire.

Appendix C: Tourist guides questionnaire (Thai Version)

แบบสอบถามมัคคุเทศก์
เรื่อง คุณภาพการบริการของมัคคุเทศก์ในจังหวัดภูเก็ต

No.................

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับมหาบัณฑิต หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาการจัดการบริการและ
ท่องเที่ยว(โปรแกรมนานาชาติ) คณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยแบบสอบถามชุดนี้มีวัตถุประสงค์
ศึกษาคุณภาพการบริการของมัคคุเทศก์ในพื้นที่ จ.ภูเก็ต และเพื่อยกระดับคุณภาพการบริการของมัคคุเทศก์ โดยข้อมูลที่ได้จะนำไปวิเคราะห์และ
สำหรับการศึกษาเท่านั้น ผู้วิจัยขอขอบพระคุณมัคคุเทศก์ทุกท่านที่ได้สละเวลาอันมีค่าของท่านในการตอบแบบสอบถามชุดนี้ และจะทำให้
ศึกษาครั้งนี้บรรลุผลสำเร็จ

แบบสอบถามชุดนี้ประกอบด้วย 4 ส่วนด้วยกัน คือ

1. ประสบการณ์เกี่ยวกับอาชีพมัคคุเทศก์

2. ความคิดเห็นและการแสดงออกเกี่ยวกับอาชีพมัคคุเทศก์

3. การฝึกความเชี่ยวชาญ

4. ข้อมูลส่วนตัว

น.ส.สุขุมาล กล่ำแสงใส / ผู้วิจัย

ณาเขียนคำตอบลงในช่องว่าง และเติมตัวเลขหรือเครื่องหมาย ✓ ลงใน ☐ ที่ตรงกับท่านหรือความคิดเห็นของท่าน

ที่ 1: ประสบการณ์เกี่ยวกับอาชีพมัคคุเทศก์

ท่านเป็นมัคคุเทศก์มาเป็นเวลาทั้งสิ้น..........................ปี

จากประสบการณ์ที่ผ่านมา กลุ่มนักท่องเที่ยวส่วนใหญ่ที่ท่านเคยจัดนำเที่ยวคือ

☐ 1.นักท่องเที่ยวต่างชาติ (Inbound)    ☐ 2.นักท่องเที่ยวชาวไทย

นส่วนของนักท่องเที่ยวต่างชาตินั้น นักท่องเที่ยวกลุ่มใดที่ท่านมีประสบการณ์มากที่สุด? (โปรดระบุชาติหรือประเทศ)

1.) ..........................    2.) ..........................

3.) ..........................    4.) ..........................

ท่านคิดว่านักท่องเที่ยวต่างชาติส่วนใหญ่ชอบท่องเที่ยวแบบใดในจังหวัดภูเก็ต? (โปรดเรียงลำดับ 3 ลำดับ )

☐ 1.ท่องเที่ยวตัวเมือง (City Tour)    ☐ 2.ท่องเที่ยวทางทะเล หมู่เกาะ (Sea-Boat Trip)

☐ 3.เดินป่า ชมธรรมชาติ (Jungle, Natural Trekking)    ☐ 4. อื่นๆ (โปรดระบุ)..........................

ท่านมีบัตรอนุญาตมัคคุเทศก์ใดบ้าง? (โปรด ✓ ทุกประเภทที่ท่านมี)

☐ 1.มัคคุเทศก์ทั่วไป (ต่างประเทศ)    ☐ 2.มัคคุเทศก์ทั่วไป (ไทย)

☐ 3.มัคคุเทศก์เฉพาะ (ต่างประเทศ เฉพาะพื้นที่)    ☐ 4.มัคคุเทศก์เฉพาะ (ไทย เฉพาะพื้นที่)

☐ 5.มัคคุเทศก์เฉพาะ (เดินป่า)    ☐ 6.มัคคุเทศก์เฉพาะ (ศิลปวัฒนธรรม)

☐ 7.มัคคุเทศก์เฉพาะ (ท่องเที่ยวทางทะเล)    ☐ 8.มัคคุเทศก์เฉพาะ (ทะเลชายฝั่ง)

☐ 9.มัคคุเทศก์เฉพาะ (แหล่งท่องเที่ยวทางธรรมชาติ)    ☐ 10.มัคคุเทศก์เฉพาะ (วัฒนธรรมท้องถิ่น)

นสามารถใช้ภาษาใดบ้างในการจัดนำเที่ยวนักท่องเที่ยวต่างชาติ? (โปรดเรียงลำดับตามความถนัด)

.....1.อังกฤษ    .....2.เยอรมัน    .....3.ฝรั่งเศส    .....4.อิตาลี

.....5.สเปน    .....6.จีน    .....7.เกาหลี    .....8.ญี่ปุ่น

.....9.รัสเซีย    .....10.อื่นๆ..................    .....11.อื่นๆ..................    .......12.อื่นๆ..................

ที่ 2: ความคิดเห็นและการแสดงออกเกี่ยวกับอาชีพมัคคุเทศก์

ท่านคิดว่าลักษณะหรือคุณสมบัติต่อไปนี้ มีความสำคัญ*ต่ออาชีพมัคคุเทศก์*ระดับใด?

| 5 = | สำคัญมากที่สุด |
| 4 = | สำคัญมาก |
| 3 = | ปานกลาง |
| 2 = | สำคัญน้อย |
| 1 = | สำคัญน้อยที่สุด |

ไกด์ ควรจะ...

| คุณสมบัติของมัคคุเทศก์ / ระดับความสำคัญ | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 1. แต่งกายสุภาพเรียบร้อยเหมาะสม | | | | | |
| 2. เป็นคนมีสุขภาพดี แข็งแรง | | | | | |
| 3. ตรงต่อเวลา | | | | | |
| 4. มีความซื่อสัตย์ และเชื่อถือได้ | | | | | |
| 5. ชี้แจงรายการนำเที่ยวก่อนออกเดินทาง | | | | | |
| 6. จัดนำเที่ยวตามรายการที่ระบุไว้ในรายการนำเที่ยว | | | | | |
| 7. ชี้แจงหรือทำความเข้าใจระบบการรักษาความปลอดภัยกับนักท่องเที่ยว | | | | | |
| 8. ตรวจสอบระบบรักษาความปลอดภัยทั่วไปตลอดการท่องเที่ยว | | | | | |
| 9. ชี้แจงนักท่องเที่ยวเกี่ยวกับการปฏิบัติตัวที่เหมาะสมในแหล่งท่องเที่ยว | | | | | |
| 10. ตระหนักและใส่ใจเรื่องสิ่งแวดล้อม | | | | | |
| 11. พร้อมให้การช่วยเหลือนักท่องเที่ยวตลอดเวลา | | | | | |
| 12. สามารถแก้ปัญหาได้ | | | | | |
| 13. มีความสุภาพอ่อนโยน | | | | | |
| 14. ให้เกียรติลูกค้า | | | | | |
| 15. มีความรู้เรื่องแหล่งท่องเที่ยวอย่างดี | | | | | |
| 16. สามารถสื่อสารโดยใช้    1. *ภาษาอังกฤษได้* | | | | | |
| 2. *ภาษาต่างประเทศอื่นได้* (โปรดระบุ1) .............. | | | | | |
| 17. มีทักษะในการนำเสนอที่ดี | | | | | |
| 18. ได้รับการฝึกฝนอบรมที่ดี | | | | | |
| 19. มีความเป็นมิตร | | | | | |
| 20. สามารถสร้างบรรยากาศที่ดี เป็นกันเอง | | | | | |
| 21. มีอารมณ์ขัน สนุกสนาน | | | | | |
| 22. ใส่ใจในทุกๆ รายละเอียด | | | | | |
| 23. แนะนำร้านค้าที่ดีและน่าเชื่อถือ | | | | | |
| 24. อื่นๆ(โปรดระบุ) ............................... | | | | | |

ท่านคิดว่า_ท่านมีคุณสมบัติ_หรือปฏิบัติตามรายการต่อไปนี้ได้_ดีในระดับใด?_

| 5 = | มากที่สุด |
| 4 = | มาก |
| 3 = | ปานกลาง |
| 2 = | น้อย |
| 1 = | น้อยที่สุด |

ท่านเอง..?
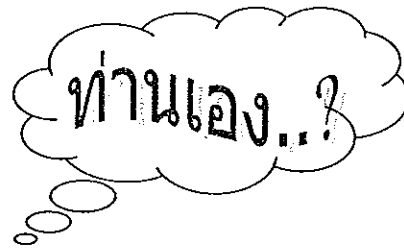
| การแสดงออกของท่าน / ระดับการแสดงออก | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 1. ท่านแต่งกายสุภาพเรียบร้อยและเหมาะสมกับกิจกรรมเสมอ | | | | | |
| 2. ท่านแสดงออกให้เห็นถึงการเป็นคนมีสุขภาพดี แข็งแรง | | | | | |
| 3. ท่านมีความตรงต่อเวลา | | | | | |
| 4. ท่านมีความซื่อสัตย์ และเป็นที่เชื่อถือได้ | | | | | |
| 5. ท่านชี้แจงรายการนำเที่ยวก่อนออกเดินทางทุกครั้ง | | | | | |
| 6. ท่านจัดนำเที่ยวตามรายการที่ระบุไว้ในรายการนำเที่ยว | | | | | |
| 7. ท่านชี้แจงหรือทำความเข้าใจกับนักท่องเที่ยวถึงระบบการรักษาความปลอดภัย | | | | | |
| 8. ท่านได้ตรวจสอบระบบรักษาความปลอดภัยอย่างสม่ำเสมอ | | | | | |
| 9. ท่านชี้แจงนักท่องเที่ยวเกี่ยวกับการปฏิบัติตัวที่เหมาะสมในแหล่งท่องเที่ยว | | | | | |
| 10. ท่านชี้แจงและเชิญชวนนักท่องเที่ยวให้รักษาและไม่ให้ทำลาย "สิ่งแวดล้อม" | | | | | |
| 11. ท่านพร้อมให้การช่วยเหลือนักท่องเที่ยวตลอดเวลา | | | | | |
| 12. ท่านสามารถแก้ปัญหาได้ในทุกสถานการณ์ | | | | | |
| 13. ท่านมีความสุภาพอ่อนโยนกับนักท่องเที่ยว | | | | | |
| 14. ท่านให้เกียรติลูกค้า | | | | | |
| 15. ท่านมีความรู้เรื่องแหล่งท่องเที่ยวอย่างดี | | | | | |
| 16. ท่านสามารถสื่อสารโดยใช้   1. _ภาษาอังกฤษได้_ | | | | | |
| 2. _ภาษาต่างประเทศอื่นๆ_ ได้ | | | | | |
| 1.) ภาษาตามที่ระบุไว้ในตารางที่แล้ว | | | | | |
| 17. ท่านมีทักษะในการนำเสนอที่ดี | | | | | |
| 18. ท่านได้รับการฝึกฝนอบรมที่ดี | | | | | |
| 19. ท่านมีความเป็นมิตร | | | | | |
| 20. ท่านสามารถสร้างบรรยากาศที่ดี เป็นกันเอง | | | | | |
| 21. ท่านมีอารมณ์ขัน สนุกสนาน | | | | | |
| 22. ท่านใส่ใจในทุกๆ รายละเอียดตลอดการเดินทาง | | | | | |
| 23. ท่านแนะนำร้านค้าที่ดีและน่าเชื่อถือให้กับนักท่องเที่ยว | | | | | |
| 24. อื่นๆ(โปรดระบุ)............... | | | | | |

...ากประสบการณ์ที่ผ่านมา ท่านได้รับการร้องเรียนจากนักท่องเที่ยวมากที่สุดในเรื่องใด?.......................................

............................................................................................

...ากคุณสมบัติในตารางข้างต้น ท่านคิดว่าการแสดงออกข้อใดมีความสำคัญมากที่สุดต่อความสำเร็จ   *หน้าสุดท้ายค่ะ.....→*

ตอบข้อ..............เนื่องจาก.................................................................................................................

ท่านคิดว่าการแสดงออกของมัคคุเทศก์ตามรายการข้างต้นส่งผลต่อความพึงพอใจโดยรวมของนักท่องเที่ยวในการเดินทาง

หรือไม่? ☐ 1.ไม่ส่งผล เพราะ.........................................................................................

☐ 2.ส่งผล ในเชิง<u>บวก</u>เพราะ...............................................................................

☐ 3.ส่งผลในเชิง<u>ลบ</u>เพราะ.................................................................................

ข้อคิดเห็นอื่นๆ.........................................................................................................................

ที่ 3: **การฝึกความเชี่ยวชาญ**

ท่านคิดว่าท่านสามารถมีบัตรอนุญาตมัคคุเทศก์ได้ง่าย – ยาก หรือไม่?

☐ 1.ยาก, เนื่องจาก...................................................................................................

☐ 2.ง่าย, เนื่องจาก...................................................................................................

ตั้งแต่ท่านได้รับบัตรอนุญาตมัคคุเทศก์มา ท่านเคยเข้าร่วมการฝึกอบรมมัคคุเทศก์เพิ่มเติมอีกหรือไม่?

☐ 1.ไม่เคยร่วม, เนื่องจาก 1.)................................................ 2.)...................................

☐ 2.เคยร่วม (โปรดระบุหลักสูตร) 1.).................................... 2.)...................................

ท่านคิดว่าท่านต้องการโครงการหรือโปรแกรมฝึกอบรมเพิ่มเติมหรือไม่?

☐ 1.ไม่ต้องการ, เนื่องจาก 1.)................................................ 2.)...................................

☐ 2.ต้องการ, ในเรื่องต่อไปนี้ 1.)............................................ 2.)...................................

หากเป็นไปได้ท่านอยากให้มีการฝึกอบรมด้าน "ภาษา" เพิ่มเติมหรือไม่?

☐ 1. ไม่ต้องการ, เนื่องจาก 1.)............................................ 2.)...................................

☐ 2.ต้องการ, ในภาษาต่อไปนี้ 1.)........................................ 2.)...................................

3.).................................... 4.)...................................

นความคิดของท่าน ท่านคิดว่าใครควรเป็นคนจัดการฝึกอบรม?

☐ 1.ททท. ☐ 2.สถาบันการศึกษา ☐ 3.สมาคมมัคคุเทศก์อาชีพ ☐ 4.อื่นๆ.........................

ากมีการจัดฝึกอบรม ท่านคิดว่าท่าน (มัคคุเทศก์) ควรจะ...

☐ ก.เสียค่าใช้จ่ายเองทั้งหมด ☐ ข. เสียค่าธรรมเนียมบางส่วน ☐ ค. ไม่ต้องเสียค่าใช้จ่ายใด ๆ

ากข้อ 12. หากเป็นกรณีของ ข. และ ค. นอกจากผู้เข้ารับการอบรมแล้ว ท่านคิดว่าใครควรเป็นผู้รับผิดชอบค่าใช้จ่าย?

☐ 1.ททท. ☐ 2.สมาคมมัคคุเทศก์อาชีพ ☐ 3.อื่นๆ .........................

อคิดเห็นอื่นๆ.........................................................................................................................

4: **ข้อมูลส่วนตัว**

ศ ☐ 1.ชาย ☐ 2.หญิง

จจุบันท่านมีอายุ .............. ปี

ะดับการศึกษา ☐ 1.มัธยมศึกษาตอนต้น ☐ 2.มัธยมศึกษาตอนปลายหรือเทียบเท่า

☐ 3.ปวส. อนุปริญญา หรือเทียบเท่า ☐ 4.ปริญญาตรีหรือเทียบเท่า

☐ 5.ปริญญาโท ☐ 6.อื่นๆ (โปรดระบุ)........................... ๖

*ขอขอบพระคุณทุกท่านที่ให้ความร่วมมือ*

Appendix D: Tourist guides questionnaire

(English version)

## QUESTIONNAIRE

No...............

## The Service Quality of Phuket Tourist Guides: An Assessment Applying the IPA Model

The purpose of this questionnaire is to collect data for the **Graduate Thesis** for the Master of usiness Administration Program in **Hospitality and Tourism Management** (International Program), the culty of Service Industries at **Prince of Songkhla University**, Phuket Campus. The data collected will analyzed **for academic purposes only**: for assessing the tour guides' performance in Phuket and using as a guideline to enhance the service quality of Thai tour guide.

The researcher would like to express you the **special thanks and appreciation** for the kind operation and attention in spending your valued time to complete this questionnaire and make my thesis ccessful.

This questionnaire consists of 4 parts;
1. Your experiences on tour guiding.
2. Your opinion on tour guides' attributes.
3. Professional Training
4. Personal Information.

*Ms. Sukhumaan Klamsaengbai*
MBA Student

: Please write down your answer or put ✓ into the ☐ which corresponds to your answer.

rt 1: Your experiences on tour guiding.

You have experiences on tour guide for ...................years.

From your experiences, <u>most</u> of your tourist groups are

☐ 1.Inbound tourists      ☐2.Domestic tourists

For your inbound tourists, which **countries** that most of them are from? (Please specify country(ies))

1.) .....................................................      2.) .....................................................

3.) .....................................................      4.) .....................................................

'n your opinion, do you think what kind of the trip makes international tourists prefer? (Please give 3 orders)

.....1.City Tour      ......2.Sea-Boat Trip

.....3.Forest Trekking      ........4.Others (please specify)..................................

'ou got guide licenses in...(please select all that apply)

☐ 1.General guide (Foreign)      ☐ 2.General guide (Domestic)

☐ 3.Specific guide (Foreign-Specific area)      ☐ 4.Specific guide (Domestic-Specific area)

☐ 5.Specific guide (Forest trekking)      ☐ 6.Specific guide (Art &Culture)

☐ 7.Specific guide (Marine)      ☐ 8.Specific guide (Seashore)

☐ 9.Specific guide (Natural Destinations)      ☐ 10.Specific guide (Local culture)

/hich languages do you use to communicate with foreign tourists? (Please give order)

.....1.English      ......2.German      .....3.French      .....4.Italian

.....5.Spain      ......6.Chinese      .....7.Korean      .....8.Japanese

.....9.Russian      ......10.Other...........      .....11.Other...............      .....12.Other...............

**irt 2: Your opinion on tour guides' attributes.**

How are these characteristics or attributes **important** to _being tour guides_? (In general)

```
5 =    Extremely important
4 =    Important
3 =    Neutral
2 =    Unimportant
1 =    Extremely unimportant
```
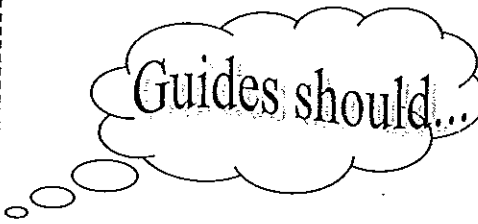
Guides should...

| Tour Guides' Attributes | | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|
| 1. Appear neat and tidy | | | | | | |
| 2. Healthy | | | | | | |
| 3. Punctual | | | | | | |
| 4. Honest and trustworthy | | | | | | |
| 5. Briefing tourists on itinerary | | | | | | |
| 6. Deliver service promised in itinerary | | | | | | |
| 7. Inform safety regulations | | | | | | |
| 8. Make sure that safety measures are sufficient | | | | | | |
| 9. Inform tourists about destination's customs | | | | | | |
| 10. Care about the natural environment | | | | | | |
| 11. Always available for help | | | | | | |
| 12. Able to solve problems | | | | | | |
| 13. Polite | | | | | | |
| 14. Respect customers | | | | | | |
| 15. Knowledge of destinations | | | | | | |
| 16. Communicate well in | 1. English | | | | | |
| | 2.Other foreign language (specify) .......................................... | | | | | |
| 17. Good presentation skills | | | | | | |
| 18. Well trained | | | | | | |
| 19. Friendly | | | | | | |
| 20. Generate friendly atmosphere | | | | | | |
| 21. Sense of humor | | | | | | |
| 22. Pay attention to details | | | | | | |
| 23. Introduce reliable shops | | | | | | |
| 24. Others (Please specify) .......................................................................... | | | | | | |

2 **How well** do you think that "**you**" performed to your tourists?

```
┌─────────────────────────────────┐
│  5 =      Excellent             │
│  4 =      Good                  │
│  3 =      Neutral               │
│  2 =      Unsatisfied           │
│  1 =      Need to be improved   │
└─────────────────────────────────┘
```

"You" performed...?
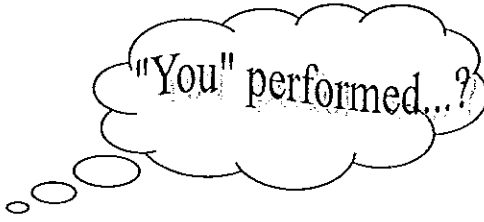
| Your performances | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| I always appear neat and tidy. | | | | | |
| I show healthy to tourists. | | | | | |
| I am always punctual. | | | | | |
| I always appear to be honest and trustworthy. | | | | | |
| I always brief tourists on the daily itinerary. | | | | | |
| I deliver service promised in itinerary. | | | | | |
| I provide clear information on safety regulations. | | | | | |
| I always make sure that safety measures were implemented. | | | | | |
| I informed tourists about customs in Phuket, Thailand that were different from those of tourists' countries. | | | | | |
| I always persuade tourists to care about the natural environment. | | | | | |
| I am always available for helping tourists. | | | | | |
| I am able to solve problems. | | | | | |
| I am polite. | | | | | |
| I always show respect to customers. | | | | | |
| I have good knowledge of Phuket and tourist destinations. | | | | | |
| I can communicate well in — 1. English. | | | | | |
| 2 Foreign language (same as previous table) | | | | | |
| have good presentation skills. | | | | | |
| appear well trained for my job. | | | | | |
| am friendly. | | | | | |
| generate a friendly atmosphere among tourists. | | | | | |
| have a sense of humor. | | | | | |
| pay attention to details during the trip. | | | | | |
| always introduce tourists to reliable shops. | | | | | |
| Others (Please specify) .................................................... | | | | | |

What **is** the **most frequent** tourist **complaint** you get?.................................................................................

...................................................................................................................................................

*Last page please...→*

4 From your opinion, which <u>attribute</u> in the table is the <u>most significant</u> for your success as a tour guide?

<u>Answer</u> Number. ......... because............................................................................

5 Do you think tour guide's attributes (from table) had an <u>impact</u> on tourists' overall satisfaction with the trip?

    ❏ 1.No, because............................................................................

. ❏ 2.Yes, <u>positive</u> because............................................................................

    ❏ 3.Yes, <u>negative</u> because............................................................................

Other comments............................................................................

‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━ ‧ ━

## rt 3: Professional Training.

Do you think it is easy or difficult to get tour guide license?

    ❏ 1.Difficult, because............................................................................

    ❏ 2.Easy, because............................................................................

Since you have guide license, have you attended any training program on tour guides?

    ❏ 1.No, because 1.)............................ 2.)............................

    ❏ 2.Yes. (please specify programs)1.)............................ 2.)............................

Do you think you <u>need</u> more training program?

    ❏ 1.No, because 1.)............................ 2.)............................

    ❏ 2.Yes, in these areas 1.)............................ 2.)............................

Do you think you prefer to have some training courses in languages or not?

    ❏ 1.No need, because 1.)............................ 2.)............................

    ❏ 2.Yes, in these languages1.)............................ 2.)............................

            3.)............................ 4.)............................

From your opinion, who should organize the training program?

❏ 1.TAT    ❏ 2.Educational Institutes    ❏ 3.PGA    ❏ 4.Others............................

And you think that it's <u>appropriate</u> for participants to...

❏ A. Pay for <u>all</u> training course fee.  ❏ B. Pay <u>some</u> for training course fee.  ❏ C. Get <u>free</u> of charge.

From question number 12. , in case of B. & C., do you think who should pay for the expenses?

❏ 1.TAT        ❏ 2.PGA        ❏ 3.Others............................

Other comments............................................................................

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## 4: Personal Information

Gender        ❏ 1.Male        ❏ 2.Female

am...............years old.

ly educational level

❏ 1.Mattayom 3                  ❏ 2.Mattayom 6 or Vocational Certificate

❏ 3.Diploma or equivalence        ❏ 4.Bachelor or equivalence

❏ 5.Graduate degree                ❏ 6.Others (Please specify)................

👍 *Thank you for your cooperation in answering this questionnaire.*

# VITAE

Name         Miss Sukhumaan Klamsaengsai

Student ID    47A2021

Educational Attainment

| Degree | Name of Institute | Year of Graduation |
|---|---|---|
| Bachelor of Business Administration (Tourism Management) First Class Honours | Walailak University | 2003 |

Scholarship Awards during Enrolment

2004-2005 U.D.C. Scholarship, Commission on Higher Education

Work -Position and Address

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