CONTENTS

			Page
Contents			viii
List of Tables			x
List of Illus	List of Illustrations		
List of Abb	List of Abbreviations and Symbols		xii
Chapter			
1. Introdu	ction		1
1.1	Statem	ent of the Problem	1
1.2	1.2 Related Literature		5
	1.2.1	Overview of the Hospitality Industry in Bhutan	5
	1.2.2	Concepts and Theories Relevant to Hospitality Products and	9
		Services	
	1.2.3	Concepts and Theories Relevant to Creating Value-Added	13
		Products and Services	
	1.2.4	Concepts and Theories Relevant to Tourist Market and	19
		Consumer Behaviour	
	1.2.5	Concept and Theories relevant to the Decision Making Process	24
	1.2.6	Review of the Concept of Guest Satisfaction	26
	1.2.7	Concepts and Theories Relevant to Hospitality	29
		Marketing Strategies	
	1.2.8	Related Research	42
1.3	Aim a	nd Objectives	45
1.4	Signif	icance of the Study	45
1.5	Limita	tion of the Study	45
1.6	Defini	tions of Key Terms	47
2. Method	ology		50
2.1	Popula	tion and Sampling	50
	2	2.1.1 Sample Selection	52
2.2	2 Type	of Research	53
2.3	Resea	rch Instruments	53
2.4	Data C	Collection	53

CONTENTS (CONTINUED)

			Page
	2.5	5 Data Analysis	54
3. Re	sults		55
	3.1	Demographic Characteristics of Respondents	55
	3.2	? Tourists' Behaviour	60
	3.3	The Importance of Marketing Mix 7Ps Factor	62
	3.4	Result of Expectation, Performance and Gap	7 0
	3.5	Customers Comments and Suggestions given by Tourists	90
	3.6	Results of Interviews from Managers or Owners of the Hotels	93
4. Sui	nmai	ry	96
	4.1	Conclusion	96
	4.2	Discussion	101
	4.3	Recommendations	116
	4.4	Recommendations for Future Research	122
Bibliography			124
Appen	dices		126
	A:	Questionnaires with Tourists	128
	B:	Interview Questionnaires with Managers or Owners of the Hotels	136
	C:	Map of Bhutan showing Location of District Surveyed for this Research	137
		study	
	D:	General Information of Bhutan	138
	E:	List of Information of Bhutan	
Vitae			147

LIST OF TABLES

Table		Page
1.1	Foreign Exchange Earning by Tourism Industry	3
1.2	Hotels and Bed Nights for International Tourists in year 2004	3
1.3	Occupancy of Registered Hotel	6
1.4	Occupancy of Unregistered Hotel and Campers Bed Nights	7
1.5	Occupancy Rate Comparisons between Different Grade Hotels in October	8
	2006	
1.6	Primary Activities (adapted from Poon, 1993)	17
1.7	Supportive Activities	18
1.8	The 7Ps Marketing Mix for Service	33
2.1	Annual Arrival by Nationality 1997-2004	51
2.2	Adjusted Sample Size for Indians and Non-Indians	52
2.3	Adjusted Sample Size of Owners or Managers of Hotels	52
3.1	Overall Demographic Characteristics of the Respondents	56
3.2	Demographic Profiles of Non-Indian and Indian Sample Respondents	58
3.3	Tourists Behaviour of Non-Indian and Indian Sample Groups	60
3.4	Important Level of Products and Services Factors between Non-Indian and	63
	Indian Sample respondents	
3.5	Important Level of Price Factor among Non-Indian and Indian Respondents	64
3.6	Important Level of Place Factor among Non-Indian and Indian Respondents	65
3.7	Important Level of Promotion factor among Non-Indian and Indian	66
	Respondents	
3.8	Important Level of People Factor among Non-Indian and Indian Respondents	67
3.9	Important Level of Process Factor among Non-Indian and Indian Respondents	68
3.10	Important Level of Physical Evidence Factor among Non-Indian and Indian	69
	Respondents	
3.11	Summary of Overall Importance Level of Marketing Mix 7Ps	69
3.12	Expectation with Products and Services Categorized by Nationality	71
3.13	Performance with Products and Services Categorized by Nationality	72
3.14	Products and Services Gap between Customers Expectation and Performance	73
	of Hotels Categorized by Nationality	

LIST OF ILLUSTRATIONS

Figu	Page	
1.1	A Simplified Scheme of the Value Adding Process	13
1.2	The Value Chain	15
1.3	American Customer Satisfaction Index Model	28
1.4	Five Classes of Segmentation Variables	31
1.5	Conceptual Frameworks	49