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ETHICS OF THAILAND'S TOURISM INDUSTRY

by

GANJANAPORN LERTPIPAT LUTHER, BBA, MBA

A DISSERTATION

Presented to the Faculty of the University of the Incarnate Word  
in partial fulfillment of the requirements  
for the degree of

DOCTOR OF PHILOSOPHY

UNIVERSITY OF THE INCARNATE WORD

May 2015

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## ACKNOWLEDGEMENTS

The writing of this dissertation has been one of my most significant academic challenges. Without the guidance of the following people, this study would not have been completed. I am sincerely thankful to all these people, and they have my deepest gratitude.

To Dr. Judith Beauford, my dissertation chair, you always believed I could do this. Your knowledge and academic professionalism instilled in me the highest standards of achievement. You have taught and guided me for several years with an abundance of patience and compassion that continued while I was conducting my research. Thank you.

To Dr. Norman S. St. Clair and Dr. Osman Özturgut, I am thankful for your guidance and direction while writing this dissertation.

John Estess, a loyal friend, thank you for the editorial reviews and advice and also the continuous encouragement in support of my educational successes.

My parents, my parents-in-law, and my younger sister, thank you for your love and sacrifices and for always encouraging me and believing in me throughout all my endeavors.

My husband, William Leonard Luther III, and my daughter, Nantashaporn Jewell Luther, have my heartfelt and sincere appreciation too. Without your encouragement and continued support I could not have finished this dissertation. Thank you for always cheering me up, providing me with strength, and standing by me through good times and bad times.

I would like to thank my editor, Ilene W. Devlin, for her attention to detail.

Ganjanaporn Lertpipat Luther

## ETHICS OF THAILAND'S TOURISM INDUSTRY

Ganjanaporn Lertpipat Luther, PhD

University of the Incarnate Word, 2015

The purpose of this study was to investigate how ethical sales behavior related to the likelihood of tourists to return to Thailand.

The Ethical Tourism Industry survey used was adapted from previous studies found in the literature. The sample of 300 participants was drawn from international tourists who travelled in the North, Central, and South regions of Thailand. Tests of correlation used Pearson, logistic regression, and linear regression to analyze the research questions in this study.

An analysis found that most tourists who were revisiting Thailand were male, and 49% of tourists came from Europe and Africa for leisure purposes. Those tourists had a median age of 37.5 years with an average household income. Generally speaking, tourists were satisfied with all aspects, except tour packages and information services, the public signs and directions, political and economic stability, and especially, the cleanliness of public places. Thailand's tourism might be increased by improving public facilities and improving the stability of government. Also, international tourists reported that well over half would return to Thailand in the next 12 months if given the opportunity, and they would recommend Thailand to others.

The empirical results of this study emphasized that there was a strong relationship between the perceived ethical sales behaviors of businesses and international tourists' satisfaction when moderated by gender, age, household income, and region. In addition, Somers'

analysis showed that there was a moderately significant relationship between the tourists' satisfaction and the likelihood of international tourists to return, and the relationship between the tourists' satisfaction and their positive recommendations Thailand to others. The results indicated that the variables of gender, age, household income, and region did not have an influence on the likelihood of international tourists to return, but the tourists' satisfaction did positively influence that likelihood to return.

The study provided useful information to the tourism local authorities, tourism planners, businesses, and marketers to focus more on enhancing, improving, and maintaining factors that contribute to international tourists' satisfaction, ethical sales behaviors, and likelihood to return.

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## **Chapter One: Thailand's Tourism Industry**

Marketing ethics are an ongoing concern of large organizations due to the loss of trust and reputation when aspects of an organization's lack of moral principles are discovered and exposed in the marketplace (Davidson, 2002; Lacznia, 1993, 2008). Improvement of marketing ethics can increase the organization's performance, customer satisfaction, and the customers' trust in today's businesses. Morgan and Hunt (1994) noted that the virtues of commitment and trust are the keys to the establishment of long-term relationships between organizations and customers.

Fennell (2006) noted that ethical considerations should guide individuals and organizations while creating marketing strategies to reach a sustainable and responsive market. As Bellizzi and Hite (1989) observed, practices that implement marketing ethics not only resulted in less misconduct in many organizations, but they also increased customer satisfaction. Marketing professionals and society as a whole are beginning to realize that businesses that are ethically focused while marketing are more likely to maintain long-term quality relationships with their satisfied customers and have greater opportunities to attract new customers.

### **Context of the Study**

Customers have preconceived expectations of the type of people with whom they are doing business before any customer interaction occurs. Marketers focus on the marketing practices that can result in profitable sales, customer satisfaction, and increased customer loyalty, while also satisfying the customers' expectations with the business's abilities and resources (Brenkert, 2008). The sellers reflect the marketing principles and practices of their organizations (Lund, 2000). These marketing strategies directly impact their customers' perception of interactions with the employees of the business (Sangkaworn & Mujtaba, 2010).

One of the major roles of business people and marketers is to expand the profit making capabilities of their organizations by creating new avenues of wealth in order to increase their sales revenues or attain other individual benefits or awards (Ferrell, 2011). On a daily basis, they attempt to increase sales and their effectiveness in generating more business, which may lead to situations that could cause them to be susceptible to ethical misconduct and illegal sales behaviors (Rakesh, 2012). This is due to the fact that the issues regarding a lack of ethics usually involve taking advantage of customers to produce more revenue from each customer.

When establishing a marketing strategy for goods and services, the business must maintain the perception of adhering to ethical practices (Román, 2003), because the reputation of being an ethical and honest service provider is likely to be the expected norm (Thomas, Vitell, Gilbert, & Rose, 2002). Customers expect organizations to behave ethically, expecting certain behaviors during the purchasing process; for instance, they expect to receive responsible and honest advertising. Ethical cues lead to satisfaction in service, whereas cues of unethical actions establish dissatisfaction with a company and its services.

### **Statement of the Problem**

The association between the ethical practices of marketing professionals while selling their goods and the resulting perceptions of customers needs to be scrutinized (Brenkert, 1999; Ferrell, 2011). Unjust and immoral business practices in the tourism industry have a greater impact than virtuous ones. Unethical business practices may justifiably ruin the reputation of the organization (Zeithaml & Bitner, 2000), but, more importantly, they may also tarnish the foreign tourists' perceptions of the whole country. In Thailand's case, that resulting loss of reputation and trust may negatively impact Thailand's tourism industry (Alrubaiee, 2012; Chen & Mau, 2009; Rakesh, 2012; Román, 2003; Román & Munuera, 2005; Román & Ruiz, 2005).

Determining a code of ethics for the marketing practices of the tourism industry has been an important ongoing concern of the global tourism industry. There is still a need for increased awareness of ethical considerations in this business sector. Huh (2002) recommended that the direction of future research of the tourism by researchers and marketers should be to study the association between the satisfaction of the tourists and the intention of returning to, or revisiting, a destination, which was a vital concern in the tourism industry. That proposed direction was argued by Cronin, Brady, and Hult (2000), due to their findings that customer satisfaction was a good indicator of upcoming purchasing intentions.

The tourism industry is an important economic factor of Thailand (Barnett, 2009; Cohen, 2008; Sriphnomya, 2002). The tourism industry benefits those living in tourist destinations. Despite these benefits, there is still a dearth of tourism research worldwide that focuses on the ethical aspects of tourism, so the role of ethics in tourism should be studied and discussed more openly (Fennell, 1999; Goodwin & Francis, 2003). Further consideration and application of marketing ethics in the tourism industry is needed to mitigate negative tourists' reactions that influence tourists' post-purchase behavior and degrade Thailand's reputation as a tourist destination (Bovee, 2011).

One possible consequence of unethical business practices of some Thai organizations may be the distrust of all Thai businesses and enterprises. Thomas, Schermerhorn, and Dienhart (2004) described many episodes of unethical conduct committed by Thai business enterprises. The consequences of unethical behavior aren't always provoked by businesses. In the last few years, there have been three significant governmental crises that involved the Banhan, Chavalit, and Chuan governments that started over unjust and unethical practices that resulted in numerous problems in the economic, financial, and healthcare systems in Thailand.

The Revenue Department of Thailand, an organization that has the responsibility to inspect large taxpayer organizations, has studied the impact of ethics on Thai businesses, and their findings have shown that the cost of unethical behavior is not only incurred by government penalties of the offending organizations, but also in customer defections, loss of reputation, loss of employee morale, higher turnover rate of employees, government distrust, and further regulation. As a result, Thailand's organizations need to behave ethically to influence positively their customers' buying decisions, and Thai businesses need to be aware of their customers' perceptions of their business ethics.

Due to their direct contact with tourists, problematic behaviors of some of tourist guides—contrary to the tourist guides' ethical code and attendant obligations (Somjaiwong, 2003)—increase tourists' dissatisfaction and diminish the likelihood of their return to Thailand (Ingram, Skinner, & Taylor, 2005; Pezhman, Javadi, & Shahin, 2013). As a result, there is a need for further study of businesses' practices and ethics that may impact the satisfaction and likelihood of international tourists to return to Thailand.

Each individual is likely to perceive, evaluate, and differentiate between ethical and unethical behavior based on his or her demographic background. Liu and Yen (2010) have agreed that some demographic variables (gender, marital status, age, education, and monthly income) may lead to significant differences in perception of service quality, tourism impact, and total tourist satisfaction. Consequently, it is vital to consider those demographic variables as factors in the relationship between ethical sales behavior and tourists' satisfaction.

### **Purpose of the Study**

The purpose of this study was to investigate how ethical sales behavior related to the likelihood of tourists to return to Thailand. This study investigated (a) the relationship between

the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand; (b) whether that relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists was moderated by gender, age, household income, and region; (c) the relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand; and (d) how tourists' satisfaction, moderated by gender, age, household income, and region, was related to likelihood to return.

### **Research Questions**

This study was mainly focused on the investigation of how the perceived ethics of the sales behavior of businesses was related to the likelihood of international tourists returning to Thailand by posing the following questions:

Q1. How is perceived ethical sales behavior of businesses related to international tourist satisfaction in Thailand?

Q2. Is the relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region?

Q3. Is there a relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand?

Q4. How is tourists' satisfaction, moderated by gender, age, household income, and region, related to likelihood to return?

### **Significance of the Study**

Tourism literature should be thoroughly examined to comprehend the impact of the industry on society. One of the obvious consequences of the tourism industry is that it usually benefits those living in tourist destinations. Understanding customers' perceptions is critical to

the tourism industry in Thailand. The findings of this study assisted in developing an understanding of the marketing practices and resulting consequences of those practices to the tourism industry in Thailand, namely, the likelihood of those tourists to return. Assessing the association of tourists' satisfaction with the marketing practices of business people provided a way to estimate the likelihood of international tourists to revisit Thailand.

This study was very significant due to the identification and quantification of customer satisfaction resulting from tourism marketing practices. The ability to determine customer satisfaction resulting from the marketing practices of the tourism industry is likely to benefit the long-term continuing development of the Thai tourism industry by expanding the number of tourists, especially international tourists. The study provided information to create strategies designed to increase tourists' trust and the country's reputation. Also, ethical sales behaviors that were identified in this study helped businesses identify and apply better practices that in turn should result in an increased confidence and growth of the Thai tourism industry.

The ability to link customer satisfaction and likelihood to return highlighted the benefit of long-term ethical sales strategies. Businesses, marketing professionals, tourist agents, and service providers at the upper levels of management would be able to design proper strategies that improve the perceptions of the Thai tourism industry. Also, the ethical strategies and procedures identified in this study facilitated the identification and application of better and proper marketing practices that could result in increased trust, confidence, and growth of the Thai tourism industry (Hudson & Miller, 2005).

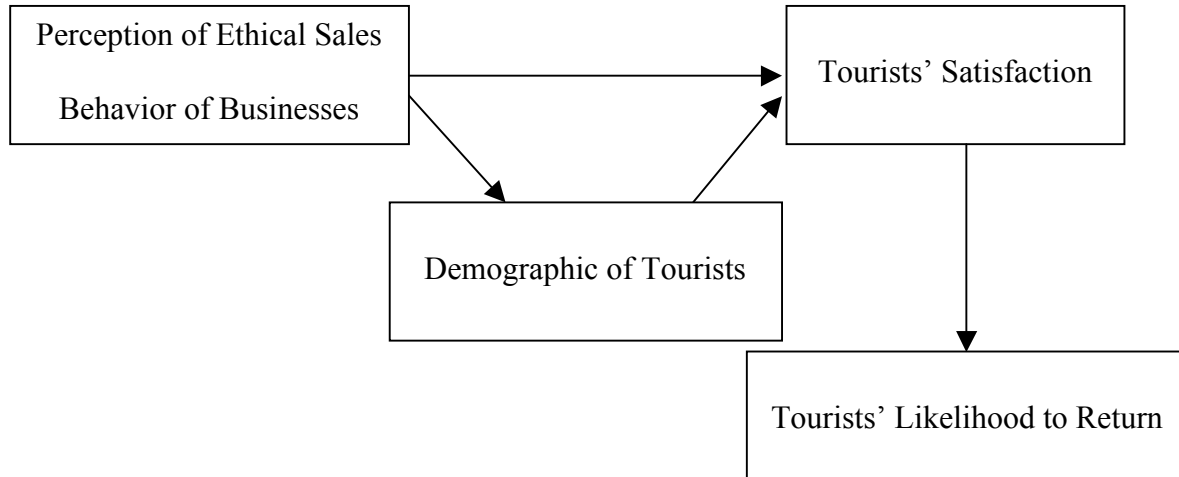
Also, it provided many advantages to tourism businesses, tourism-related businesses, the tourism industry as a whole, and eventually, the country. If better ethics were applied to the sales practices that target international tourists, it is likely that those tourists would benefit and would

have more pleasant visits and tourists' likelihood of returning would increase (Brida & Coletti, 2012; Chen & Tsai, 2007; Ling, Karim, Othman, Adzahan, & Ramachandran, 2010; Supitchayangkool, 2012), resulting in the long-term increase of tourists' trust and the country's reputation.

This research added to the existing literature by concentrating on the tourism industry in Thailand. Only a few studies investigated the ethics of Thailand's businesses (Burnaz, Atakan, Topcu, & Singhapakdi, 2009; Racela, 2012; Singhapakdi, Salyachivin, Virakul, & Veerayangkur, 2000). The previous studies showed a need to pay more attention to the consequences of unethical behavior. There were no other studies that have examined the following four aspects in concert: ethical sale behavior, tourist satisfaction, likelihood to return, and Thailand's tourism industry. Therefore, this current study was concerned with finding tourism and business research that would be applicable.

### **Research Methodology**

The study employed an explanatory design, a type of correlational research, to describe and measure the degree of relationship between several variables (Creswell, 2008, p. 356). A correlational design was utilized to derive quantitative results from the surveys completed by international tourists in Thailand. Correlational designs are quantitative procedures that investigators use to measure a degree of association by using specific statistical procedures for correlational analysis (Creswell, 2008, p. 52). Explanatory research is sometimes referred to as relational research, which is also described as a basic form of correlational research to determine associations (Creswell, 2008). The conceptual framework of the current study is shown in Figure 1.



*Figure 1.* A conceptual framework of the study.

In this study, two instruments were adapted to describe and measure the ethical sales behavior of businesses, customer satisfaction, demographics, and tourists' likelihood to return to Thailand: (1) the Ethical Sales Behavior Survey created by Román (2003), and (2) portions of the Ipswich Visitor Survey concerning the areas of customer satisfaction, demographics, and return intentions. This instrument was created by Bowles, Ruhanen, Chen, Johnson, Srichawla, Tay, Theron, and Xian, and published in 2009. However, because the survey is out of print, the original survey is made available in Appendix H, with Ruhanan's permission shown in Appendices F and G. The survey for this study was administered at business areas and tourist destinations to international tourists who were travelling in Thailand.

### **Theoretical Framework**

Román's (2003) ethical sales behavior framework was utilized to assess the use of ethical practices on customer satisfaction, trust, and loyalty to the company in the financial services industry. Román's framework was used to explain and review data when analyzing and discussing businesses serving Thailand's tourism industry.



One of Roman's findings was that today's market environment is very customer oriented, but just focusing on the needs of customers is not sufficient, because companies also need to pay close attention to the ethical behavior of salespeople. The ethical behavior of salespeople is a concern, because there are many factors constantly inducing them to make poor choices: (a) they are under pressure to increase revenues or sales for the company; (b) they frequently work in settings without supervision that could enforce a code of ethics; and (c) they are likely to be evaluated based on short-term performances. Nevertheless, the confluence of these factors result in highly stressed salespeople working under more pressure and less ethical reinforcement than their coworkers, so it is natural that they are prone to exaggerate and be inaccurate (lie) during sales negotiations (Chen & Mau, 2009; Futrell, 2006).

Román's study (2003) indicated that promoting ethical behavior was a worthwhile goal. Many researchers have agreed that ethical behavior of salespeople could lead to a greater level of satisfaction, trust, and loyalty of customers (Hansen & Riggle, 2009; Saeed, Maryam, Mohammad, Seyed, & Mohammad, 2012; Wray, Palmer, & Bejou, 1994), although one must take into account other studies that have shown that there are many variables that have a significant impact on the behavior of salespeople, including motivation, incentive, aptitude, and role perception, as Walker, Churchill, and Ford (1977) have described. Román's study also concluded in a caveat stating that having salespeople with demonstratively ethical behavior is vital in the financial services industry, but it may not be as vital in other industries with physical products.

Ethics play a vital role in every business (Barnett & Karson, 1989). The salespeople represent a company's reputation, trust, and loyalty. They are accountable to interact positively with customers during sales situations. As a result, they are responsible for building relationships

between the company and customers. Buyer-seller relationships are likely to improve when salespeople are ethical, so it is advantageous for salespeople to be ethical.

### **Definition of Terms**

Several key terms utilized in the study are clarified or defined as follows:

**Marketing ethics.** The American Marketing Association (AMA) defines marketing ethics as “deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behavior, and practice” (2008, p.1). The AMA has established that marketers are expected to adhere to the highest level of ethical norms and values in the marketing profession. Murphy, Lacznia, Bowie, and Klein (2005) explained that marketing ethics is the study of the moral principles of marketing systems as applied to marketing processes, assessments, and actions. For the purpose of this study, marketing ethics was defined as the moral principles of sales behavior practiced by businesses serving international tourists in Thailand’s tourism industry.

**Ethical sales behavior.** Román’s study (2003) stated that ethical sales behavior played a vital function in the formation and continuation of long-term relationships with clients. Consequently, many researchers have defined ethical sales behavior as expressing only ethical attitudes, promoting full disclosure when problems occur, being extremely honest in all communication and making sure that no exaggerations occur, treating everyone fairly, and keeping promises to customers (Lin, 2012; Robertson, Gilley, & Street, 2003; Wray et al., 1994). For the purposes of this study, ethical sales behavior was related to the ethical attitudes and actions of businesses associated with Thailand’s tourism industry, such as being honest in sales transactions, providing accurate information regarding all communication, and selling the right products and services without inappropriate pressure.

**Tourist satisfaction.** Johnson (2001) explained that customer satisfaction was a combination of customers' positive experiences with the purchased goods and services and customers' positive impressions of the organization as a whole. If there were gaps between the services expected and the services actually received, tourists would perceive that their reasonable demands were unmet and that would negatively affect their customer satisfaction. For the purposes of this study, tourist satisfaction related to and depended on international tourists' experiences and impressions of Thai destinations and the uniqueness of Thai cuisine, accommodations, transportation, security, Thai people, Thai society, and Thailand as a whole.

**Likelihood to return.** For the purpose of this study, likelihood to return was defined as post purchase attitude of intention to return to Thailand in the next 12 months, inclination to return if an opportunity were given, and predilection to recommend Thailand to other people as a travel destination. Baker and Crompton (2000) indicated that customer satisfaction and positive travel experiences were the main factors to increase the probability of return intentions. According to Chen and Tsai (2007), destination loyalty was not only reflected in tourists' return intentions, but also in customers' willingness to recommend the destination to others.

### **Limitations of the Study**

The study specifically focused on Thailand's tourism industry and cannot be generalized to other industries or countries. Although a quantitative methodology was utilized to obtain numerical results regarding customer satisfaction in marketing practices, the mapping of the response to numeric results might contain flaws.

The cultural impact of ethics might introduce other limitations to this study, because the targeted participants of this study were international tourists travelling from different countries to visit Thailand. Tourists come from countries with varying ethical norms, resulting in different

points of view regarding the ethical practices they have experienced in Thailand. Marketing practices that could be viewed by the people of one country as ethical and acceptable could be perceived by people from other countries as unethical and unacceptable. In other words, this study collected data from people who were probably judging the ethical marketing practices of the Thai business people by the ethical norms of their home countries, but there also was a chance that tourists judged the ethics of the Thai marketing practices by what they understood, or thought they understood, of Thai business ethics. Regardless of which point of view was used, the ethics of Thai businesses were not judged by Thai people, so the results of this study might be altered by the makeup of the nationalities that took part in the survey.

The length of time that tourists spent travelling and touring could have been another possible limitation of this study. Tourists' perception of their experiences from the beginning to the end of their trip could vary over time. Due to the data collection process, the data might be collected at different points of time in each individual's experience. This study did not distinguish between newly arrived tourists and tourists who were at the end of their visits.

Another possible limitation of this investigation was the seasonality of tourism that could have skewed the ethical perceptions of customers. For instance, the prices charged are usually higher during the peak season (November to April), the time of the year when most people are actively traveling and there is a high demand for rooms, resulting in higher prices that may negatively affect customers' ethical perceptions more than the prices during the off season (May to October). As a result of those seasonal charges, customers might have more negative perceptions when prices were high during the peak season, due to being aware of the prices due to competition and careful shopping during the expensive peak season, or they might even have had positive perceptions of price fairness during the peak season due to more knowledge after

careful shopping. Regardless of business practices that could impact the perception of marketing ethics during the peak and off seasons, it appeared that the results of this study would probably be strongly affected by the time period in which the data was collected.

## **Chapter Two: Literature Review**

The purpose of this study was to investigate how ethical sales behavior related to the likelihood of tourists to return to Thailand. This study investigated (a) the relationship between the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand; (b) whether this relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists was moderated by gender, age, household income, and region; (c) the relationship between tourist satisfaction and the likelihood of the international tourists to return to Thailand; and (d) how tourists' satisfaction, moderated by gender, age, household income, and region, was related to likelihood to return.

In order to have an understanding of the targeted population and the predetermined theoretical framework, this chapter reviews the following aspects of tourism research found in the literature: history of the tourism industry, ethical sales behavior, demographic factors in business, customer satisfaction, and customer loyalty.

### **History of the Thai Tourism Industry**

The tourism industry is noticeably one of the most important economic indicators of Thailand (Barnett, 2009; Cohen, 2008; Sriphnomya, 2002). Thailand is marketed as one of the most rapidly expanding international tourist destinations in the Southeast Asian region, as McDowall and Wang (2009) stated:

The importance of tourism is inspiring Thailand to strive to become a major international tourist destination in Southeast Asia and the world. The continued success of international tourism and the future direction of tourism development in Thailand can be enhanced through a historical analysis of tourism industry. (p. 351)

The current boom in Thailand's tourism industry started during the Vietnam War when U.S. soldiers would visit the country for rest and recuperation (R&R), resulting in visits from 54,000 R&R soldiers and 336,000 foreign visitors in 1967 alone (Ouyyanont, 2001). Thailand's

tourism continued to increase in the late twentieth century during a period of a relatively stable political environment. The continued growth during this peaceful time aided the long-term growth prospects of the nascent tourism industry by establishing Thailand's reputation as a beautiful and safe destination for tourists. Thailand's capital has undergone sustained prolific construction and modernization since the beginning of the twenty-first century that included the opening of the second international airport of Bangkok in 2006 and the subsequent expansion and improvements to that airport. This continued construction and modernization has increased tourism in Thailand and was also the result of increased tourism in Thailand.

Narangajavana (2007) determined that "accessibility to Thailand has been improving due to routing expansion of both Thai and other international airlines, deregulation of the aviation industry, linkage of transportation networks, and the opening of Bangkok's new international airport – Suvarnabhumi" (p.1). Thailand's infrastructure and internal policies have been favorable to the tourism industry. The transportation, hotel, retail, and other related industries have all continuously blossomed to support the increasing international tourism. Thailand has developed transportation technologies to accommodate the additional people by providing faster, more efficient, less expensive, and more effective modes of transportation, while simultaneously raising the standard of living in Thailand.

It is acknowledged that one of the driving factors for Thailand's gross national product (GNP) and economic growth is based on international tourism and other industries related to tourism. The Thai government has been attempting to regulate marketing and promotion activities under the control of the Tourism Authority of Thailand (TAT). TAT was established in 1960 with a focus on providing tourist information and promoting tourism in Thailand to both

domestic and international tourists and travelers in Thailand (Tourism Authority of Thailand, 2013).

The Tourism Authority of Thailand is primary responsible for (a) supplying information and data about tourist areas to the public, (b) creating publications about Thailand with the intention of encouraging both Thai and international tourists to travel in and around Thailand, (c) conducting studies to help create development plans for tourist destinations, and (d) co-operating with and supporting the production and development of personnel in the field of tourism (Tourism Authority of Thailand, 2013).

A study by Narangajavana (2007) noted that Thailand had been attracting a large number of visitors, both Thai and foreign, resulting in the attention of many international hotel investors who perceived many opportunities to increase the tourism business capabilities of Thailand to support the expanding number of visitors. The Tourism Authority of Thailand (2013) indicated that the majority of tourists in 2011 traveled from the Asia Pacific. The *Bangkok Post* (2013) reported that there were more than 22 million visitors who travelled to Thailand in 2012, an increase of nearly 16% from 2011, setting a new record for Thailand. Malaysia provided the largest number of tourists, followed by China, Japan, Korea, Laos, India, and others; however, in terms of the number incoming tourists, Thailand ranked behind China, Hong Kong, and Malaysia. The largest groups of Western tourists travel from Russia, the United States, Germany, the United Kingdom, Australia, and Sweden. Also, the number of Middle Eastern tourists is currently increasing. The Ministry of Tourism and Sports backed up those statistics when reporting that the 22.3 million foreigners who travelled to Thailand in 2012 were Chinese (2.7 million), Malaysians (2.5 million), Russians (1.3 million), Japanese (1.3 million), Koreans (1.1 million), British (870,164) and Germans (681,566).



Ten member nations in Southeast Asia are planning to form an economic association similar to European Union. Joining this ASEAN Economic Community (AEC) should further establish Thailand's hotel industry and other related industries, resulting in an increased capacity to accommodate more inbound visitors arriving in Thailand, as well as promoting strong economic growth that should make Thailand more attractive for further investment.

Amnatcharoenrit published an article in *The Nation* (2013) in which he predicted the state of the hospitality industry in 2013:

This year is expected to be a golden one for the hotel industry, with a parade of new openings in major tourism provinces thanks to improved political stability, which has created a better investment climate, and the upcoming Asian Economic Community (AEC) single market in 2015. (Amnatcharoenrit, 2013)

### **Ethical Sales Behavior**

There are several researchers who have studied marketing from the perspective of adherence to ethical codes. In theory, ethical sales behavior plays a critical role in understanding the establishment of business practices and the appeal of organizations that look beyond the typical goals concerning organizational achievements.

An investigation of entrepreneurial ethics conducted by Khampanya and Virasa (2010) revealed that ethical issues regarding fairness, social responsibility to shareholders, honesty in negotiation, and the resolution of sales and marketing dilemmas were present when the business was in the stage of building relationships with customers due to the main factors influencing the ethical dilemmas during this time: personality traits of entrepreneurs, business life cycle, and characteristics of the firm. The results indicated that the association between business people and stakeholders needed to be handled in a way to promote a greater good when seeking resolutions of ethical dilemmas. They also recommended that the study of ethics focus on business peoples' decision-making processes when they were involved with ethical issues.

Fortunately, today's customers are more perceptive and expect an honest exchange when interacting with salespeople, marketing professionals, and corporate businesses. Consequently, businesses need to transform their marketing practices to ones that are unexaggerated, fair, and transparent to both stakeholders and clients. DeConnick (2005) suggested that organizations needed to introduce business systems that enforce a code of ethics, while instituting negative consequences for unethical behavior. Organizations should incorporate ethical business practices into their corporate values, since ethics was an integral part of business culture and influences the longevity of the business (Paul, 2001).

Ethics in marketing is normally described as the principles and behaviors to which marketers must adhere in order to be considered ethical. Deceptive marketing practices can occur in the form of falsification, ambiguous practices, and omission of important facts while working with any component of the marketing and sales strategy. Deception occurs when companies represent the value of goods or services at higher value than their actual worth. Customers believe that they will receive something of more value than the actual items or services. After being deceived, they will become skeptical of organizational selling messages and marketing practices, resulting in customers breaking from association with the offending businesses. In the context of marketing practices, deception can occur in aspects of product practices, pricing practices, placement of products or distribution practices, and promotion practices. It is important to implement ethically correct marketing practices to minimize unethical impressions perceived by organizational customers (Rakesh, 2012).

One of the many objectives of businesses is to present favorable ethical behaviors to their customers so those customers will consider the businesses' reputations when making a purchasing decision. The practice of ethical sales behavior promotes the perception by customer

of greater value received in the sales transaction (Hazrati, Zohdi, Zohdi, Seyedi, & Dalvand, 2012; Román & Ruiz, 2005). On the other hand, unethical sales behavior perceived during a sale transaction is seen as an attempt by the salesperson to gain unfair benefit from the customer. As a result, if ethical lapses in businesses such as exaggerating about the availability of goods and services, lying about competition to make sales, giving answers to customers that are not based on facts, or attempting high pressure sales techniques (Román, 2003) will result in customer dissatisfaction and decrease the possibility of customer return.

As Bowen (1953) reported, those lapses in ethical behaviors were endemic in the 1950s, and they are still prevalent in the 21st century (Román & Munuera, 2005). Hosmer (2003) agreed that the economic and regulatory aspects of a business needed to be balanced with an ethical perspective when businesses were in a marketing decision-making process. When solving business problems, businesses, marketers, and service providers must maintain a heightened awareness of the related ethical issues that must also be considered. The related ethical issues might not always be directly linked to the business problems, so identifying the related ethical issues might not be easy since they were not always obvious.

Ethical sales behavior comes into play when creating a trusting relationship during the association and dynamic interactions between businesses and their customers (Alrubaiee, 2012; Chen & Mau, 2009; Hazrati et al., 2012; Román, 2003; Román & Munuera, 2005; Román & Ruiz, 2005). Hansen and Riggle (2009) thoroughly examined the subject of ethical behaviors of salespeople in sales relationships. Their studies found that positive outcomes resulted mainly from purchasing agents' ethical behaviors. Ethical sales behavior built trust and buyer commitment. A salesperson's ethical behavior influenced older buyers more than younger buyers (p. 151).

Reichheld and Schefter (2000) stated, “to gain the loyalty of customers, you must first gain their trust” (p. 107). Customer loyalty comes naturally, once trust is established (Alrubaiee, 2012). As Meredith (2011) supportively stated, “trust matters and trust is profitable where people do business with people they trust and people they like” (p. 71). Customers are more likely to enter trusting relationships with salespeople who are honest, consistent, dependable, knowledgeable, friendly, and compassionate (Román & Ruiz, 2005). The ethical behavior of sales representatives has significantly affected the trust of customers in organizations and created positive buyer-seller relationships (Alrubaiee, 2012; Chen & Mau, 2009; Román, 2003; Román & Munuera, 2005; Román & Ruiz, 2005), because “customer perceptions of contact employees will affect their perceptions of the company” (Ganesh, Arnold, & Reynolds, 2000, p.68).

Salespeople are normally required to comply with a company’s ethical norms. Unfortunately, they frequently conduct business with practices that violate those norms to reach their sales goals, so there are opportunities in which they could fall into unethical situations. The behavior of salespeople could create disagreement with customers and could destroy the buyer-seller reciprocal relationship and eventually lose customers or cause more serious issues, as Román and Ruiz (2005) depicted. Another problem is that salespeople are usually evaluated and paid based on their performance, resulting in situations that could lead them to behave unethically to reach their sales targets, which in turn leads to situations that are detrimental to the long-term buyer-seller relationship. They may easily lie about the products and services while providing guidance and consequently closing a sale, but they would lower the company’s reputation and destroy trust after the sale, so the chance of repeat business would be diminished.

Haron, Ismail, and Shaikh (2011) studied the impact of supervisory influence, role ambiguity, and sales targets to determine their effect on insurance agents to exhibit unethical

behaviors. They stated that “sales and company policy would be the driving force for unethical intention, as agents need to constantly match the expectations and targets set by the company” (p. 98). The study also found that agents were likely to engage in unethical behaviors, even though they were well supervised, due to performance pressures. To minimize the unethical behavior, there was still a need to continually observe and ensure that transparent functions were performed and that sales goals were reachable.

Salespeople are in many situations in which ethical behavior may not result in the quickest short-term performance, but in which ethical behavior has been shown to result in better long-term gains. Customers usually receive professional advice about goods and services from salespeople, because they do not have the requisite knowledge to critique goods and services in which they are interested without guidance. As Wray et al. (1994) noted, it was important that salespeople conformed to ethical standards while giving advice concerning products that were unknown to a customer, since displaying an ethical attitude in that stage of customer relationship could quickly result in trust and a long-term relationship with the customer.

Pezhman et al. (2013) examined the influence of ethical sales behavior on customers' loyalty due to customer satisfaction and trust in an insurance company. Their results revealed that the ethical behavior of salespeople had significant influence on customer loyalty.

In summary, ethical sales behavior is demarked by the salespeoples' actions while expressing the right message, selling the right products or services to fit customers' desires, providing accurate information, extending courtesies, and keeping their promises to their customers. In contrast, unethical behavior is indicated by actions that are confusing, misleading, contain exaggerations, employ lying, or consist of selling goods or services that were not right for the customer (Hansen & Riggle, 2009; Román, 2003; Román & Ruiz, 2005). Attending to

ethical considerations has become a vital part of doing business in the twenty-first century that impacts the likelihood of the return of consumers. As Ingram, Skinner, and Taylor (2005) explained, ethical considerations were positively associated with customer satisfaction, an association that had a direct impact on customer loyalty.

**Cultural aspects of ethics.** The increased number of businesses, including marketers and service providers, combined with the growth of global business, creates an environment in which it is necessary that those businesses deal with ethical issues in cross-cultural settings. Understanding cultural environments helps these organizations to have better ethical analyses and decision-making capabilities.

Culture theory is extremely multifaceted; however, it is necessary to focus on cultural differences when studying tourism. There is scant tourism research that studies the cultural distinctions between tourists who come from different cultures and different nations. Studies of the cultural influences on tourism have continued to lag in the twenty-first century (Low, Ferrell, & Mansfield, 2000; Reisinger, 2009).

Hofstede (1983) completed a study on the impact of cultural norms and values on the business ethics of international business practices. His terminology for explaining national cultures consisted of four dimensions pertaining to cultural values: (a) Individualism versus Collectivism, (b) Large or Small Power Distance, (c) Strong or Weak Uncertainty Avoidance, and (d) Masculinity versus Femininity (p. 78). Those four dimensions were basically orthogonal to each other.

Hofstede's findings indicated that there were many intermediate levels of business ethics values among nations. The differences in cultural values of nations and regions appeared to need more differentiating factors than just the four cultural dimensions listed above (Hofstede, 1983).

Even with the combination of globalization and standardization assisting to provide some uniformity to the business enterprise, each country was different. Understanding other national cultures assisted businesses to adjust their management practices in both multinational and multicultural settings to conform to a common code of ethics (Hofstede, 1983).

Reisinger and Turner (2003) identified the consequences of the cross-cultural behavior of tourists' experiences. They showed that understanding cultural backgrounds yields successful marketing strategies, resulting in higher profits. A variety of management approaches could influence tourist decision-making behavior based on the diverse cultural backgrounds.

Reisinger (2009) also examined cultural uniqueness and its distinguishing factors. Understanding the differences between the cultures of incoming tourists was vital in the tourism industry to support the rapid growth of international tourism. He concluded that improved communications, advanced technology, and transportation were some of the factors that notably affected travelers' experience of foreign cultures. As a result, it was important to understand the cultural context of international tourism.

**Ethics in Thai culture.** The research done by Burnaz et al. (2009) explored the differences in decision-making processes concerning ethics between Turkish, American, and Thai businesspeople. Their study focused on the following variables: (a) corporate ethical values (CEV) that evaluate the influences of the organizational ethical culture on decision-making processes; (b) perceived importance of ethics to business people to study the association between the long-term profitability of a business and ethics; and (c) the perceived moral intensity in the decision-making process. The participants were professionals and businesspeople, including marketers, who were in or had graduated from MBA programs. The findings showed that a cultural ethical viewpoint played a vital role in international marketing activities. They indicated

that American businesses had more incidents involving unethical marketing behavior than the Turkish or Thai businesses. The study also revealed that American and Thai businesses placed more significance on the concept that having ethical marketing practices would lead to business successes than that of the Turkish businesses.

Understanding certain parts of Thai culture is necessary before a broader discussion of international ethics can take place. Thais have a culture of gift giving, so it is common for them to give and receive goodwill gifts, an activity that may be perceived to other people as bribes, payoffs, or as a source of corruption in Thai culture. Phongpaichit and Piriyarangsan (1999) had stated that there were parts of the Thai culture that appeared innocently to promote unethical practices that might later blossom into corruption. The acceptance of such gifts has deep roots in Thai culture, but those practices may impact the future growth of the country's economy.

Ermongkonchai's (2010) research also found instances of unethical conduct within Thai organizations. His research determined that the primary reasons for employee misconduct were greed, personal benefits, or individual gain. He concluded that "there is a lack of effective monitoring mechanism in Thai business enterprise to discover employee misconduct and corruption" (p.137). Warsta (2004) further indicated that corruption had been a longstanding problem in Thailand, especially so in the area of government management. There were many societal factors leading to and allowing acts of unethical conduct by employees, including social norms that allowed dishonesty, process loopholes, many opportunities to take advantage of customers in small ways, and pressure for performance. Also, managers were likely to respond to unethical employee conduct only after receiving notifications of misconduct from customers (Ermongkonchai, 2010; Warsta, 2004).



Somjaiwong (2003) focused on the behavior and performance of Thai tourist guides and the ethical problems of Thailand when using the code of ethics in the *Professional Tourist Guide Association of Thailand* as a standard. The results of Somjaiwong's study revealed that the behaviors of professional tourist guides were ethically problematic. In 2003, Somjaiwong detailed five improper behaviors of tourist guides, including (a) pressuring tourists to purchase a different package; (b) leading tourists to more expensive, less quality shops where the guide receives a commission; (c) trying to generate sympathy to get larger tips; (d) discriminating against particular tourists; and (e) abandoning their responsibilities (abstract, paragraph 2).

An examination of the Thai tourism industry from a cultural standpoint should result in a different perspective and a better understanding of the Thai tourism industry. The goal of tourists is to experience, at least to some degree, unfamiliar countries, values, cultures, and attractions. Graburn (1997) suggested that the re-establishment of the national culture and ethnicity of many Asian countries was essentially a product of tourism. In spite of a common culture, the residents of each nation were quite different due to their family backgrounds, educations, experiences, and values; however, culture was usually the only consideration of tourism business people when they created business strategies, conducted strategic planning, implemented management systems, and created an ethical mindset (Mason, 2003). The focus on culture was evident when the business people detailed the ethics of their business strategy to their customers from a values and cultural perspective.

**Summary.** Many research studies have found that ethical behaviors are a vital factor in the sales relationship between a business and the customer. Unethical behaviors by salespeople have resulted in customers' negative perceptions of organizations. These unethical behaviors can occur in the form of lying to customers about products and services, giving unsure or

unknowledgeable advice to customers, selling goods or services that are not right for the customer, applying sales pressure to customers, being dishonest in communications, or having a culture of gift giving. Some factors lead salespeople to behave unethically or fall into a pattern of ethical misconduct, including being evaluated and paid based on their performance, working under pressure without supervision, or attempting to accomplish unreachable sales targets or gain personal benefits. These unethical situations commonly have a detrimental impact on the long-term buyer-seller relationship due to the resulting disagreements and negative perceptions of a business's sales behavior that results in customer dissatisfaction and eventually decreases the chance the customer will come back for repeat business. As a result, the need for effective monitoring mechanisms should be considered and implemented in order to boost the positive buyer-seller relationships and reduce ethical misconduct.

### **Demographics Factors in Business**

Research has shown that demographic factors can influence customer satisfaction. The impacts of many demographic variables including age, education, gender, household income, marital status, and cultural factors have been investigated.

Huh (2002) found that there were no significant differences in tourists' overall satisfaction when considering the demographic factors of age, state, education level, total household income, length of stay, membership in a group, and distance of travel. The findings illustrated that gender, past experiences, and the lead-time from the decision to travel to actually travelling were factors that significantly impacted overall satisfaction. The study demonstrated that male tourists were less satisfied than female tourists while visiting the Virginia Historic Triangle. In terms of experiences, respondents who had never visited cultural sites were less likely to be satisfied. Moreover, the study explained that the participants who planned to visit the

Virginia Historic Triangle for more than 6 months in advance of the trip were very satisfied with tourist sites.

Suebsamarn (2009) examined the satisfaction of tourists who used home stays in Thailand. The findings showed that there were no significant differences in overall satisfaction caused by gender, country of residence, age, and marital status, but there were significant differences in tourist satisfaction that varied with the level of education and household income.

Liu and Yen (2010) studied the subject of the effects of service quality, tourism impact, and tourist satisfaction at sites where tourists experienced farming in Thailand. They found positive relationships among variables and some differences in perception among demographic groups. In the test of the effects of demographic variables on total tourist satisfaction, the study indicated that the demographic variables gender, marital status, age, education, and monthly income significantly affected tourist satisfaction. Occupation and residential location were not significance. Also, the choice of leisure farming was influenced by the offer of tangibles and assurance of quality service. “There were significantly negative and direct effects between service quality and negative tourism impact, and negative tourism impact and total tourist satisfaction” (p. 1529).

In summary, as discovered by previous studies, demographic variables such as age, gender, marital status, total household income, level of education, occupation, past experience, distance time to travel, and country of residence are frequently used in tourism research to examine tourist satisfaction. Some demographic variables, including gender, age, past experience, household income, and region, are shown to have the most influence on customer satisfaction in the tourism industry.

## Customer Satisfaction

Customer satisfaction is the primary component of marketing theory that relies upon the concept of making profits while meeting customer expectations (Wicks & Roethlein, 2009).

Customer satisfaction is a good indicator of the purchasing behavior of customers in the future. Homburg, Koschate, and Hoyer (2006) and McQuitty, Finn, and Wiley (2000) agreed that customer satisfaction was likely to be an interesting topic in marketing literature. Homburg et al. (2000) concluded that focusing on customer satisfaction could build long-term benefits for organizations, for instance, customer loyalty and organizational profitability.

**Definition.** Oliver (1997) stated that “everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows” (p. 13). Peterson and Wilson (1992) posed the question: “To what extent do satisfaction self-reports reflect ‘true’ satisfaction?” (p. 62). They summarized the difficulty of studying customer satisfaction by declaring “Studies of customer satisfaction are perhaps best characterized by their lack of definitional and methodological standardization” (p. 62).

Rust and Oliver (1994) defined customer satisfaction as the result of an evaluation that compared a customer’s expectations before purchasing a product or service with the perceived value, or performance, of that product or service during or after the product consumption process. McQuitty et al. (2000) stated a similar view and named it the Expectancy Disconfirmation Concept of Customer Satisfaction, a concept that provided the most popular definition of customer satisfaction. Much like Rust and Oliver, that paradigm stated that customers compared their expectations of the product experience and the after-the-fact perceived product experience, and that resulted in disconfirmation or confirmation of their expectations. In other words, a customer experiencing disconfirmation would be the result of divergence between

expectations and perceived performance, whereas confirmation would be the result of the product performance exceeding customer expectations (Sangkaworn & Mujtaba, 2010; Tse & Wilton, 1988). Confirmation results in customer satisfaction; disconfirmation does not.

Giese and Cote (2002) had also defined customer satisfaction and identified factors influencing customer satisfaction. They included affective and cognitive response. They found satisfaction to be based on both product and purchase experience (p.14). Furthermore, when customer satisfaction was defined in quality of service models, it was represented as the gap between the customer's expectations of a product or service and the actual performance of those products or services. The perceived performance by itself was a key indicator of customer satisfaction for repurchasing products or services (Zeithaml, Berry, & Parasuraman, 1996). Yuan and Jang (2008) also found that perceived value was suitable factor for measuring customer satisfaction.

There are definitions of customer satisfaction that vary from the previous definitions described above. For example, Woodside, Frey, and Daly (1989) defined overall customer satisfaction as an evaluation of the overall customer attitude of purchasing both tangible and intangible products in accordance to their preferences. The term "customer satisfaction" has a broad and multifaceted meaning, which means the measurement of customer satisfaction will be highly dependent on the chosen working definition.

**Importance of customer satisfaction.** According to Swarbrooke and Horner (1999), there were at least three important reasons to satisfy consumers of the tourism industry (as cited in Tidtichumrernporn et al., 2010)

1. It leads to positive word-of-mouth recommendation of the product to friends and relatives, which in turn attracts new customers.

2. It creates repeat customers by satisfying them during their first use of the products, which brings a business a steady source of income without the need for extra marketing expenditure.
3. Dealing with complaints is expensive, time-consuming and bad for the organization's reputation. Furthermore, it can add direct costs through compensation payments. (Tidtichumrernporn et al., 2010, p. 33)

Bateson and Hoffman (1999) stated, "as customer satisfaction is strongly linked to impressions of performance, satisfaction and switching barriers are assumed to be the most important antecedents of repurchase behavior, or the intention to repurchase a good or service" (p. 295). A simplification of this statement is that it is likely a customer will repurchase a product or service if the degree of satisfaction is positive and it is unlikely they will repurchase a product or service if the degree of satisfaction is negative (A. J. Campbell, 1997; M. C. Campbell, 1999, 2007; McQuitty et al., 2000). However, there is one caveat: After a purchase is made, the product or service has an incumbent status, and the customer is likely to purchase the same product or service unless there is a reason not to do so. Repeat repurchasing behavior after positive customer experiences should also apply to tourists and tourism.

**Tourism customer satisfaction.** Baker and Crompton (2000) provided their own definition and defined customer satisfaction as the state of emotion of tourists after they had completed their tourism experience.

After defining customer satisfaction, it is logical to define tourist satisfaction as customer satisfaction relating to tourism. Kozak and Rimmington (2000) considered tourist satisfaction to be vital in order to conduct subsequent successful marketing of a destination. Despite that assertion, marketing practices can impact tourists' destination choices, purchasing decisions regarding goods and services, and the decision of tourists to return to Thailand.

Tourist satisfaction is vital to tourism marketing, because it influences the destination alternatives, purchasing decisions, and eventually the decision to return (Kozak & Rimmington,

2000). The satisfaction of a tourist is based upon the characteristics of the products or services provided to the tourist and the attractiveness, climate, accommodations, transportation, and costs of services. Pizam, Neuman, and Reichel (1978) emphasized that it was vital to measure overall tourist satisfaction in their travel experiences, because the overall satisfaction is represented as the outcome of the assessment of all of the destination experiences. Pizam et al. (1978) reported that it was vital to measure overall tourist satisfaction during tourists' travel experiences, because the overall satisfaction was represented as a function of the measurement of the individual destination experiences.

In order to build a strong tourism industry, it is important to understand tourists to maximize their tourist satisfaction. Tourist satisfaction is affected by tourists' judgment of the quality of service and the tourism performance during all phases of the tourism experience. Many of the events and experiences can be judged by prior marketing experiences, and those judgments can result in positive or negative impressions of the marketing ethics of the associated businesses, resulting in broad customer opinions (Baker & Crompton, 2000). Huh (2002) investigated tourist satisfaction at the Virginia Historic Triangle, a heritage and cultural attraction. Huh depicted a paradigm in which an understanding of tourists was required to establish effective marketing strategies for goods and services in the cultural and heritage tourism markets.

The familiarity of a destination can affect tourist satisfaction and the intention to return. Akama and Kieti (2003) investigated tourist satisfaction at Kenya's Wildlife Safari at the Tsavo West National Park. In spite of an adequate satisfaction level, the annual number of visitors to the park was modest, so it might be speculated that the relatively low number of visitors could be attributed to Kenya being regarded as a third world country. In contrast, Bowles et al. published

in 2009, in a study of tourists to the City of Ipswich, found that most of the respondents came to Ipswich for leisure and they were likely to be repeat visitors that had a great level of familiarity with Ipswich. However, many were regarded as self-sufficient day visitors who were not likely to spend as much money as international tourists, but were very likely to return to Ipswich in the future.

The satisfaction of tourists is influenced by their countries of origin. A study completed by Wong and Law (2003) showed that there were significant differences in customer satisfaction of tourists from different countries shopping in Hong Kong. Western tourists were more satisfied than Asian tourists. The Asian tourists perceived that Westerners were treated better than others because they were thought to have been richer. Yu and Goulden (2005) conducted a comparative analysis in Mongolia of the satisfaction of international tourists who came from the United States, Europe, Japan, and other Asia/Pacific countries. They concluded that the origin of tourists impacted their satisfaction because there were significant regional differences in their measured satisfactions. As a group, American tourists rated Mongolia as a more interesting destination and a better cultural experience than tourists of other regions. When considering Mongolia as an educational destination, Europeans rated Mongolia higher than Japanese and American tourists. Japanese tourists had a higher predilection to return to Mongolia when compared to the other groups.

Safety is another strong concern resulting in customer satisfaction. George (2003) studied tourist's perceptions of safety and security when visiting Cape Town. The results indicated that tourists perceived themselves to be less safe during the night than daytime. McDowall (2010) examined international tourists' satisfaction and destination loyalty by comparing first-time



tourists and repeat international tourists who had visited Bangkok. Repeat tourists were particularly concerned with the aspects of safety and security.

Studies of tourism conducted specifically in Thailand result in similar conclusions. McDowall's (2010) empirical results indicated that international tourists were mostly pleased with the beautiful architectural buildings and historical areas, shopping opportunities, and cultural sightseeing. The views of first-time and repeat international travelers of Bangkok differed in the areas concerning the characteristics of the residents and the quality of the goods and services. However, both professionals and students would visit Bangkok again and suggest it to others.

Tidtichumrernporn et al. (2010) studied the subject of measuring the satisfaction of domestic and international tourists who had experienced one well-known tourist attraction, Chiang Mai Walking Street. The results of the study showed that international tourists were more satisfied when compared to that of Thai tourists. The factors expected to affect tourist customer satisfaction were air pollution effects, noise pollution effects, public area management, waste management, lighting management, authenticity of Thai foods, Thai classical performing arts, Thai traditional massage, embroidery, woodcarving, and silverware. There were two critical dissatisfaction factors: public restrooms and parking areas. In summary, international tourists usually had a higher degree of satisfaction than national tourists in most aspects of their tourism experience, especially regarding cultural products and authenticity of Thai foods. As a result, Tidtichumrernporn et al. had stated the idea that the evaluation of tourists' satisfaction could provide an assessment instrument that could aid continuous development of the tourism industry (p. 36).

**Summary.** Customer satisfaction results in a long-term buyer-seller relationship, customer loyalty, organizational profitability, and eventually leads to intention to repurchase. Customer satisfaction is primarily based on the relationship between customer expectations before purchasing goods or services and the actual performance or perceived value during or after the consumption process. Consequently, there are at least three important results of satisfied customers, which are (a) positive word-of-mouth recommendations, (b) creation of a repeat customer without extra expenditure, and (c) reduction of the costs of complaints. Customer satisfaction in tourism is as important as it is in other industries. Measuring tourist satisfaction requires the assessment of the overall destination experiences. There are many possible factors resulting in tourist satisfaction and intention to return, for instance, the familiarity of the destination, home countries, tourist destinations, accommodations, transportation, tourist activities, shopping opportunities, authenticity of foods, safety, security concerns, and climate. As a result, it is vital to understand tourists and these factors to maximize their tourist satisfaction in order to establish a strong tourism industry.

### **Customer Loyalty**

Loyalty is regarded as the core goal of relationship marketing and establishes the association between lasting, long-term customer relationships and organizational financial performance. As Berry's findings (1983) have suggested, there is a positive influence of relationship marketing on customer loyalty and profitability through cost reduction and increased customer retention.

Zins (2001) deconstructed loyalty into three facets: attitudinal, behavioral, and compound. According to Dimitriadis (2006), attitudinal loyalty was involved when recommending the service provider to another potential customer and when considering

repurchasing the product or service. Behavioral loyalty might also result in a customer's repurchasing decision. Zeithaml et al. (1996) stated that behavioral intentions had been assessed to be powerful predictors of actual behavior to determine whether customers would continue utilizing the services of a service provider. Zeithaml et al. further explained that behavioral intentions were strongly associated with customer satisfaction and the quality of service. Compound loyalty was the combination of attitudinal loyalty and behavioral loyalty factors that created a better forecasting construct.

Boulding, Kalra, Staelin, and Zeithaml (1993) verified that a loyal customer was likely to supply positive information about firms to friends, relatives, and other potential customers by providing free word-of-mouth advertising. Parasuraman, Berry, and Zeithaml (1988) found that customers tended to promote their favorite firms above all others and they expressed their willingness to purchase more goods and services (Rust & Zahorik, 1993). Chen and Tsai (2007) agreed that a tourist's destination loyalty was commonly revealed to relatives and friends upon a tourist's return home, and it impacted their intention to return and willingness to recommend that destination to relatives and friends. In other words, destination loyalty strongly impacted two main outcomes: revisit intentions and recommendation willingness.

Hellier, Geursen, Carr, and Rickard (2003) modeled repurchase intentions in the car insurance and also personal pension fund services. Their results showed that the perceived quality indirectly affected customer equity and value perceptions, but directly affected customer satisfaction. Also, the previous purchase loyalty was not directly related to customer satisfaction or recent brand preference, both of which were primary factors in re-buying intentions.

Ling et al. (2010) focused on the area of tourist behavior by constructing a model of satisfaction. Their study showed that food had a direct effect on customer satisfaction, and

correlation could be used to predict future behavioral intentions, namely, the return of tourists. In other words, tourists who were satisfied with their culinary experiences tended to return to the same destinations and countries again. It is not surprising that there was a significantly positive and high correlation between tourists' satisfaction and tourists' behavioral intentions. As a result, Ling et al. recommended that the satisfaction of tourists should be continuously monitored to determine and encourage trends that were indicators of repeat tourism.

Brida and Coletti (2012) studied the intentions of tourists to return to visited ports during a cruise of a ship in Colombia. Their findings showed that one half of the cruise ship passengers were likely to repeat their trip to the visited ports (Cartagena de Indias, in Columbia). There were many factors that promoted the intention to return to a destination, including the geographic area of a tourist's point of origin, the satisfaction level claimed by the tourist, and the amount of time the tourist spent off the ship. The study also found that the typical candidate for a return visit was a highly educated, young male passenger who lived in the Caribbean area and wanted to return for a self-organized visit. The typical candidate was also likely to spend a lot of time in port and to feel safe and secure while experiencing good customer service.

Baker and Crompton (2000) found that many empirical studies determined that customer satisfaction significantly influenced tourist's behavioral intentions. Som, Marzuki, Yousefi, and AbuKhalifeh (2012) also investigated factors influencing visitors' revisit behavioral intentions to Sabah in Malaysia. The results indicated that the motive factors that had the greatest influence on tourists' revisiting Sabah were the opportunities to relax, the enhanced recreational activities, an atmosphere that enhances relations between tourists, enhanced social interactions, prestige of being a tourist of Sabah, and escaping from the daily routine and so forth. The study also found that the intentions to revisit and customer recommendations were vital indicators of tourism

destination loyalty. Chi and Qu (2008) stated that “the tourists’ positive experiences with services, products and other resources provided by the tourism destination could produce repeat visits as well as produce positive word-of-mouth recommendations to friends and/or relatives” (p. 625).

Jankingthong and Gonejanar (2012) explored recent literature for the factors and relationships affecting post-purchase behavioral intentions of tourists. They stated that positive post-purchase behavioral intentions could be seen as a future source of organizational revenue and market share. There was no doubt that trying to engender customer satisfaction played a vital role in tourism marketing, because the consequences of customer satisfaction resulted in positive behavioral intentions. Their study found that post-purchase behavior also positively influenced factors such as quality of service, perceived value, and customer satisfaction. On the other hand, tourists’ complaints had negatively influenced post-purchase behavioral intentions.

Supitchayangkool (2012) investigated the differences between satisfied and dissatisfied tourists in terms of service quality and the intention of tourists to revisit Pattaya, which is known as one of the most visited tourist destinations in Thailand. His study found the following:

The components of service quality that encouraged both satisfied and dissatisfied tourists to revisit were: core-tourism experience, information, hospitality, fairness of price, value for money and logistics, while food was a component that can encourage satisfied tourist to revisit and hygiene was a component that can encourage dissatisfied tourist to revisit. (p. 34)

Supitchayangkool also stated that business enterprises should be reasonable in setting prices for hospitality, transportation, and other involved activities. The security of tourists was a major concern for the hospitality industry. The hotel supervisors and management team should conduct training in order to develop their employees’ service skills, quality standards, and value added services. Also, a warm and cordial reception of customers was mandatory.

In summary, a measurement of customer satisfaction of tourists is an important evaluation tool to determine the likelihood of tourists to return. Determining tourists' satisfaction could also provide information related to the other post-purchase behaviors of tourists.

Behavioral intentions are powerful indicators of customers' actual behavior, and they predict continued customer support of the business. Loyal customers are likely to provide positive word-of-mouth recommendations of businesses to their relatives and friends.

### **Chapter Three: Methodology**

This chapter on methodology includes a discussion of the research methodology used in this study. The study's research design is presented, including the tested hypotheses and the study's environment. The specific populations of interest and sampling methodologies are described, with attention paid to the protection of human subjects and ethical considerations guiding the conduct of this study. The survey instrument, data collection procedures, elucidation of the statistical procedures, and description of the data analysis are then presented

#### **Research Design**

A quantitative design can increase a research study's credibility when examining the results of what are normally unmeasurable characteristics. According to Creswell (2009), "quantitative research is an approach for testing objective theories by examining the relationship among variables. The variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures" (p. 4).

The design of this research study was based on a quantitative paradigm that requires the collection of large amounts of numeric data that would later be analyzed by conducting mathematical analyses or applying statistical methods (Creswell, 2005, 2008). Patton (2015) noted that the methodology of a quantitative researcher involved the "use of standardized measures so that the varying perspectives and experiences of people can be fit into a limited number of predetermined response categories to which numbers are assigned" (p. 14).

Creswell (2008) declared, "in correlational research designs, investigators use the correlation statistic test to describe and measure the degree of association (or relationship) between two or more variables or sets of scores" (p. 325). The correlational research design was

because the design allowed the measuring and subsequent relating of two or more variables to determine whether ethical sales behaviors were associated with customer satisfaction.

Correlation statistics typically determine the degree of association among variables in the research data. The degree of correlation is found by statistical testing, and the results indicate the tendency of two or more variables to vary consistently with respect to each other. There are two primary correlation designs: explanatory and prediction (Creswell, 2008). The explanatory design uses correlation to explain the association among variables in the study. Creswell explained that “an explanatory research design is a correlational design in which the researcher is interested in the extent to which two variables (or more) co-vary, that is, where changes in one variable are reflected in changes in the other” (p. 358).

The major goal of this study was to investigate how ethical sales behavior related to the likelihood of tourists to return to Thailand. This study investigated (a) the relationship between the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand; (b) whether this relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists was moderated by gender, age, household income, and region; (c) the relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand; and (d) how tourists’ satisfaction, moderated by gender, age, household income, and region, was related to likelihood to return.

This study mainly focused on the investigation of how the perceived ethics of the sales behavior of businesses was related to the likelihood of international tourists returning to Thailand by posing the following questions:

Q1. How is perceived ethical sales behavior of businesses related to international tourist satisfaction in Thailand?



Q2. Is the relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region?

Q3. Is there a relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand?

Q4. How is tourists' satisfaction, moderated by gender, age, household income, and region, related to likelihood to return?

The study was primarily conducted using two survey instruments that had been adapted specifically for this study: an Ethical Sales Behavior survey created by Román (2003) and portions of the Ipswich Visitor Survey concerning the areas of customer satisfaction, demographics, and return intentions as investigated by Bowles et al. in 2009. Those adapted survey instruments were used to test the hypotheses below.

Hypothesis 1: There is a significant relationship between the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand.

Hypothesis 2: There is a significant relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists moderated by gender, age, household income, and region.

Hypothesis 3: There is a significance relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand.

Hypothesis 4: Tourists' satisfaction, moderated by gender, age, household income, and region, is related to likelihood to return.

Experts conducted a review of the survey instruments used. That review resulted in modifications and also validated the contents of the instruments. Figure 2 shows quantitative research process used throughout this study.

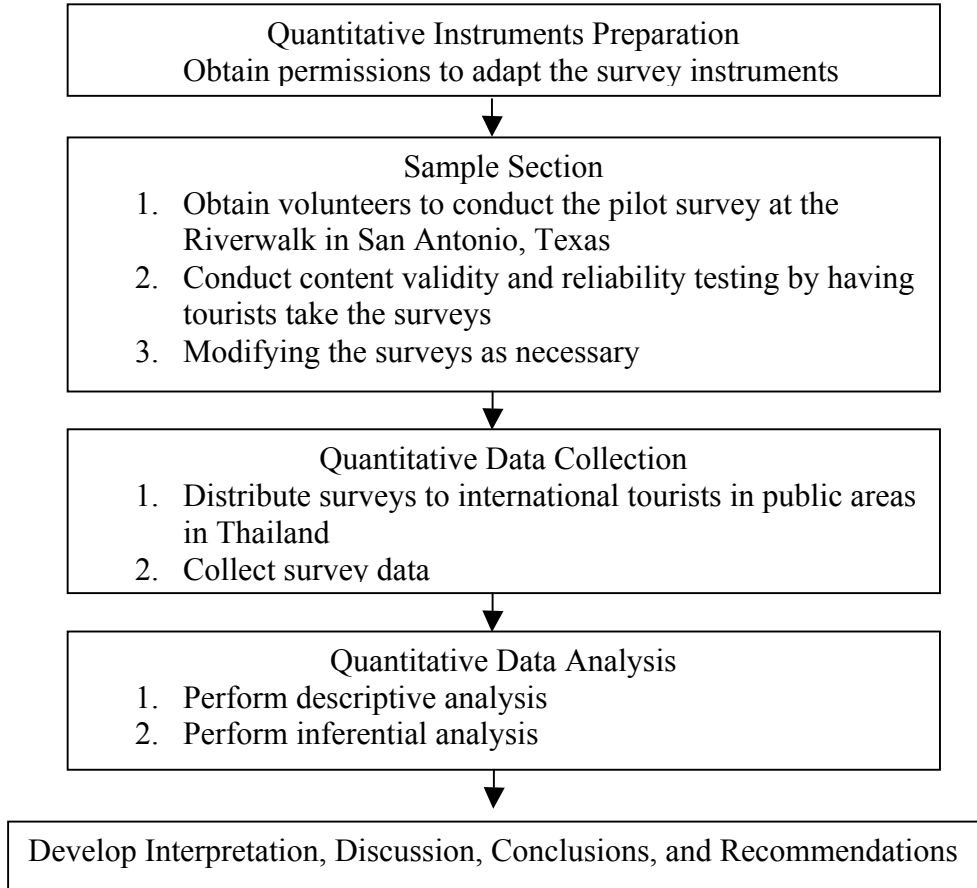


Figure 2. Quantitative research process.

### Setting for the Study

Many of the tourist destinations in Thailand are well known and are famous for their natural resources, cultural heritages, and distinctive cuisines. Thailand can be categorized into six geographical regions as shown in Figure 3: North, Northeast, East, West, Central, and South. The separation of regions is loosely based on the different types of physical geography and natural resources. Each geographical region consists of numerous provinces that contain tourist destinations with large geographical differences.



which they are attracted when travelling for the best experience in Thailand (Tourism Authority of Thailand, 2013). Also, these sites always have numerous international tourists who arrive and depart every day, so they were natural places to find representative samples of people.

### **Population and Sample Selection**

The target population for this study was international tourists who were travelling in Thailand. Creswell (2005) defined “a target population (sometimes called the sampling frame) is the list or record of individuals in a population that a researcher can actually obtain” (p. 358). Cavana, Delahaye, and Sekaran (2000) noted that choosing a proper sample was unquestionably essential, because the reliability and validity of the sample could allow a researcher to simplify the results by strictly controlling the sampling criteria. In this case, the target population of this study was limited to international tourists in Thailand who travelled in the North, Central, and South regions.

Statistical power analyses to estimate an appropriate sample size were run using G\*Power. Using an  $F$  test in Linear multiple regression with a fixed model adjusted for  $R^2$ , the results of the power analysis showed that a sample size of at least 160 with 8 tested predictors would be appropriate for an  $\alpha$  of 0.20 and a power of 0.80 (Faul, Erdfelder, Buchner, & Lang, 2009). The statistical results of this study were aided by the large number of tourists who visited Thailand; a minimum of 300 people completed surveys, a sample size that resulted in a 95% confidence interval for the correlation analysis.

The sample of 300 participants was drawn from tourists who travelled to the following provinces meeting the sampling criteria: Chiang Mai, Chiang Rai, Bangkok, Prachuap Khiri Khan (Hua-Hin), Surat Thani (Koh Samui), and Phuket.

Multi-stage convenience sampling was conducted to select the study sample as described below:

Stage 1: Simple random sampling without replacement was conducted in order to select only three out of six geographical regions to sample in this study. As a result, the North, Central, and South regions were chosen for the study.

Stage 2: Quota sampling was divided by region. With a set goal of 300 participants, each of the three geographical regions selected for the study had 100 participants responding to the questionnaires.

Stage 3: Convenience sampling of the provinces of the regions was selected. Two provinces were selected to study from three geographical regions: the North region: Chiang Mai (Chiang Mai Sunday Market Walking Street) and Chiang Rai (Chiang Rai Saturday Night Walking Street); the Central region: Bangkok (Gaysorn Plaza & Silom Road) and Prachuap Khiri Khan (Hua-Hin; Plearn Wan Vintage Village); and the South region: Surat Thani (Koh Samui; Chaweng Walking Street) and Phuket (Patong Beach).

The provinces were selected after considering many locations where there were numerous international tourists who travelled in those regions. Another reason for choosing those study areas was the added convenience of survey distribution and collection, and also to acquire at the business and popular tourist destinations other important data about the surrounding geographic areas.

### **Protection of Human Subjects**

It was necessary to prepare the subjects of the survey to ensure they understood the terminology and requirements to complete the survey and also understood the safeguards used to protect their privacy and human rights. In order to start the data collection process, first

permission was obtained from the Institutional Review Board of the University of the Incarnate Word before conducting the study as part of the process to protect the human subjects. The protection of the human subjects was an extremely important ethical consideration that was under constant review by the researcher.

An outline was provided to all individual participants about the researcher's intentions, the purpose of the study, how the data was to be used and collected, the procedures that were to be followed to keep information confidential, and the rights of the individual participants of the survey. Also, the decision to participate in the study was voluntary. Both the consent form agreement and the introductory cover letter were provided to the subjects with an explanation of the study. The subjects were notified that they had the right to terminate their participation at any time without any obligation. Moreover, all data was to be kept in a safe place and would be destroyed at the conclusion of the research.

### **Instrumentation**

Two instruments were adapted for use in this study: the Ethical Sales Behavior survey and the portion of Ipswich Visitor Survey that contained demographic variables, visitor satisfaction, and return intentions. The prior statistical analysis about the validity and reliability of the Ethical Sales Behavior survey was detailed in the following descriptions.

**Ethical sales behavior survey.** The Ethical Sales Behavior survey was utilized with permission of Román (2003). Originally, the survey was only concerned with the ethical behavior of salespeople. Modifications were made for this research, so instead of concentrating only on salespeople as done by Román, the survey was adapted and expanded to include whole businesses serving international tourists in Thailand in order to support the purpose of this study.

Also, in Román's study, the scale used to quantify the ethical behaviors of salespeople originally consisted of 10-point multiple-item Likert questions that required responses in a 10-point range from 1 indicating *never* to 10 indicating *always*. The current study modified those scales to use a five-point Likert rating scale with 5 representing *strongly agree* and 1 representing *strongly disagree* in order to express the degree of perceptual favorableness of the items as recommended by Hittleman and Simon (2005) and Ozoh (2007). A higher score would indicate a higher degree of agreement in terms of ethical sales behavior of business in Thailand's tourism.

**Validity and reliability of ethical sales behavior survey.** There was no validation testing reported by Román (2003); however, in his study of ethical sale behavior, Cronbach's alpha coefficient was used to test the internal consistency of his results. In the literature, Hittleman and Simon (2005) indicated that "validity refers to the extent to which an instrument measures what it is intended to measure" (p. 123). Validity examines whether the research instrument truly measured what was intended. In other words, validity is a determination of how truthful the results of research are (Creswell, 2008; Silverman, 2000). Joppe (as cited in Golafshani, 2003) described the validity of quantitative research succinctly:

Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others. (p. 598)

Hittleman and Simon (2005) explained that "reliability refers to the extent to which an instrument measures a variable consistently" (p.123). Creswell (2008) explained that the goal of reliability was to ensure the scores from the instrument, the questionnaire, were consistent and stable. He identified several factors that could result in unreliable data: (a) questions on the survey instruments were ambiguous or unclear, (b) procedures of test administration varied and

were not standardized, and (c) participants were fatigued, were nervous, misinterpreted questions, or guessed (Rudner, 1993, as cited in Creswell, 2008, p. 169).

Charles (1995) noted that the consistency and stability of a questionnaire could be measured and classified by means of a test-retest reliability procedure by asking the same question multiple times. A stable measurement was indicated when the same answer was provided over and over. A high degree of stability of the answers to the questionnaire was positively related to a high degree of reliability of the results.

Saeed et al. (2012) asserted:

“To measure the reliability, an index called reliability coefficient is considered, whose values ranges between zero and one. Zero value for the reliability coefficient stands for unreliability, while one means the complete reliability. The reliability shows the ability of a measurement device to stay stable through the time” (p. 5030).

Reliability analysis was the process of measuring internal consistency that carried out by calculating Cronbach's alpha coefficient. A research questionnaire was acceptable when the Cronbach's alpha coefficient was greater than 0.70 (Orcher, 2007).

As a result, the internal reliability for the adapted instruments was investigated and compared. The ethical sales behavior survey was originally studied by Román (2003), and later adapted by Román and Ruiz (2005), Chen and Mau (2009), Hansen and Riggle (2009), and Alrubaiee, (2012). According to Román's study (2003), the Cronbach's alpha coefficient of the ethical sales behavior study was calculated to be 0.88, which was greater than 0.7. The result of reliability analysis for the ethical sales behavior instrument adapted by Alrubaiee (2012) had an acceptable Cronbach's alpha coefficient of 0.865, a score that was also higher than 0.70, indicating reliability levels that were greater than the standards proposed by Orcher (2007).

After adapting the ethical behaviors of salespeople from 10-point multiple-item Likert questions to a five-point Likert rating scale, Cronbach's alpha coefficient was used to test the



internal consistency of the ethical sales behavior survey in this study. According to the pilot test at the Riverwalk, San Antonio, Texas, the alpha coefficient of ethical sale behavior categories on all items was 0.729, which confirmed the reliability of that instrument.

**Demographic survey.** An adaptation of the Ipswich Visitor survey was used under the permission of Ruhanen (personal communication, September 18, 2013). The information collected from the demographic survey was used to describe international tourists' sample population and included age, purpose of trip, whether it was a repeat visit, household income, and visitors' region.

**Tourists' satisfaction and likelihood to return survey.** The scale of tourist satisfaction originally consisted of six-point multiple-item Likert questions that provided rating scales from 0 indicating *not applicable*, 1 indicating *very dissatisfied*, to 5 indicating *very satisfied*. However, this study adapted these scales to use a five-point Likert rating scale, with 1 representing *strongly dissatisfied* and 5 representing *strongly satisfied*, in order to express the degree of satisfaction of the items. A higher score indicated a higher degree of a tourist's satisfaction with Thailand's tourism industry. After creating an adaptation of rating six-point multiple-items Likert questions to five-point multiple-item Likert questions, Cronbach's alpha was used to test reliability of the tourist's satisfaction from the pilot test at the Riverwalk, San Antonio. The scores of item-total correlation on all items were 0.839, confirming the reliability of that instrument.

The likelihood to return was originally determined by three types of questions that centered on the following concepts: (1) the overall satisfaction with Ipswich, (2) the likelihood to return in the next 12 months, and (3) recommendation intentions to others. In this study, this study only altered the first question from inquiring about overall tourists' satisfaction to questioning their likelihood to return if an opportunity were provided; however, the other two

questions were basically unchanged with the exception that the tourist destination was changed from Ipswich to Thailand. The scale of that portion still maintained the original five-point multiple-item Likert questions that provide rating scales from 1 indicating *definitely wouldn't* to 5 indicating *definitely would* as used in the study by Bowles et al. published in 2009. Although, there were no reported reliability and validity checks in the original Bowles' survey, Cronbach's alpha was used to test reliability of the likelihood to return categories, as well as other studies from the pilot test. The scores of item total correlation on all three items were 0.789.

**Reliability and validity of survey instrument.** To establish the reliability of the Ethical Tourism Industry survey used in this study, the reliability coefficient, known as Cronbach's alpha coefficient, was used to measure consistency. Therefore, the reliability of the survey was validated by computing the Cronbach's alpha coefficient on the following selected attributes: ethical sales behavior, tourist satisfaction, and likelihood to return from the pilot test at the Riverwalk, San Antonio, Texas. The Cronbach's alpha value of all dimensions was 0.877, which is ideally greater than 0.70. Therefore, the result showed the Ethical Tourism Industry survey had acceptable internal consistency reliability.

Validity measures the extent to which differences found with a measuring tool reflect true differences among respondents (Cooper & Schindler, 2003; Hittleman & Simon, 2005). Content validity refers to the subjective agreement among experts that a scale rationally and accurately reports what it purports to measure (Creswell, 2008). In this study, content validity was strengthened through the review of the literature and assessment by two experts in the field of international entrepreneurship, Dr. Norman S. St. Clair and Dr. Osman Özturgut (see Appendices G and H).

**Pilot test of the survey instrument.** To further validate the instrument, the survey questionnaire, a pilot study was conducted by surveying 15 visitors travelling to the Riverwalk in San Antonio, Texas. Eligibility questions verified whether the participant was a tourist. The survey questionnaire was adapted using the recommendations of experts and item analysis of the pilot study.

### **Data Collection Procedures**

After local testing and modifications, the survey was administered at the business areas and tourist destinations in three regions (six provinces) as stated earlier. The survey was given to 300 subjects from a very large number of international tourists who were travelling in Thailand.

In order to communicate with the subjects and to engage the participants of the study, certain criteria was applied for the participants to be involved in the research process. To encourage participation, an incentive, a gift voucher of 30 baht (or equivalent 1 USD), was given to participants. The gift voucher could be spent at all stores in the business and tourist destinations.

The survey instruments were written in English, so the travelers that participated were only those who could understand English. Eligibility questions verified whether the participant understood English. The survey was administered in areas of business and tourist destinations as mentioned earlier to locate international tourists to participate in the study. Each survey was handed out individually to the targeted respondents.

### **Data Analysis Procedures**

The responses to the instruments were analyzed using the Statistical Package for the Social Sciences (SPSS) software. Both descriptive and inferential statistics were utilized to examine the data to answer the research questions. Descriptive statistics were used to report

demographics information, measurements of central tendency (mean and median), variation (range and standard deviation), percentages, and the frequency distribution of the survey responses. For inferential statistics, principal components analysis using the orthogonal varimax rotation method and Cronbach's alpha coefficient were used as appropriate to examine the validity and reliability of the survey instruments.

Furthermore, the research questions were answered by using two correlation tests, logistic regression and linear regression. Dependent variables were satisfaction and intention to return. Independent variables included satisfaction, perception of ethical sales behavior, and demographic factors.

### **Summary**

In summary, subjects of this study consisted of international tourists who were travelling in Thailand. Based on the research study, the major goal of this study was to investigate how ethical sales behavior was related to the likelihood of international tourists to return to Thailand. This study investigated (a) the relationship between the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand; (b) the relationship between tourists' customer satisfaction and the likelihood of international tourists to return to Thailand; (c) whether the relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists was modified by gender, age, household income, and region; and (d) determine how much tourists' likelihood to return to Thailand was modified by the gender, age, household income, and region of tourists.

The target population for this study was international tourists who were travelling in Thailand. The sample of 300 participants were drawn from tourists who travelled in the North,

Central, or South regions, or the following criteria provinces: Chiang Mai, Chiang Rai, Bangkok, Prachuap Khiri Khan (Hua-Hin), Surat Thani (Koh Samui), and Phuket.

Before the data collection process was conducted, permission from the Institutional Review Board of the University of the Incarnate Word was obtained before conducting the study as part of the process to protect the human subjects. Also, survey subjects were questioned to ensure the participants understood the terminology and requirements to properly complete the survey and also understood the safeguards used to protect their privacy and human rights.

The adaptation of two instruments was used for this study: the Ethical Sales Behavior survey and the portion of Ipswich Visitor Survey that contained demographic variables, visitor satisfaction, and return intentions. The reliability of the survey instruments was checked by using Cronbach's alpha coefficient. Logistic regression and linear regression tests of correlation were used to address the research questions in this study.

## **Chapter Four: Data Analysis and Findings**

This study focused on the investigation of how the perceived ethics of the sales behavior of businesses was related to the likelihood of international tourists returning to Thailand by posing the following questions:

Q1. How is perceived ethical sales behavior of businesses related to international tourist satisfaction in Thailand?

Q2. Is the relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region?

Q3. Is there a relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand?

Q4. How is tourists' satisfaction, moderated by gender, age, household income, and region, related to likelihood to return?

This section includes the following aspects: data cleaning, descriptive statistical analysis, factor analysis, and inferential analysis.

### **Data Cleaning**

The data was checked for missing values, outliers, and normality. There was no missing data in the dataset that might distort the conclusions of this research.

The data was also examined to identify outliers to find extreme values of the variables that could distort the data set. The age category contained the only continuous data that required the checking of outliers. As illustrated in Figure 4, a boxplot of age did not reveal any outliers. In other words, it was apparent that no respondents were unexpectedly older or younger than the median.

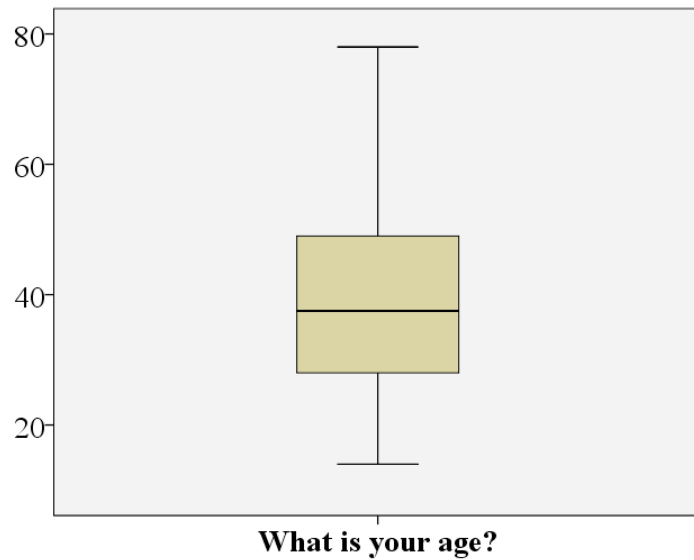


Figure 4. Outliers in box plot for age.

### Descriptive Statistical Analysis

The quantitative variables in this study were gender, the purpose of this trip, past experiences, age, household income, and region.

**Demographic variables.** The first category was gender. The observations of 300 were divided into male and female. The results showed that there were many more male tourists (71.3%) than female tourists (28.7%), as seen in Table 1 and Figure 5.

Table 1

*Frequency and Percentage of Observations by Gender*

	<i>f</i>	%
Male	214	71.3
Female	86	28.7
Total	300	100.0

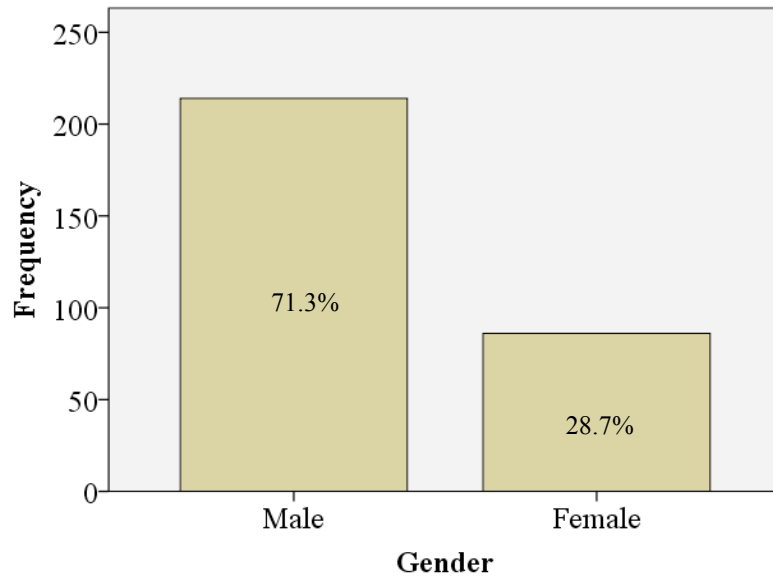


Figure 5. Bar chart of gender.

The purpose of the trip was divided into four groups: business, education, leisure, and other. The result showed that most tourists were there for leisure purpose (47.3%), as seen in Table 2 and Figure 6.

Table 2

*Frequency and Percentage of Observations  
by the Purpose of This Trip*

	<i>f</i>	%
Business	50	16.7
Education	20	6.7
Leisure	142	47.3
Other	88	29.3
Total	300	100.0

The past experience category was divided into two groups: those who had never been to Thailand, and those who had been to Thailand before. This study found that there were more revisiting tourists (71.7%) than first-time tourists (28.3%) traveling to Thailand, as seen in Table 3 and Figure 7.



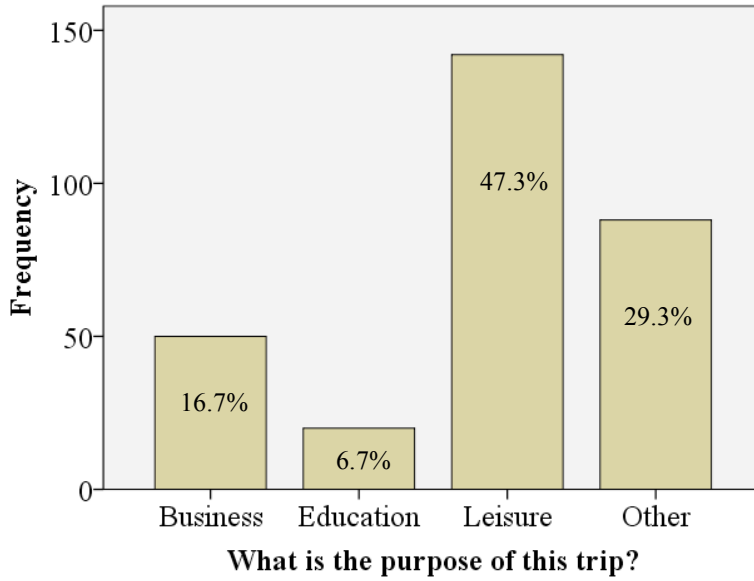


Figure 6. Bar chart of the purpose of this trip.

Table 3

*Frequency and Percentage  
of Observations by the Past Experience*

	<i>f</i>	%
Yes	215	71.7
No	85	28.3
Total	300	100.0

One of the more interesting quantitative variables was age. Age referred to the respondents' age in years. The ages illuminated some distinctions among respondents. As seen in Table 4, from the sample of 300 respondents, the mean age was 39.2 years old, with a standard deviation of 14.5 years old. The median age of international tourists was 37.5 years. With a range of 64, the standard deviation was 0.23 of the range. The skewness score of 0.620 and the kurtosis score of -0.341 did not support an assumption of normality.

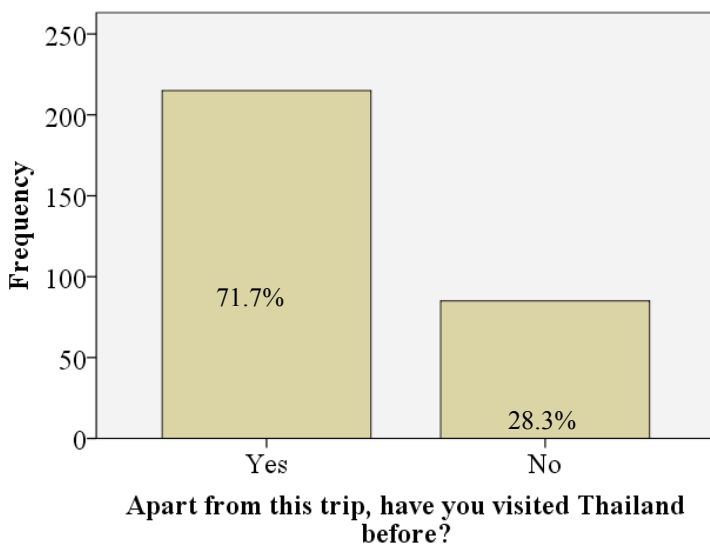


Figure 7. Bar chart of the past experience.

Table 4

*Descriptive Statistic for Observations by Age*

	<i>N</i>	<i>Range</i>	<i>M</i>	<i>Mdn</i>	<i>SD</i>	<u>Skewness</u>		<u>Kurtosis</u>	
						Statistic	<i>SE</i>	Statistic	<i>SE</i>
What is your age	300	64	39.18	37.50	14.469	.620	.141	-.341	.281

As seen in Figure 8 and Figure 9, the normality of age of respondents was checked. The histogram of age did not support normality. A Q-Q Plot was used to explore the normal probability of data as shown in Figure 9. The results indicated that the Q-Q plot did not support normality. After reviewing all the analysis, it appeared that this sample was not taken from a normal population. A data transformation was used to convert the data to a normal population.

A natural log transformation was applied to achieve normality. The results in Figure 10 indicated the data set for age after being transformed to achieve normality by using a natural log transformation. This age transformation, achieved by a natural log transformation, was used throughout the analysis and is referred to as Newage.

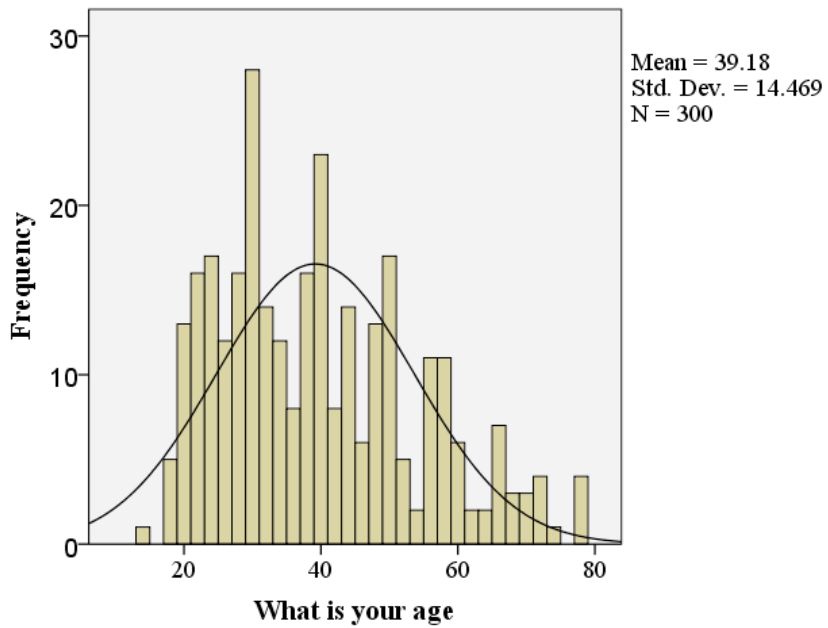


Figure 8. Histogram for age.

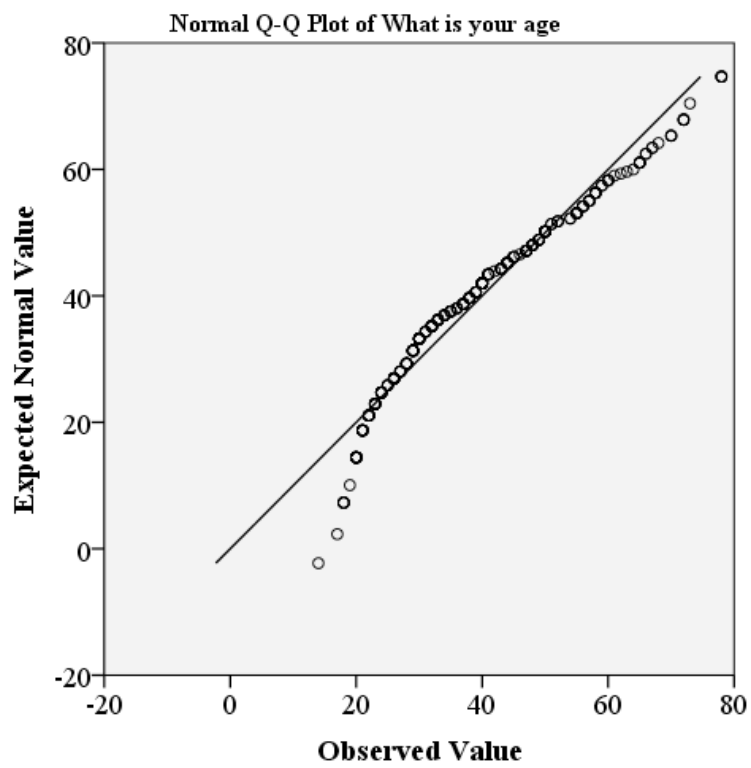


Figure 9. Normal probability plot for age.

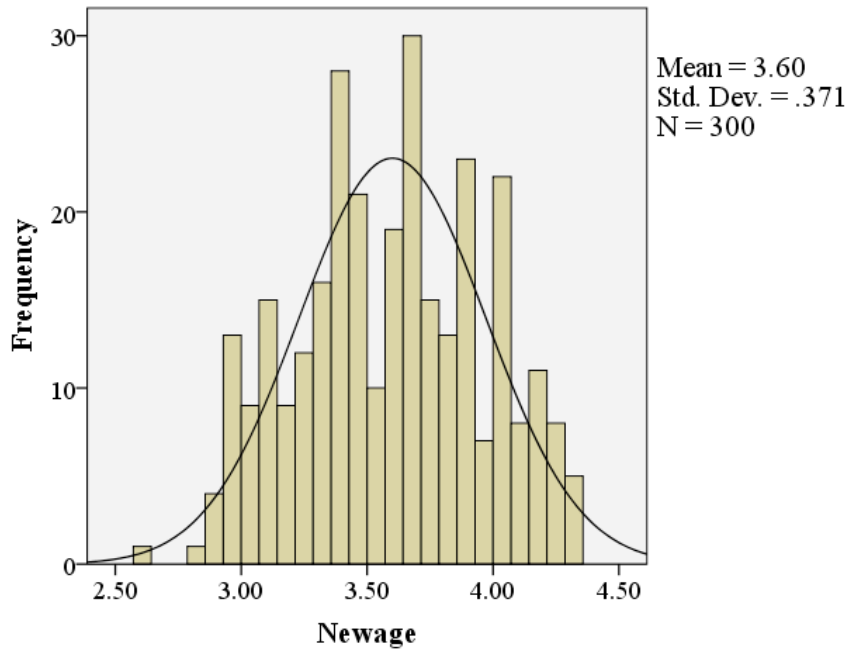


Figure 10. Histogram for natural log transformation by age.

Household income was another qualitative variable investigated in this study. The 300 observations were categorized as having below average, average, or above average incomes. The majority of the 300 respondents had total household incomes in the average category. The second largest group was composed of the respondents in the above average income category (61%), and the smallest group had a few tourists who evaluated their income to be below average (10.3%), as shown in Table 5 and Figure 11.

Table 5

*Frequency and Percentage of Observations by Total Household Income*

	<i>f</i>	%
Below average	31	10.3
Average	183	61.0
Above average	86	28.7
Total	300	100.0

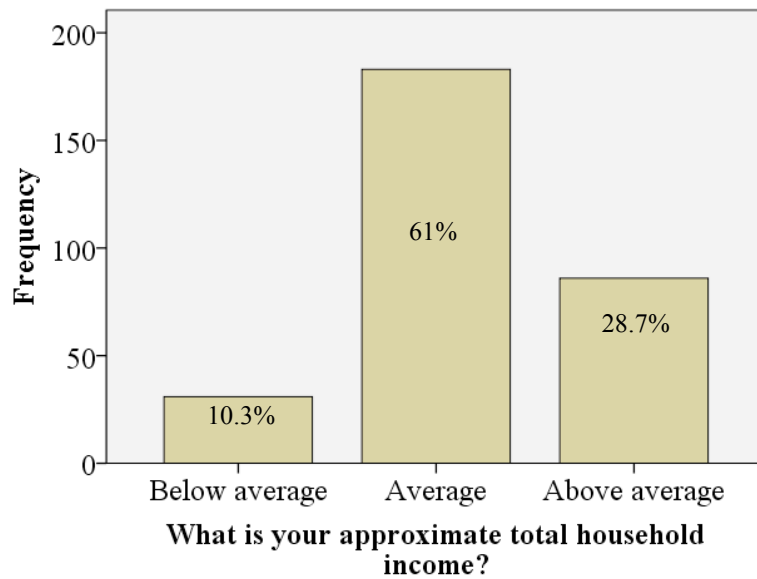


Figure 11. Bar chart of total household income.

Table 6 is a list of the frequencies of the home countries of tourists as a percentage of total tourists. More than a third of international tourists came from only two home countries: 20% from the United States and 16% from the United Kingdom.

Table 6

*Frequency and Percentage of Observations  
by Home Country by Percentage*

	<i>f</i>	%
USA	60	20.0
UK/England	48	16.0
Germany	16	5.3
Australia	16	5.3
Japan	15	5.0
Sweden	19	3.3
Spain	10	3.3
India	10	3.3
Norway	10	3.3
France	9	3.0

Table 6 *Continued*

*Frequency and Percentage of Observations  
by Home Country by Percentage*

	<i>f</i>	%
Singapore	9	3.0
Korea	8	2.7
Canada	8	2.7
Hong Kong	8	2.7
Netherlands	7	2.3
Denmark	6	2.0
Finland	5	1.7
China	4	1.3
Italy	4	1.3
Austria	4	1.3
Holland	3	1.0
Belgium	3	1.0
Philippines	3	1.0
Egypt	3	1.0
Russia	2	0.7
Israel	2	0.7
Portugal	2	0.7
Switzerland	2	0.7
Ireland	2	0.7
Greece	2	0.7
Taiwan	2	0.7
Czech Republic	1	0.3
Malaysia	1	0.3
Brazil	1	0.3
Iran	1	0.3
UAE	1	0.3
Iraq	1	0.3
New Zealand	1	0.3
Total	300	100.0

Due to the small percentages of tourists from some countries, the home country category was regrouped by regions. The groups of home countries were divided into three regions, as shown in Table 7.

Table 7

*Frequency and Percentage of Observations by Region*

	<i>f</i>	%
North & South America	69	23.0
Europe & Africa	147	49.0
Asia & Oceania & Middle East	84	28.0
Total	300	100.0

Figure 12 showed the relative frequencies of the three regions in a bar chart produced with SPSS. The tallest bar indicated that the largest group (49%) came to Thailand from Europe and Africa, 28% came from Asia/Oceania/Middle East, and 23% came from North and South America.

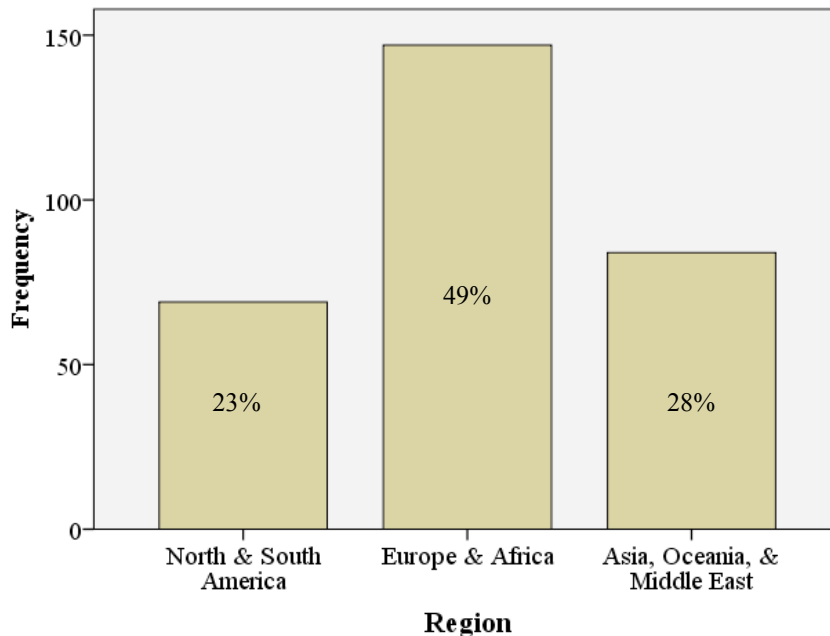


Figure 12. Bar chart of region category.

**Ethical sales behavior.** This section of this study concerning ethical sales behavior examined the participants' perceptions of honesty concerning the availability of products and services, competition, correct and timely responses to customer inquiries, sales pressure, and quality of the products and services.

Table 8 shows the distribution of tourists' perceptions of the honesty of the businesses of Thailand concerning the availability of products and services. The results showed that about 45.7% of international tourists agreed that businesses were honest about the availability of products and services and 20% disagreed with that statement.

Table 8

*Frequency and Percentage of Observations of Honesty  
About Availability of Products and Services*

	<i>f</i>	%
Strongly Agree	59	19.7
Agree	78	26.0
Neither Agree nor Disagree	103	34.3
Disagree	46	15.3
Strongly Disagree	14	4.7
Total	300	100.0

Table 9 indicates the relative frequencies of tourists' perceptions who believed Thai businesses were honest about their competitors. The results showed that about 47% of international tourists neither agreed nor disagreed about the businesses' honesty concerning the availability of products and services.

Table 9

*Frequency and Percentage of Observations of Honesty  
About Competition*

	<i>f</i>	%
Strongly Agree	52	17.3
Agree	51	17.0
Neither Agree nor Disagree	141	47.0
Disagree	45	15.0
Strongly Disagree	11	3.7
Total	300	100.0



Table 10 shows the relative frequencies of international tourists' perceptions concerning businesspeople who only provided answers when they really knew the answers. The findings showed that about 41% of international tourists agreed that Thailand's businesspeople only give answers when they know the answers and 29% of international tourists disagreed with this statement.

Table 10

*Frequency and Percentage of Observations That the Businesses in Thailand Only Give Answers When They Really Do Know the Answers*

	<i>f</i>	%
Strongly Agree	56	18.7
Agree	67	22.3
Neither Agree nor Disagree	90	30.0
Disagree	57	19.0
Strongly Disagree	30	10.0
Total	300	100.0

Table 11 shows the relative frequencies of international tourists' perceptions that businesses in Thailand do not apply inappropriate sale pressure. The study found that 50% of respondents agreed and 18.6% disagreed with that statement.

Table 11

*Frequency and Percentage of Observations That the Businesses in Thailand Do Not Apply Inappropriate Sales Pressure*

	<i>f</i>	%
Strongly Agree	55	18.3
Agree	95	31.7
Neither Agree nor Disagree	94	31.3
Disagree	43	14.3
Strongly Disagree	13	4.3
Total	300	100.0

Table 12 shows the relative frequencies of international tourists' perceptions that businesses in Thailand are honest about the quality of their products and services. The finding indicated that 42.7% of the 300 respondents agreed that Thailand's businesses honestly described the quality of their goods and services, while 22.3% disagreed with the statement.

Table 12

*Frequency and Percentage of Observations of Honesty  
About Quality of the Products/Services*

	<i>f</i>	%
Strongly Agree	48	16.0
Agree	80	26.7
Neither Agree nor Disagree	105	35.0
Disagree	49	16.3
Strongly Disagree	18	6.0
Total	300	100.0

In summary, generally twice as many respondents agreed than disagreed with statements concerning the honesty of Thailand's businesses. A high percentage of international tourists (33%–50%) agreed that Thailand's businesses did not apply inappropriate sale pressure, provided information only when they really knew what they were talking about, were honest about the availability of products and services, and were honest about the quality of their products and services. Fewer (34%) were sure that businesses were honest about their competition.

**Tourists' satisfaction.** This section of this study measured tourists' satisfaction in three main categories that were public facilities and governmental functions, commercial enterprises, and cultural environment.

Table 13 shows the relative frequencies of international tourists' satisfaction with the quality of accommodations. The results showed that the majority of international tourists (77.3%) were satisfied with the quality of their accommodations.

Table 13

*Frequency and Percentage of Satisfaction With the Quality of the Accommodations*

	<i>f</i>	%
Strongly Satisfied	97	32.3
Satisfied	135	45.0
Neither Satisfied nor Dissatisfied	55	18.3
Dissatisfied	13	4.3
Strongly Dissatisfied	0	0.0
Total	300	100.0

Table 14 shows the relative frequencies of international tourists' perceptions of the local transportation. The study found that 65% of international tourists were satisfied with the local transportation.

Table 14

*Frequency and Percentage of Satisfaction With Local Transportation*

	<i>f</i>	%
Strongly Satisfied	78	26.0
Satisfied	117	39.0
Neither Satisfied nor Dissatisfied	84	28.0
Dissatisfied	17	5.7
Strongly Dissatisfied	4	1.3
Total	300	100.0

Table 15 shows the relative frequencies of international tourists' satisfaction concerning Thai food and beverages. The study found that 86.3% of international tourists were satisfied with the food and beverages.

Table 15

*Frequency and Percentage of Satisfaction  
With Food and Beverage*

	<i>f</i>	%
Strongly Satisfied	159	53.0
Satisfied	100	33.3
Neither Satisfied nor Dissatisfied	35	11.7
Dissatisfied	5	1.7
Strongly Dissatisfied	1	0.3
Total	300	100.0

Table 16 shows the relative frequencies of international tourists' perceptions concerning the diversity of attractions. The study found that 70.7% of international tourists were satisfied with the diversity of attractions.

Table 16

*Frequency and Percentage of Satisfaction With Diversity  
of Attractions*

	<i>f</i>	%
Strongly Satisfied	90	30.0
Satisfied	122	40.7
Neither Satisfied nor Dissatisfied	73	24.3
Dissatisfied	13	4.3
Strongly Dissatisfied	2	0.7
Total	300	100.0

Table 17 shows the relative frequencies of international tourists' satisfaction concerning their shopping opportunities. The results show that the majority of international tourists, 75%, were satisfied with their shopping opportunities.

Table 18 shows the relative frequencies of international tourists' satisfaction with the entertainment and nightlife in Thailand. The study found that 69% of international tourists were satisfied with the entertainment and nightlife in Thailand.

Table 17

*Frequency and Percentage of Satisfaction With Possibility for Shopping*

	<i>f</i>	%
Strongly Satisfied	120	40.0
Satisfied	105	35.0
Neither Satisfied nor Dissatisfied	66	22.0
Dissatisfied	7	2.3
Strongly Dissatisfied	2	0.7
Total	300	100.0

Table 18

*Frequency and Percentage of Satisfaction With Entertainment/Nightlife*

	<i>f</i>	%
Strongly Satisfied	97	32.3
Satisfied	110	36.7
Neither Satisfied nor Dissatisfied	82	27.3
Dissatisfied	10	3.3
Strongly Dissatisfied	1	0.3
Total	300	100.0

Table 19 shows the relative frequencies of international tourists' satisfaction concerning tour packages. The results found that 45% of international tourists were satisfied with the tour packages.

Table 20 shows the relative frequencies of international tourists' satisfaction concerning public signs and directions. The results show that 36.7% of international tourists were satisfied, while 27.3% were dissatisfied with the public signs and directions.

Table 21 shows the relative frequencies of international tourists' satisfaction concerning the available information services. The study found that 48% of international tourists were satisfied with the information services provided while they traveled in Thailand.

Table 19

*Frequency and Percentage of Satisfaction With Tour Packages*

	<i>f</i>	%
Strongly Satisfied	63	21.0
Satisfied	102	34.0
Neither Satisfied nor Dissatisfied	109	36.3
Dissatisfied	23	7.7
Strongly Dissatisfied	3	1.0
Total	300	100.0

Table 20

*Frequency and Percentage of Satisfaction With Public Signs and Directions*

	<i>f</i>	%
Strongly Satisfied	59	19.7
Satisfied	81	27.0
Neither Satisfied nor Dissatisfied	78	26.0
Dissatisfied	64	21.3
Strongly Dissatisfied	18	6.0
Total	300	100.0

Table 22 shows the relative frequencies of international tourists' satisfaction concerning the hospitality and friendliness of the local Thai people. The results show that 73.6% of international tourists were satisfied with the natives' hospitality and friendliness.

Table 23 shows the relative frequencies of international tourists' satisfaction concerning the local atmosphere. The study found that 74% of international tourists were satisfied with the local atmosphere.

Table 21

*Frequency and Percentage of Satisfaction With Information Services*

	<i>f</i>	%
Strongly Satisfied	52	17.3
Satisfied	92	30.7
Neither Satisfied nor Dissatisfied	102	34.0
Dissatisfied	46	15.3
Strongly Dissatisfied	8	2.7
Total	300	100.0

Table 22

*Frequency and Percentage of Satisfaction With Hospitality and Friendliness of Locals*

	<i>f</i>	%
Strongly Satisfied	118	39.3
Satisfied	103	34.3
Neither Satisfied nor Dissatisfied	63	21.0
Dissatisfied	14	4.7
Strongly Dissatisfied	2	0.7
Total	300	100.0

Table 23

*Frequency and Percentage of Satisfaction With Local Atmosphere*

	<i>f</i>	%
Strongly Satisfied	104	34.7
Satisfied	118	39.3
Neither Satisfied nor Dissatisfied	66	22.0
Dissatisfied	11	3.7
Strongly Dissatisfied	1	0.3
Total	300	100.0

Table 24 shows the relative frequencies of international tourists' satisfaction of the climate and weather. The study found that 54.6% of international tourists were satisfied with the climate and weather during their time in Thailand.

Table 24

*Frequency and Percentage of Satisfaction With Climate Conditions*

	<i>f</i>	%
Strongly Satisfied	64	21.3
Satisfied	100	33.3
Neither Satisfied nor Dissatisfied	101	33.7
Dissatisfied	30	10.0
Strongly Dissatisfied	5	1.7
Total	300	100.0

Table 25 shows the relative frequencies of international tourists' satisfaction with the public facilities (e.g., toilets, ATM's, and public phones). The results show that 61.4% of international tourists were satisfied with the public facilities while traveling in Thailand.

Table 25

*Frequency and Percentage of Satisfaction With Public Facilities (e.g., Toilets, ATM's, and Public Phones)*

	<i>f</i>	%
Strongly Satisfied	71	23.7
Satisfied	113	37.7
Neither Satisfied nor Dissatisfied	74	24.7
Dissatisfied	36	12.0
Strongly Dissatisfied	6	2.0
Total	300	100.0

Table 26 shows the relative frequencies of international tourists' satisfaction with the political and economic stability in Thailand. The results showed that the respondents were nearly evenly split between satisfied and dissatisfied, because there were nearly equal percentages of



satisfied tourists (35.7%) and dissatisfied tourists (31.3%) with the political and economic stability in Thailand.

Table 26

*Frequency and Percentage of Satisfaction With Political and Economic Stability*

	<i>f</i>	%
Strongly Satisfied	38	12.7
Satisfied	69	23.0
Neither Satisfied nor Dissatisfied	99	33.0
Dissatisfied	70	23.3
Strongly Dissatisfied	24	8.0
Total	300	100.0

Table 27 shows the relative frequencies of international tourists' satisfaction with their personal safety and security. The study found that 68.6% of respondents were satisfied with their perceived personal safety and security.

Table 27

*Frequency and Percentage of Satisfaction With Personal Safety and Security*

	<i>f</i>	%
Strongly Satisfied	76	25.3
Satisfied	130	43.3
Neither Satisfied nor Dissatisfied	70	23.3
Dissatisfied	20	6.7
Strongly Dissatisfied	4	1.3
Total	300	100.0

Table 28 shows the relative frequencies of international tourists' satisfaction with the general cleanliness of public places. The group of dissatisfied tourists slightly outnumbered the group of satisfied tourists consisting of the dissatisfied (38%) and satisfied (35.3%) with the general cleanliness of public places.

Table 28

*Frequency and Percentage of Satisfaction With General Cleanliness of Public Places*

	<i>f</i>	%
Strongly Satisfied	46	15.3
Satisfied	60	20.0
Neither Satisfied nor Dissatisfied	80	26.7
Dissatisfied	88	29.3
Strongly Dissatisfied	26	8.7
Total	300	100.0

Table 29 shows the relative frequencies of overall tourists' satisfaction with their trips to Thailand. The results show that over 70% of the respondents were at least satisfied with their trip to Thailand.

Table 29

*Frequency and Percentage of Satisfaction With Overall Satisfaction With Trip to Thailand*

	<i>f</i>	%
Strongly Satisfied	80	26.7
Satisfied	134	44.7
Neither Satisfied nor Dissatisfied	68	22.7
Dissatisfied	15	5.0
Strongly Dissatisfied	3	1.0
Total	300	100.0

In conclusion, international tourists in Thailand were strongly satisfied with the dining, shopping, accommodation, friendliness, and local atmosphere. They were satisfied with the attraction, entertainment, personal safety and security, public facilities, transportation, and climate conditions. However, respondents were not as satisfied with tour packages and information services. Also, more international tourists were dissatisfied than satisfied with the public signs and directions, political and economic stability, and cleanliness of public places.

**Tourists' likelihood to return to Thailand.** This section of the study centered on the likelihood to return and to recommend Thailand to others as described below.

Table 30 shows the relative frequencies of international tourists' likelihood to return to Thailand in the next 12 months. The analysis indicated that 72.7% of all respondents indicated they would return to Thailand in the next 12 months.

Table 30

*Frequency and Percentage of Likelihood to Return to Thailand in the Next 12 Months*

	<i>f</i>	%
Definitely would	141	47.0
Probably would	77	25.7
Unsure	43	14.3
Probably would not	20	6.7
Definitely would not	19	6.3
Total	300	100.0

The results of Table 31 show the relative frequencies of international tourists' likelihood to return to Thailand if an opportunity were given. Well over half of respondents (87.3%) would return to Thailand if they were given the opportunity.

Table 31

*Frequency and Percentage of Willingness to Return if Given the Opportunity*

	<i>f</i>	%
Definitely would	180	60.0
Probably would	82	27.3
Unsure	29	9.7
Probably would not	7	2.3
Definitely would not	2	0.7
Total	300	100.0

Table 32 shows the relative frequencies of the likelihood of international tourists to recommend Thailand as a travel destination to others. The study found that 85.6% of all respondents would recommend Thailand as a travel destination to others.

Table 32

*Frequency and Percentage of Likelihood to Recommend Thailand to Others*

	<i>f</i>	%
Definitely would	166	55.3
Probably would	91	30.3
Unsure	37	12.3
Probably would not	3	1.0
Definitely would not	3	1.0
Total	300	100.0

In conclusion, well over half of international tourists would return to Thailand in the next 12 months, or they would return if they were given the opportunity, and they would recommend Thailand as a travel destination to others.

### **Factor Analysis**

The factor analysis was applied to access the survey for validity to ensure that the questions were associated with the constructs that the study intended to measure. Those questions were presented in a five-point Likert scale and collected from 300 international tourists traveling in Thailand, which is a good sample size for factor analysis as described in the three sections below.

**Ethical sales behavior.** The five items of ethical sales behavior were analyzed together in principal component analysis to find evidence for the assumption that the items measured were the result of a single construct. The factor analysis on that set of data produced a one-component solution, which upheld that assumption, as seen in Table 33.

Table 33

*Principal Component Analysis for Validity and Reliability of the Instrument in Areas of Ethical Sales Behavior*

Factor	KMO	Eigenvalue	% of Variance	Item	Factor Loading	$\alpha$
Ethical Sales Behavior	0.85	3.42	68.44	1.2	0.88	0.88
				1.5	0.86	
				1.1	0.84	
				1.4	0.80	
				1.3	0.76	

The Cronbach's alpha coefficient method was conducted to measure internal consistency of those factors as shown in Table 33. Orcher (2007) has indicated that a questionnaire was acceptable when the reliability coefficient, Cronbach's alpha, was greater than 0.7. In this study, the alpha coefficient of the ethical sales behavior study was calculated to be 0.88, indicating reliability levels that were greater than the standards proposed by Orcher (2007).

In other words, internal consistency and the sums of the items of factors were valid to conduct further analysis. Taken together, these results confirmed that sums of the items concerning ethical sales behavior were valid for further analysis.

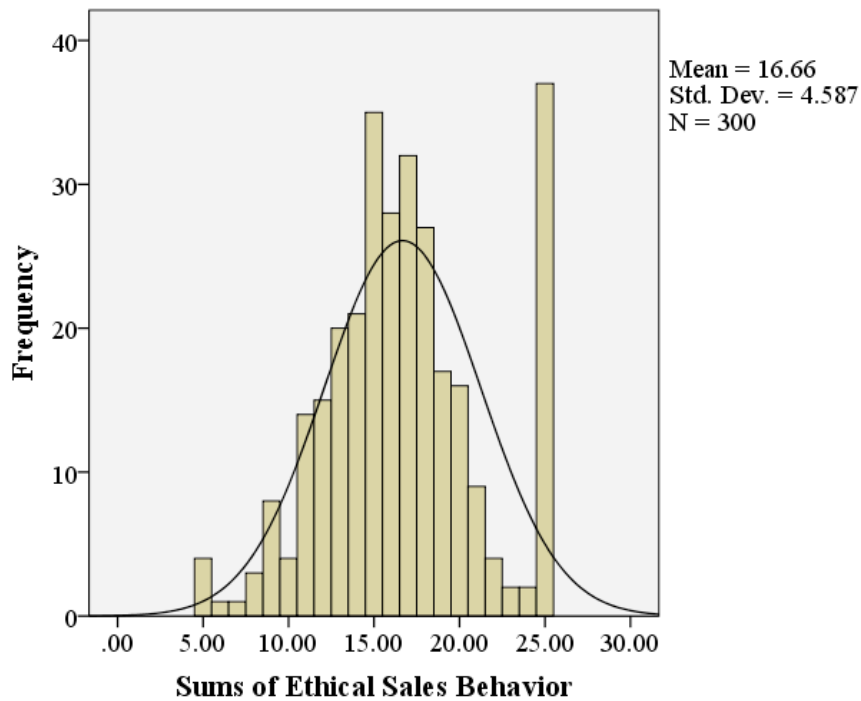
As seen in Table 34, taken from the sample of 300 respondents, the mean of the sum of ethical sales behavior was 16.63 with a standard deviation of 4.59. The median of the sum of ethical sales behavior was 16. With a range of 20, the standard deviation was 0.23 of the range. The skewness score of 0.15 and the kurtosis score of -0.17 produced an assumption of normality. Quotient of skewness to standard deviation was about 1.03 and quotient of Kurtosis to standard deviation was about -.5. Both of them were within range to support normality.

As seen in Figure 13, the normality of the sums of the ethical sales behavior variables was checked. Despite the large number of sums of 25, all others resulted in normality.

Table 34

*Descriptive Statistic for Observation by the Sums of Ethical Sales Behavior*

	<i>N</i>	Range	<i>M</i>	<i>Mdn</i>	<i>SD</i>	<u>Skewness</u>		<u>Kurtosis</u>	
						Statistic	<i>SE</i>	Statistic	<i>SE</i>
Sums of Ethical Sales Behavior	300	20	16.63	16.00	4.586	.145	.141	-.169	.281



*Figure 13.* Histogram for the sums of ethical sales behavior.

**Tourists' satisfaction.** The 22 items of tourists' satisfaction were also analyzed in a principal component analysis to find evidence for the assumption that the items measured were the result of a single construct. The factor analysis on that set of data displayed three components: public facilities and governmental functions, commercial enterprises, and cultural environment.

The Cronbach's alpha coefficient method was conducted to measure internal consistency within factors of 17 items. The Cronbach's alpha coefficient of the category of tourists'

satisfaction was calculated to be 0.90, indicating internal consistency. Taken together, the results found the assumption that sums of the items of factors were valid for further analysis of the overall tourist satisfaction.

Item 2.22 that measured overall satisfaction was removed in order to recalculate the principal component analysis of the 16 items. The Cronbach's alpha coefficient of that category without overall satisfaction was calculated to be 0.86. Also, the factor analysis on that set still displays three component solutions. Those were labeled as (a) public facilities and governmental functions, (b) commercial enterprises, and (c) cultural environment, as seen in Table 35. Taken together, those results confirmed that the sums of overall satisfaction, public facilities and governmental functions, commercial enterprises, and cultural environment were acceptable for further analysis.

As seen in Table 36, from the sample of 300 respondents, the mean of the sum of tourists' satisfaction was 64.04 with a standard deviation of 9.95. The median of the sum of tourists' satisfaction was 62. With a range of 43, the standard deviation was 0.23 of the range. The skewness score of 0.56, and the kurtosis score of -0.23 did not support an assumption of normality. The quotient of skewness to standard deviation was about 3.97, and the quotient of Kurtosis to standard deviation was about -1.06.

Also a histogram was used to explore the normality of the sums of tourists' satisfaction. Figure 14 indicated that the histogram of the sums of tourists' satisfaction did not support an assumption of normality.

Table 35

*Principal Component Analysis for Validity and Reliability of the Instrument in Areas of Tourists' Satisfaction Without Overall Satisfaction (Three Components)*

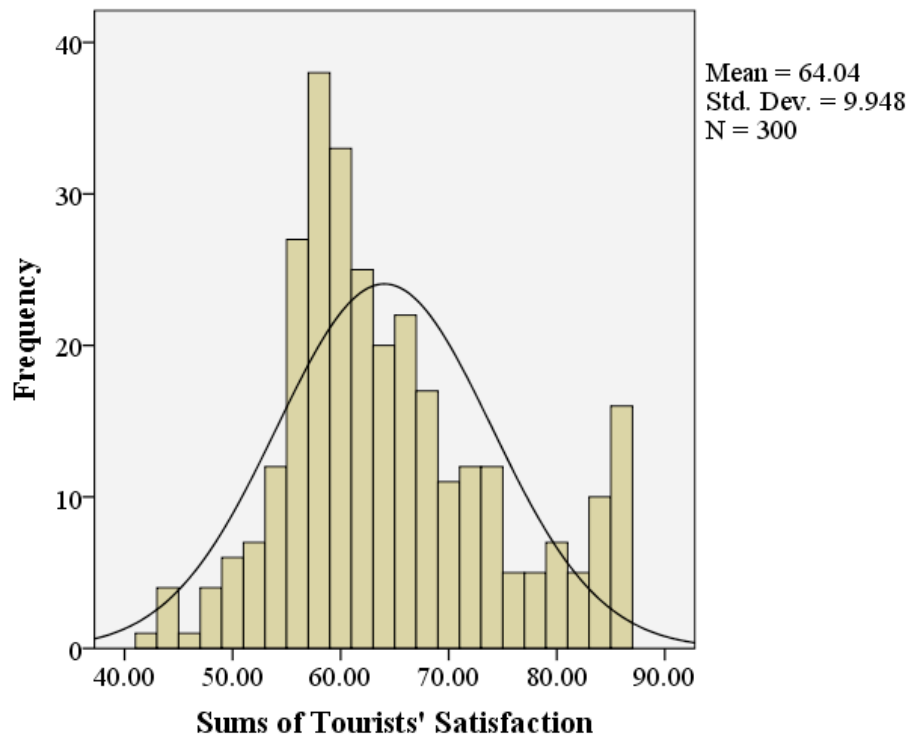
Factor	KMO	Eigenvalue	% of Variance	Item	Factor Loading	$\alpha$
Tourists' Satisfaction without Overall Satisfaction	0.86	1.31	8.17	2.15	0.70	0.86
				2.19	0.67	
				2.14	0.65	
				2.16	0.63	
				2.13	0.62	
				2.11	0.60	
				2.20	0.59	
				2.10	0.59	
				2.8	0.59	
				2.6	0.56	
				2.9	0.54	
				2.12	0.53	
				2.18	0.52	
				2.21	0.45	
				2.17	0.43	
Component 1: Public Facilities and Governmental Functions	0.84	3.61	51.56	2.14	0.80	0.84
				2.19	0.79	
				2.13	0.78	
				2.18	0.74	
				2.12	0.64	
				2.21	0.63	
				2.17	0.62	
Component 2: Commercial Enterprises	0.81	2.93	48.77	2.10	0.76	0.79
				2.9	0.72	
				2.8	0.70	
				2.11	0.70	
				2.6	0.70	
				2.7	0.60	
Component 3: Cultural Environment	0.68	2.01	66.99	2.15	0.85	0.75
				2.16	0.83	
				2.20	0.77	



Table 36

*Descriptive Statistic for the Sums of Tourists' Satisfaction*

	<i>N</i>	Range	<i>M</i>	<i>Mdn</i>	<i>SD</i>	Skewness		Kurtosis	
						Statistic	<i>SE</i>	Statistic	<i>SE</i>
Sums of Satisfaction	300	43	64.04	62	9.95	0.560	.141	-.297	.281

*Figure 14.* Histogram for the sums of tourists' satisfaction.

As seen in Table 37, from the sample of 300 respondents, the mean of the sums of public facilities and governmental functions was 23.89 with a standard deviation of 5.37. The median of the sums of public facilities and governmental functions was 23. With a range of 24, the standard deviation was 0.22 of the range. The skewness score of 0.47 and the kurtosis score of -0.31 produced an assumption of normality. The quotient of skewness to standard deviation was about

3, and the quotient of Kurtosis to standard deviation was about -.1. Both of them were within range to support normality.

Table 37

*Descriptive Statistic for the Sums of Public Facilities and Governmental Functions*

	<i>N</i>	<i>Range</i>	<i>M</i>	<i>Mdn</i>	<i>SD</i>	<u>Skewness</u>		<u>Kurtosis</u>	
						Statistic	<i>SE</i>	Statistic	<i>SE</i>
Sum of Public Facilities and Governmental Functions	300	24	23.89	23.0	5.37	.472	.141	-.310	.281

As seen in Figure 15, a histogram of the sums of public facilities and governmental functions component generated a non-normal curve. Despite the large number of sums of 35, all others produced normality.

As seen in Table 38, from the sample of 300 respondents, the mean of the sums of commercial enterprises was 24.29 with a standard deviation of 3.59. The median of the sums for commercial enterprises was 24. With a range of 17, the standard deviation was 0.21 of the range. The skewness score of -.17, and the kurtosis score of -0.48 did support an assumption of normality. The quotient of skewness to standard deviation was about 1.25, and the quotient of Kurtosis to standard deviation was about -1.72. Both of them were within range to support normality.

The histogram was also used to investigate the normality of the sums of the commercial enterprises component. Despite the large number of sums of 30, all others resulted in normality.

Figure 16 shows the histogram that was also used to investigate the normality of the sums of the commercial enterprises component. Despite the large number of sums of 30, all others supported normality.

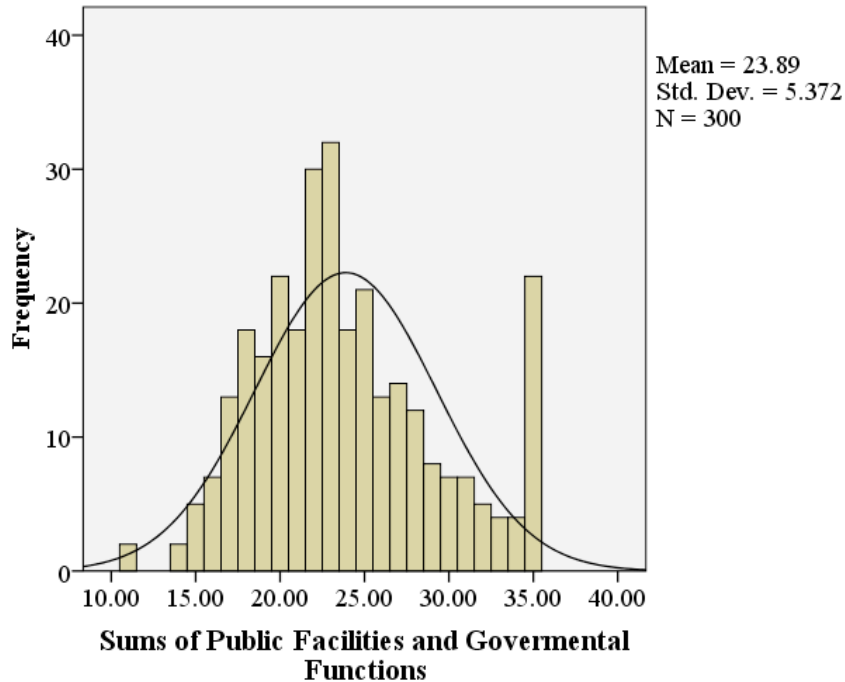


Figure 15. Histogram for the sums of public facilities and governmental functions.

Table 38

*Descriptive Statistic for the Sums of Commercial Enterprises*

	<i>N</i>	<i>Range</i>	<i>M</i>	<i>Mdn</i>	<i>SD</i>	<u>Skewness</u>		<u>Kurtosis</u>	
						Statistic	<i>SE</i>	Statistic	<i>SE</i>
Sums of Commercial Enterprises	300	17	24.29	24	3.59	-.177	.141	-.482	.281

As seen in Table 39, from the sample of 300 respondents, the mean of the sums of cultural environment was 11.96 with a standard deviation of 2.21. The median of the sums of cultural environment was 11.96. With a range of 12, the standard deviation was 0.18 of the range. The skewness score of -.43, and the kurtosis score of -.05 did not support an assumption

of normality. The quotient of skewness to standard deviation was about -3.07, and the quotient of Kurtosis to standard deviation was about -.019.

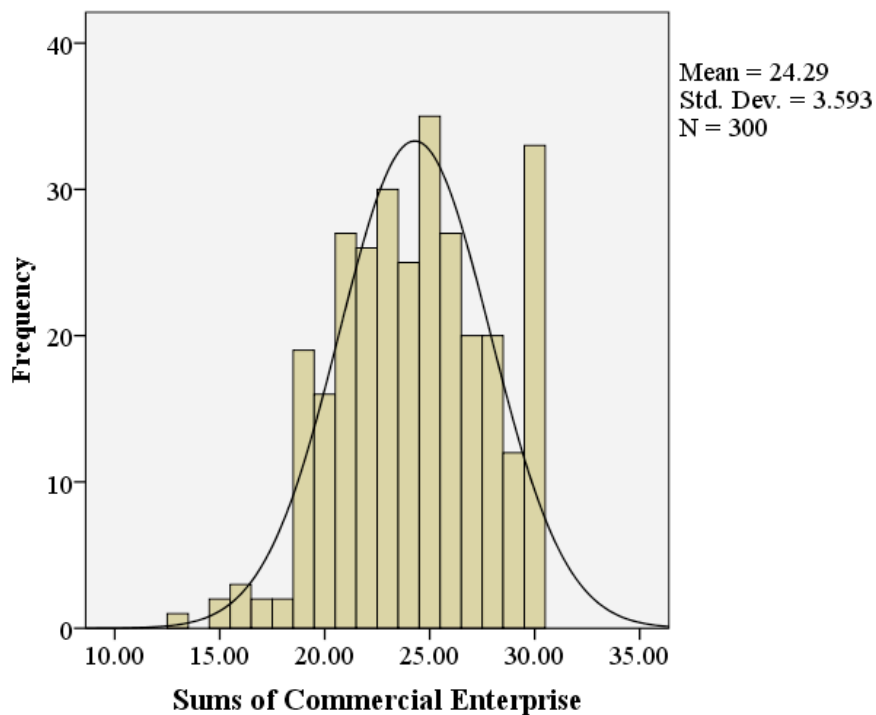


Figure 16. Histogram for the sums of commercial enterprises.

Table 39

*Descriptive Statistic for the Sums of Cultural Environment*

	N	Range	M	Mdn	SD	<u>Skewness</u>		<u>Kurtosis</u>	
						Statistic	SE	Statistic	SE
Sums of Cultural Environment	300	12	11.96	12	2.21	-.433	.141	-.054	.281

Figure 17 shows the normality for the sums of the cultural environment component. The normality was checked by using a histogram. The result was that the evidence did not support an assumption of normality.

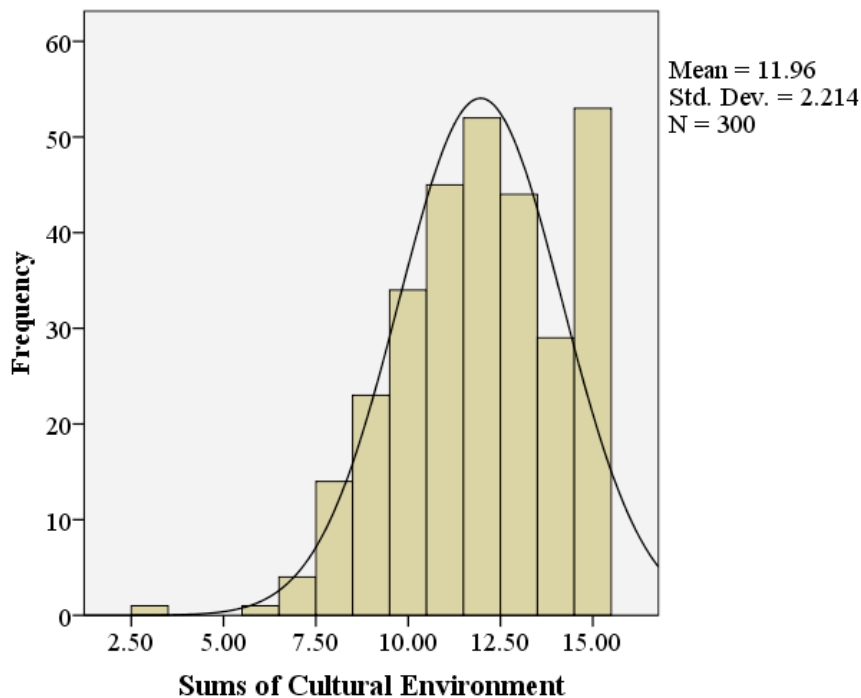


Figure 17. Histogram for the sums of cultural environment.

All three components had about the same shape distributions as the large sample size. As a result, that data set was used without any further changes.

**Likelihood to return.** The three items concerning likelihood to return were then analyzed separately in a principal component analysis to find evidence for the assumption that the items measured a single construct. The factor analysis on that set of data produced a one-component solution, which agreed with that assumption.

The Cronbach's alpha coefficient method was conducted to measure the internal consistency of factors, as shown in Table 40. In this study, the result of the reliability analysis for the category of likelihood to return had an acceptable Cronbach's alpha coefficient of 0.76, indicating reliability levels that were greater than the standards proposed by Orcher (2007). In other words, the internal consistency and the sums of the items of factors were good enough for further analysis.

As a result, items were indicated as dichotomous. The study used the areas of likelihood to return and to recommend of Thailand to others as the factors of that likelihood to return section for further analysis. Those variables were recoded into two categories, return and not return. The results showed that 87.3% of respondents would like to return to Thailand if an opportunity were given.

The Cronbach's alpha coefficient method was conducted to measure the internal consistency of factors, as shown in Table 40. In this study, the result of the reliability analysis for the category of likelihood to return had an acceptable Cronbach's alpha coefficient of 0.76, indicating reliability levels that were greater than the standards proposed by Orcher (2007). In other words, the internal consistency and the sums of the items of factors were sufficient for further analysis.

Table 40

*Principal Component Analysis for Validity and Reliability of the Instrument in Areas of Likelihood to Return*

Factor	KMO	Eigenvalue	% of Variance	Item	Factor Loading	$\alpha$
Likelihood to Return	0.640	2.12	70.72	3.24	0.91	0.76
				3.25	0.84	
				3.23	0.78	

Table 41 shows the results that 87.3% of respondents would like to return to Thailand if an opportunity were given.

That variable was recoded into two categories, recommend to others and not to recommend to others. As seen in Table 42, the results showed that 85.7% of respondents would like to recommend Thailand as tourist destination to others.

Table 41

*Frequency and Percentage of Likelihood to Return*

	<i>f</i>	%
Not Return	38	12.7
Return	262	87.3
Total	300	100.0

Table 42

*Frequency and Percentage to Recommend Thailand to Others*

	<i>f</i>	%
Not Recommend	43	14.3
Recommend	227	85.7
Total	300	100.0

**Inferential Analysis**

Inferential analysis was generated to investigate all hypotheses. First, the relationship between two quantitative and continuous variables was investigated. The study needed to identify whether there was a relationship between the variables. In this study, the relationship was initially tested between perceived ethical sales behavior of businesses and international tourists' satisfaction by using Pearson's correlation coefficients to examine the strength of the association between those two continuous variables.

A checking of assumptions was required for the test. The normality of the two variables was determined. The variables were very close to normal and the sample size was large as well. As a result, a normal distribution for both variables was assumed.

After making and checking those assumptions, the test seemed to fit the following research questions:

**Research question 1.** How is perceived ethical sales behavior of businesses related to international tourist satisfaction in Thailand?

The elements of the test are shown below:

$H_0$ : There is no relationship between perceived ethical sales behavior of businesses and international tourist satisfaction in Thailand.

$H_1$ : There is a relationship between perceived ethical sales behavior of businesses and international tourist satisfaction in Thailand.

Level of significance:  $\alpha = 0.01$ , because those variables were not normal.

There was enough evidence ( $p = .001$ ) to reject the null hypothesis. Evidence was found for a significant association between ethical sales behavior and all three dimensions of tourists' satisfaction (public facilities and governmental functions, commercial enterprises, and cultural environment), and overall satisfaction. Based on output (Table 43), those results explicitly explained that the strength of correlation between the sums of ethical sales behavior and the sums of tourists' satisfaction was strong ( $r = .592$ ), and that the correlation coefficient was significantly different from zero ( $p < .001$ ).

The results also indicated that the strongest positive relationship was the sums of the satisfactions of public facilities and governmental functions ( $r = .896$ ). That indicated that better public facilities and government functions would greatly improve the satisfaction of tourists. There was also a strong positive relationship between sums of satisfaction and commercial enterprises ( $r = .806$ ). What also could be said from the analysis was that there was also a strong positive correlation between the sums of tourists' satisfaction and cultural environment as described in Table 43. In conclusion, it appeared that the strongest correlation involved the component having the weakest satisfaction.



Table 43

*Output of Pearson's Correlation Between Perceived Ethical Sales Behavior and International Tourists' Satisfaction*

	Cultural Environment	Commercial Enterprises	Public Facilities & Governmental	Overall Satisfaction	Ethical Sales Behavior
1. Cultural Environment	—	.475*	.547*	.742**	.307*
2. Commercial Enterprises		—	.535*	.806**	.439*
3. Public Facilities and Governmental Functions			—	.896**	.633*
4. Overall Satisfaction				—	.592*
5. Ethical Sales Behavior					—

\*  $p < .01$ , (one-tailed). \*\*  $p < .001$  (two-tailed).

**Research question 2.** Is the relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region?

The elements of the test are shown below:

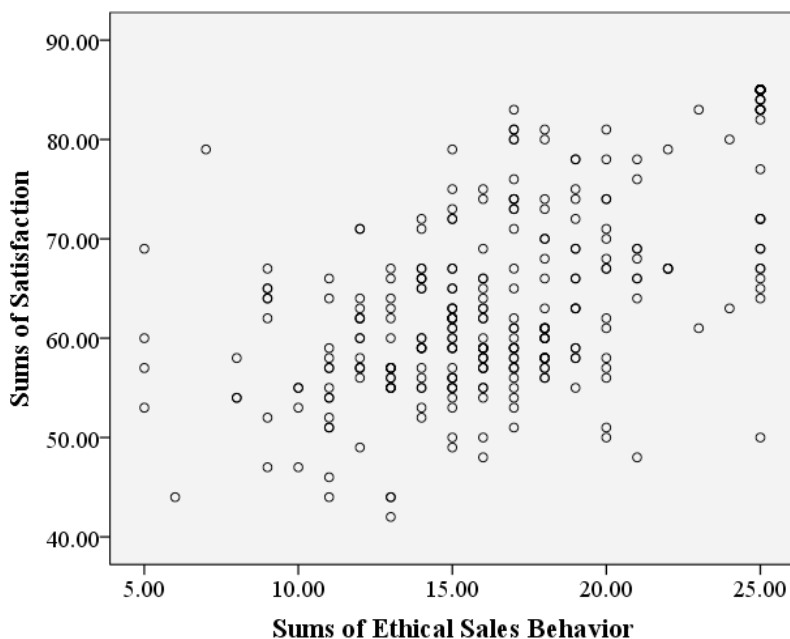
H<sub>0</sub>: The relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists is not moderated by gender, age, household income, and region.

H<sub>1</sub>: The relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists is moderated by gender, age, household income, and region.

Level of significance:  $\alpha = 0.01$ , because those variables were not normal.

First, the research re-coded the category of income to the dichotomous category in order to provide a proper solution to the investigation of that hypothesis. A scatter plot was prepared

for the purpose of indicating the reasonableness of assuming linearity association in order to prepare for the linear regression, as seen in Figure 18. The results showed that there was linearity between the sums of ethical sales behavior and the sums of tourists' satisfaction, since evidence found a significant association between those two variables ( $r = .592$ ).



*Figure 18.* Scatter plot for the sums of ethical sales behavior and the sums of tourists' satisfaction.

Assumption checking was also required for the test after the regression was run. The SPSS was used, which resulted in the residuals scatter plot (Figure 19) indicating that the residuals were behaving normally. However, there were a couple of outliers, but those outliers were not deleted. That was acceptable because the data came from a large sample, as Tabachnick and Fidell (2004) had described.

In Table 44, the adjusted  $R$ -square of Model 1 was about 0.348, which showed moderate variability of the sums of ethical sales behavior to tourists' satisfaction. Model 2 had an adjusted  $R$ -square of 0.342 that indicated moderate variability of gender, age, average income, region, and the sums of ethical sales behavior to the sums of tourists' satisfaction.

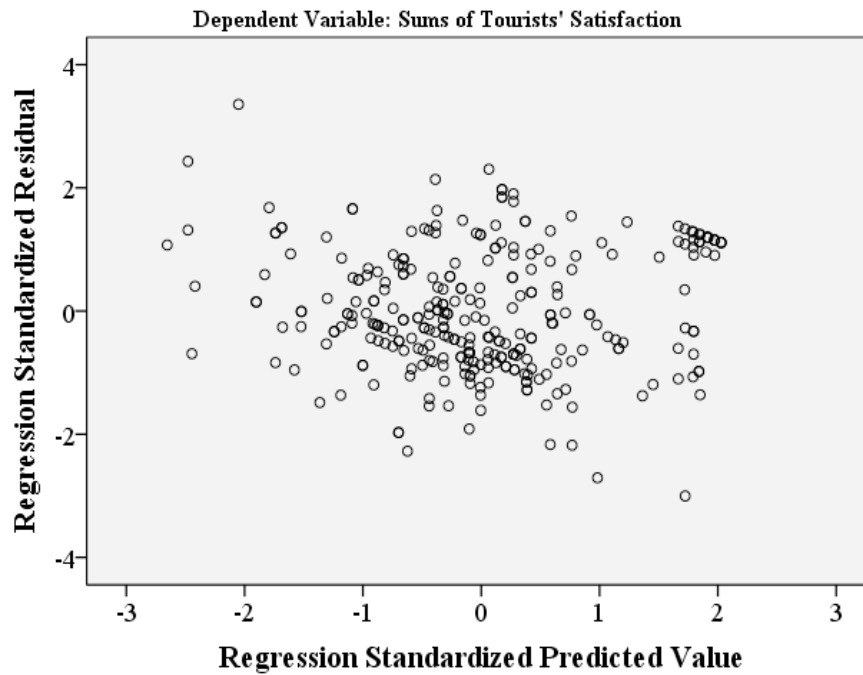


Figure 19. Scatter plot for residuals.

Table 44

*Output of Model Summary*

Model	<i>R</i>	<i>R</i> -Square	Adjusted <i>R</i> - Square	<i>SE</i> of the Estimate	<i>R</i> -Square Change
1	.592 <sup>a</sup>	.350	.348	8.03300	.350
2	.594 <sup>b</sup>	.353	.342	8.06943	.003

*Note.* Dependent Variable: Sums of Satisfaction.

<sup>a</sup>Predictors: (Constant), Sums of Ethical Sales Behavior. <sup>b</sup>Predictors: (Constant), Sums of Ethical Sales Behavior, Average Income, Region, Gender, Newage

In addition, the prediction of whether there was a relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, average income, and region was based on the *R*-square statistic in Table 44. *R*-square is the square of the *R*, the correlation coefficient. *R*-square equaled 0.350 in Model 1, which included the ethical sales behavior as predictors, and *R*-square equaled 0.353 in

Model 2, which included the ethical sales behavior, gender, age, average income, region and as predictors. In other words, the study explained that 35% of original variability and was left with 65% residual variability in Model 1. Also, the study accounted for 35.3% of the original variability and was left with 64.7% residual variability in Model 2. In other words, ethical sales behavior explained 35% of the variation of tourists' satisfaction. Also, ethical sales behavior explained an additional 35.3% of the variation of tourists' satisfaction when moderated by gender, age, average income, and region categories.

According to Table 45, the results indicated  $p = .001$ , so the null hypothesis was rejected for both Model 1 and Model 2. It was concluded that there was an association between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region.

Table 45

*Output of Anova*

Model		<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	Sig.
1	Regression	10360.745	1	10360.745	160.559	.000 <sup>a</sup>
	Residual	19229.692	298	64.529		
	Total	29590.437	299			
2	Regression	10446.424	5	2089.285	32.086	.000 <sup>b</sup>
	Residual	19144.012	294	65.116		
	Total	29590.437	299			

*Note.* Dependent Variable: Sums of Satisfaction

<sup>a</sup>Predictors: (Constant), Sums of Ethical Sales Behavior. <sup>b</sup>Predictors: (Constant), Sums of Ethical Sales Behavior, Average income, Region, Gender, Newage.

As shown in Table 46, the *t*-test statistic of the sums of ethical sales behavior was 11.78 and the *p* for the regression relationship was .001, which was less than the level of significance at .01. According to Pearson's correlation coefficients, the strength of the correlation between the sums of ethical sales behavior and the sums of tourists' satisfaction was strong ( $r = .592$ ). The *B*

coefficients ( $B = 0.589$ ) of the sums of ethical sales behavior were generated by using gender, age, average income, and region categories as independent variables, and the results were not much different from Pearson's correlation. Therefore, the research question could be answered: there was a relationship between the perceptions of ethical sales behaviors of businesses and customer satisfaction of international tourists moderated by gender, age, household income, and region.

Table 46

*Output of Anova*

Model		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
		<i>B</i>	<i>SE</i>	Beta		
1	(Constant)	42.659	1.750		24.374	.000
	Sums of Ethical Sales Behavior	1.283	.101	.592	12.671	.000
2	(Constant)	42.743	5.184		8.246	.000
	Sums of Ethical Sales Behavior	1.278	.108	.589	11.778	.000
	Gender	.763	1.073	.035	.710	.478
	Newage	.038	1.308	.001	.029	.977
	Average Income	-.708	.980	-.035	-.723	.471
	Region	-.331	.683	-.024	-.484	.629

*Note.* Dependent Variable: Sums of Satisfaction

**Research question 3.** Is there a relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand?

The elements of the test are shown below:

$H_0$ : There is no relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand.

H<sub>1</sub>: There is a relationship between tourist satisfaction and the likelihood of international tourists to return to Thailand.

Level of significance:  $\alpha = 0.01$ , because those variables were not normal.

The cross-tabulations method was used to measure the association between the sums of tourists' satisfaction and likelihood to return. As seen in Figure 20, a scatter plot was created for the purpose of determining the reasonableness of assuming that the distribution was symmetric. The result showed that there was asymmetry between the sums of tourists' satisfaction and likelihood to return.

Next, a cross tabulations analysis was conducted to investigate the association of the ordinal variables. Somers' method was applied because it was created to measure asymmetrical associations. As seen in Table 47, the results indicated that  $p = .001$ , so the null hypothesis was rejected and it was concluded that there was a significant, yet moderate relationship between tourists' satisfaction and the likelihood of international tourists to return to Thailand, since the symmetric value was 0.354. The value of 0.483 for the cross tabulation analysis (using the sums of tourists' satisfaction as dependent variables) means that international tourists' likelihood to return could be improved to 48.3% by increasing their satisfaction. Also, the likelihood to return to Thailand was better predictors of a return to Thailand than determining tourists' satisfaction.

Next, a scatter plot was created for the purpose of indicating the reasonableness of assuming the distribution was symmetric, as seen in Figure 21. The results showed that there was an asymmetrical relationship between the sums of tourists' satisfaction and the recommendation of Thailand to others. In other words, Somers' method would be used to measure the asymmetrical distribution.

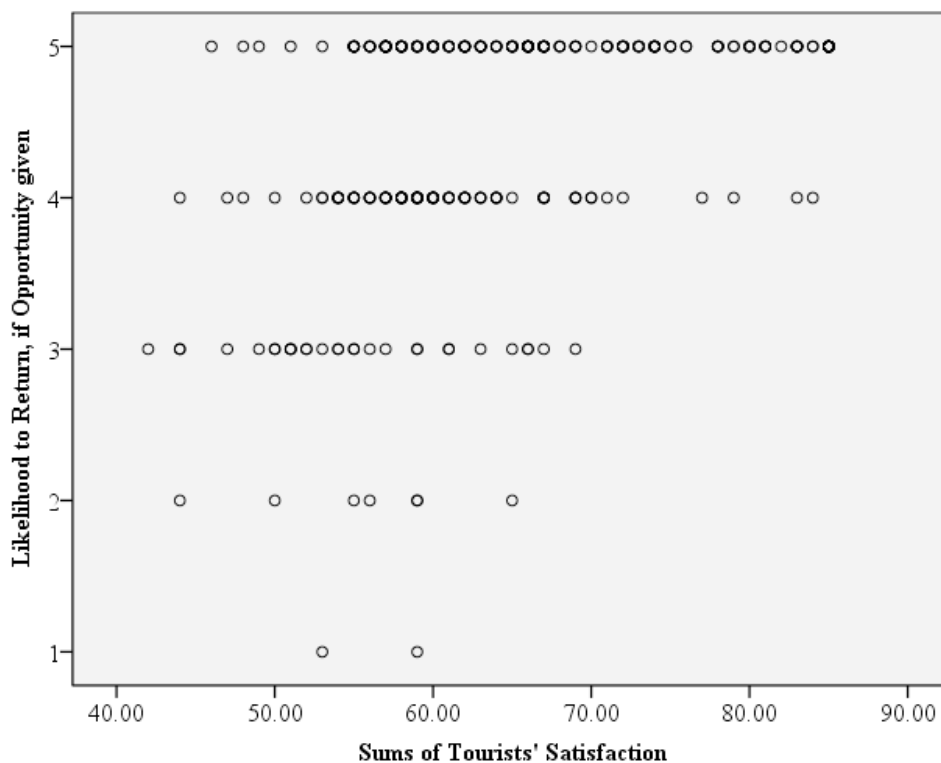


Figure 20. Scatter plot for the sums of tourists' satisfaction and likelihood to return.

Table 47

*Output of Directional Measures*

Directional Measures						
			Value	Asymp. <i>SE</i> <sup>a</sup>	Approx. <i>T</i> <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Somers' <i>d</i>	Symmetric	.354	.037	8.951	.000
		Sums of Satisfaction	.483	.050	8.951	.000
		Dependent				
		Likelihood to return to Thailand Dependent	.279	.031	8.951	.000

<sup>a</sup>Not assuming the null hypothesis. <sup>b</sup>Using the asymptotic standard error assuming the null hypothesis.

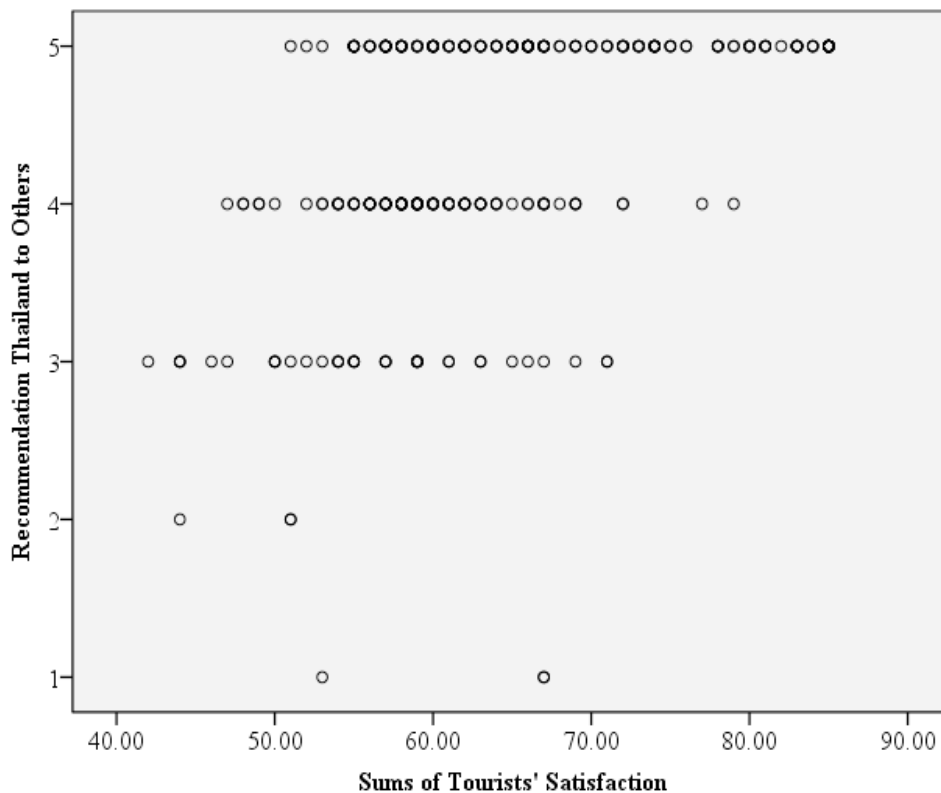


Figure 21. Scatter plot for the sums of tourists' satisfaction and recommendation of Thailand to others.

The results in Table 48 indicated that  $p = .001$ , so the null hypothesis was rejected and it was concluded that there was a significant moderate relationship between tourists' satisfaction and the recommendation of Thailand to others, since the symmetric value was 0.394. The value of 0.521 for the cross tabulation analysis (using the sums of tourists' satisfaction as dependent variables) depicted that international tourists' recommendations of Thailand to others could be improved to 52.1% by knowing and increasing their tourist satisfaction. Also, the recommendation to travel to Thailand was better predictors of a return to Thailand than determining tourists' satisfaction.

**Research question 4.** How is tourists' satisfaction, moderated by gender, age, household income, and region, related to likelihood to return?



The elements of the test are shown below:

$H_0$ : The relationship between tourists' satisfaction and likelihood to return is not moderated by gender, age, household income, and region.

$H_1$ : The relationship between tourists' satisfaction and likelihood to return is moderated by gender, age, household income, and region.

Level of significance:  $\alpha = 0.01$ , because those variables were not normal.

Table 48

*Output of Directional Measures*

Directional Measures					
		Value	Asymp. <i>SE</i> <sup>a</sup>	Approx. <i>T</i> <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Somers' <i>d</i> Symmetric	.394	.037	10.213	.000
	Sums of Satisfaction	.521	.049	10.213	.000
	Dependent Recommend Thailand to Others Dependent	.317	.031	10.213	.000

<sup>a</sup>Not assuming the null hypothesis. <sup>b</sup>Using the asymptotic standard error assuming the null hypothesis.

A logistic regression was used to predict an outcome from those variables. The likelihood to return was chosen as the dependent variable, whereas gender, age, household income, region, and tourists' satisfaction were examined as independent variables in the study.

First, the odds prediction was run with no independent variables. The results indicated that it was a good prediction model, since 87.3% could be classified correctly with no predictions, as can be seen in Table 49.

According to Table 50, there was enough evidence ( $p = .214$ ) to accept the null hypothesis. That conclusion was reached because there was not a difference between this model

and the model with IVs coefficient = 0. In other words, some of the independent variables might not help to predict the dependent variables.

Table 49

*Output for Classification at Beginning Block*

<u>Observed</u>			<u>Predicted</u>		
			<u>Return</u>		%
			No	Yes	Correct
Step 0	Return	No	0	38	.0
		Yes	0	262	100.0
Overall Percentage					87.3

*Note:* The constant is included in the model. The cut value is .500.

Table 50

*Output for Omnibus Tests of Model Coefficients  
at Block 1*

Step		Chi-square	df	Sig.
1	Step	8.337	6	.214
	Block	8.337	6	.214
	Model	8.337	6	.214

In addition, the effect size or strength of association was checked. The results indicated that Cox and Snell *R* Square were 0.027. In other words, 2.7% of the variation of the dependent variable could be explained by the independent variables, as indicated in Table 51.

Table 52 represented that 87.3% of the predictions were correct. The model worked well for predicting a returning to Thailand.

Next, the independent variables predicted the likelihood of return to Thailand. The results indicated that gender, age, income, and region were not significant predictors of a return to Thailand since  $p = .766$ .

Table 51

*Output for Checking Strength of Association*

Step	-2 Log likelihood	Cox & Snell <i>R</i> Square	Nagelkerke <i>R</i> Square
1	219.664	.027	.051

*Note.* Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Table 52

*Output for Classification Table*

<u>Observed</u>		<u>Predicted</u>		
		<u>Return</u>		%
		No	Yes	Correct
Step 1	Return No	0	38	.0
	Yes	0	262	100.0
Overall %				87.3

*Note.* The cut value was .500.

In addition, the *B*'s with larger exponents had predictors of greater significance. The exponents of *e* in the odds ratio determined that Asia, Oceania, and the Middle East regions are the most significant since the  $\text{Exp}(B)$  was 1.545, which was the highest ratio, as seen in Table 53. Generally speaking, the variables of gender, age, household income, and region have not had an influence on the likelihood of the international tourists in Thailand to return to Thailand.

A Cox and Snell *R* Square analysis was conducted and the result was 0.174. In other words, 17.4% of the variation of the dependent variables could be explained by the independent variables, as indicated in Table 54. The data showed that as iterations increased, the more the Cox and Snell *R* Square increased.

Table 53

*Output for Variables in the Equation*

		<i>B</i>	<i>SE</i>	Wald	<i>df</i>	Sig.	Exp ( <i>B</i> )
Step 1	Gender	.140	.408	.117	1	.732	1.150
	Newage	-.773	.511	2.286	1	.131	.462
	Below Average Income			4.783	2	.091	
	Average Income	.248	.836	.088	1	.766	1.282
	Above Average Income	-.835	.451	3.435	1	.064	.434
	North and South America			3.313	2	.191	
	Europe and Africa	-.373	.475	.618	1	.432	.688
	Asia, Oceania, & Middle East	.435	.420	1.074	1	.300	1.545
	Constant	4.990	2.137	5.451	1	.020	146.930

*Note.* Variable(s) entered on step 1: Gender, Newage, Income, Region.

Table 54

*Output for Checking Strength of Association*

Step	-2 Log likelihood	Cox & Snell <i>R</i> Square	Nagelkerke <i>R</i> Square
1	170.694	0.174	0.327

*Note.* Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Table 55 shows that 89.3% of the predictions were correct. The model worked well as a predictor for the likelihood to return, as can be seen in Table 55.

Next, testing demonstrated how the independent variables predicted the likelihood to return. The results indicated that tourists' satisfaction was only a significant predictor of the likelihood to return since  $p = .001$ .

Table 55

*Output for Classification Table*

<u>Observed</u>		<u>Predicted</u>		<u>% Correct</u>
		<u>Return</u> No	Yes	
Step 1	Return No	11	27	28.9
	Yes	5	257	98.1
Overall %				89.3

*Note.* The cut value is .500.

In addition, the  $B$ 's with larger exponents had predictors of greater significance. The exponents of  $e$  in the odds ratio determined that Asia, Oceania, and the Middle East region were the most significant since the  $\text{Exp}(B)$  was 2.324, which was the highest ratio, as seen in Table 56.

Table 56

*Output for Variables in the Equation*

		$B$	$SE$	Wald	$df$	Sig.	$\text{Exp}(B)$
Step 1	Gender	-.092	.448	.042	1	.837	.912
	Newage	-1.364	.593	5.294	1	.021	.256
	Below Average Income			6.472	2	.039	
	Average Income	-.980	.935	1.099	1	.295	.375
	Above Average Income	-1.318	.518	6.465	1	.011	.268
	North and South America			5.868	2	.053	
	Europe and Africa	-.358	.555	.415	1	.519	.699
	Asia, Oceania, & Middle East	.843	.482	3.057	1	.080	2.324
	Sums of Satisfaction	.182	.033	30.506	1	.000	1.199
	Constant	-3.166	2.824	1.257	1	.262	.042

*Note.* Variable(s) entered on step 1: Sums of Satisfaction.

In conclusion, an analysis found that the averages of tourists who were re-visiting were male tourists who came from Europe and Africa to Thailand for leisure purposes. Those tourists

had a median age of 37.5 years with an average household income. International tourists agreed that Thailand's businesses were ethical. Generally speaking, tourists were satisfied with all aspects, except tour packages and information services, the public signs and directions, political and economic stability, and especially, the cleanliness of public places. Also, international tourists reported that well over half of them would return to Thailand in the next 12 months or would return if they were given the opportunity, and they would recommend Thailand as a travel destination to others.

The empirical results of this study emphasized that there was strong relationship between the perceived ethical sales behaviors of businesses and international tourists' satisfaction when moderated by gender, age, household income, and region. In addition, a Somers' analysis showed that there was a moderately significant relationship between tourists' satisfaction and the likelihood of international tourists to return to Thailand. Also, there was a moderately significant relationship between tourists' satisfaction and their positive recommendations concerning traveling to Thailand to others. The results indicated that the variables of gender, age, household income, and region did not have an influence on the likelihood of international tourists who traveled to Thailand to return to Thailand, but tourists' satisfaction did positively influence that likelihood to return.

## **Chapter Five: Discussion and Conclusions**

This study focused on an investigation of how the perceived ethics of the sales behavior of businesses was related to the likelihood of international tourists returning to Thailand. This study investigated four questions: (a) the relationship between the ethical sales behaviors of businesses and customer satisfaction of international tourists in Thailand; (b) the relationship between tourists' customer satisfaction and the likelihood of international tourists to return to Thailand; (c) whether the relationship between the ethical sales behaviors of businesses to customer satisfaction of international tourists was modified by gender, age, household income, or region; and (d) how much tourists' likelihood to return to Thailand was modified by the gender, age, household income, and region of tourists.

The Ethical Tourism Industry survey used in this study was an adaptation of two main survey instruments: the Ethical Sales Behavior survey of Román (2003) and the portion of Ipswich Visitor Survey of Ruhanen's permission (personal communication, September 18, 2013) that contained demographic variables, visitor satisfaction, and return intentions.

The subjects of this study were comprised of international tourists who were travelling in Thailand. The survey was carried out in the North, Central, and South regions in the following provinces: Chiang Mai, Chiang Rai, Bangkok, Prachuap Khiri Khan (Hua-Hin), Surat Thani (KohSamui), and Phuket. The 300 participants were given an incentive, a gift voucher of 30 baht (the equivalent of 1 USD), to encourage their participation. The gift voucher could be spent at all stores in the businesses and tourist destinations.

The responses to the instruments were analyzed using the Statistical Packages for the Social Sciences (SPSS) software. Both descriptive and inferential statistics were utilized to examine the data to answer the research questions. Through the use of the survey instrument

developed for this study, data was collected that addressed the research problems posed in the first chapter of this dissertation. The following is a summary of the main findings that contains a discussion of the results and the implications, as well as limitations, of those results. It also contains suggestions regarding further research.

### **Main Findings and Discussions**

This research study was an investigation of how ethical sales behavior related to the likelihood of tourists to return to Thailand. Although tourists were well satisfied with many aspects of their visit, several areas of dissatisfaction were reported. As Bowles et al. reported in their study, tourists were more satisfied with nature, attractions, and quality of food than signage, shopping, and transportation.

The analysis of tourists' satisfaction resulted in a few conspicuous negative findings. Tourists were dissatisfied with the public signs and directions provided and also dissatisfied with the tour packages and information services which these dissatisfactions were similar to the study by McDowall (2010). They were also very dissatisfied with the cleanliness of public places and the political and economic instability of Thailand. Those findings were similar to the results of the research study of Tidtichumrernporn et al. (2010). Tourists had two critical dissatisfaction factors: public restrooms and parking areas. Most of these areas of dissatisfaction can be improved upon quickly with a focused effort. Improving upon these areas of dissatisfaction can aid the development of the tourism industry in Thailand.

The results produced by Pearson's correlation analysis provided a perspective to understanding the factors that influence international tourists' satisfaction. As Pizam et al. (1978) reported, it was vital to measure overall tourist satisfaction during tourists' travel experiences,



because the overall satisfaction was represented as a function of the measurement of the individual destination experiences.

According to analysis, evidence was found for a significant positive association between ethical sales behavior and all three dimensions of tourists' satisfaction (public facilities and governmental functions, commercial enterprises, and cultural environment) and also overall satisfaction. The results showed a strong correlation between the sums of ethical sales behavior and the sums of tourists' satisfaction ( $r = .592$ ).

The results also indicated that the strongest positive relationship was between the sums of satisfaction and the sums of public facilities and governmental functions ( $r = .896$ ). That strong correlation indicated that the most likely way to increase the satisfaction of international tourists would be to improve the public facilities and governmental functions. There was also a strong positive relationship between the sums of satisfaction and the commercial enterprises dimension ( $r = .535$ ) and a strong positive correlation between the sums of satisfaction and the cultural environment dimension. Those findings were comparable to the findings of Pezhman et al. (2013); Alrubaiee (2012); Chen and Mau (2009); Román (2003); Roman and Ruiz (2005); and Ganesh et al. (2000). Ethical sales behavior played a vital role in influencing customer satisfaction. According to Hazrati et al. (2012), salespersons could be regarded as an important bridge between companies and customers. Both companies and customers relied on them.

Based on a cross tabulations analysis, the results showed that there was a moderate significant relationship between tourists' satisfaction and the likelihood of international tourists to return to Thailand (Somer's coefficient = 0.354,  $p < .001$ ), which means that the likelihood of international tourists to return to Thailand would increase if tourists were more satisfied with their trips. Also, there was a moderate significant relationship between tourists' satisfaction and

their positive recommendations of travelling to Thailand to others (Somer's coefficient = 0.394,  $p < .001$ ). In other words, tourists' recommendations to others would increase if tourists were more satisfied with their trips (Chen & Tsai, 2007; Kozak and Rimmington, 2000). These results were logical that post-purchase behavior positively influenced customer satisfaction. On the other hand, tourists' complaints had negatively influenced post-purchase behavioral intentions (Hellier et al., 2003; Jang & Feng, 2007; Jankingthong & Gonejanar, 2012; Ling et al., 2010). As Chi and Qu (2008) reported, tourists' positive experiences could produce repeat visits, as well as positive word-of-mouth recommendations. Loyal customers were likely to supply positive free word-of-mouth advertising to others and tended to express their positive behavioral intentions concerning destination loyalty that strongly impacted their revisit intentions and willingness to provide recommendations (Boulding et al., 1993; Chen & Tsai, 2007; Ling et al., 2010; Parasuraman et al., 1988). Some researchers also found insignificant correlations between tourists' satisfaction and return intentions (Um, Chon, & Ro, 2006). As Bigne, Sanchez, and Andreu (2009) stated, satisfied customers might switch to competitors if they provided greater benefits in a competitive market.

Additionally, the study investigated how tourists' satisfaction, moderated by gender, age, household income, and region, was related to their likelihood to return by logistic regression. The results indicated that the variables of gender, age, household income, and region did not have an influence on the likelihood of international tourists who traveled to Thailand to return to Thailand. Previous studies contradict one another about demographic influence on satisfaction. Findings in the current study were dissimilar to the findings of Liu and Yen (2010), who used the following demographic variables: gender, age, and monthly income and determined that those variables greatly impacted the intention to return. In Huh's study (2002), gender was the

demographic variable that significantly impacted overall satisfaction. However, the findings were similar to previous studies in the literature (Dimitriadis, 2006; Wood, 2004) that found that demographic variables such as gender and age had no significant relationship with loyalty in tourism, but were dissimilar in areas of household income. According to Suebsamarn (2009), demographic variables, including gender, country of residence, and age, did not significantly impact overall satisfaction. The only exception was household income, which was the only significant demographic modifier that made a difference in tourists' satisfaction.

### **Implications**

The findings of this study imply that many of the changes needed to promote and increase international tourists' satisfaction and return intentions to Thailand are in the direction control of the tourism local authorities, businesses, and marketers. They could implement strategies and policies to attract more female foreign tourists to visit or revisit Thailand. Even though the largest group of tourists came to Thailand for leisure purposes, local authority, business planners, and marketers should establish more exciting and eventful leisure centers in Thailand for the younger generation. As stated before, the majority of international tourists had an average total household income and there were more revisiting tourists than first-time tourists. Businesses in Thailand's tourism industry could use this information to design their marketing strategies in order to attract people with above average incomes and also first-time tourists to travel to Thailand.

Furthermore, the empirical results of this study showed international tourists did not perceive unethical behavior ethical behavior of salespersons in Thailand. However, it is still prevalent for businesses in establishing relationships with customers. From the managerial perspective, business people still should be trained to conform to an ethical code, and the

business managers should emphasize that unethical behavior is unacceptable. Being honest is very important in business, especially now, because the world is highly connected and reputations are created or destroyed quickly.

This study showed that international tourists were satisfied with the dining, shopping, accommodations, friendliness, local atmosphere, attractions, entertainment, personal safety and security, public facilities, transportation, and climate conditions, but not so satisfied with the tour packages and information services. Those findings could be useful to the tourism planners, businesses, and marketers to focus them more on enhancing, improving, and maintaining factors that contribute to tourists' satisfaction. For instance, tourism organizations or businesses should create more alternative tourism products such as tour packages with diversity of activities, establish more information services, train staff professionally, and improve their transportation facilities. Also, in order to mitigate the negative factors, some effort will be needed to improve public signs and directions, and especially the cleanliness of public places. It is hoped that these results and recommendations will provide valuable information to tourism marketers, businesses, and planners of Thailand's tourism industry while they are evaluating and implementing marketing strategies and management changes in the future. As a result, Thailand will attract more foreign tourists and potential tourists from many different countries all over the world.

In addition, the political and economic instabilities were found to be dissatisfaction factors that businesses had little or no control over. Political instability is likely to decrease the number of international tourists due to the lack of perceived security. As a result, it is vital to emphasize security in order to increase the number of international tourists so Thailand can establish greater economic benefits from the tourism industry.

## **Limitations**

A few limitations of this study will be discussed to improve future research. The study was carried out in Thailand, and the primary data was collected from international tourists visiting Thailand.

The first limitation was collecting data during a political crisis. Thailand had several political conflicts, and as a result, the military took over governmental control and imposed martial law. That might have made some tourists afraid to travel to Thailand, thus, perhaps, losing or changing potential sample populations when the study gathered the data. Also, tourists might not be completely truthful in that sort of political climate.

Secondarily, the small sample size of the population was also another limitation of the study. The sample size constituted only 300 respondents, and they may not have been statistically representative of the total population of international tourists in Thailand. In other words, the sample set was relatively small when compared to the large number of international tourists who travel to Thailand.

Also, the duration of time that tourists spent traveling could be considered another limitation. The results were unable to distinguish between newly arrived tourists and tourists who were at the end of their visits. As a result, data was collected from various tourists who had different perceptions about their experiences of their trips that could alter their viewpoints and satisfaction of Thailand's tourism industry while collecting the data.

The language selected for the survey instruments might be another limitation of the study. Data was only collected from international tourists who can read and understand English. As a result, there was a possibility that the results of this study were skewed by not including those people who cannot understand English which unfortunately includes the largest regional point of

origin of international tourists who travel to Thailand. A study completed by the Department of Tourism of Thailand found that most of tourists originated from Asean countries, and then East Asia, and then Europe in 2012 (Vanhaleweyk, 2013); however, the results of this study found that the majority of international tourists came from Europe. The difference between these results indicates that the study missed a major population because they could not read and understand English. To overcome these limitations, future research might be able to be conducted in a more stable political climate, a larger sample population could be used, the data could be gathered at the end of tourists' trips, and the surveys should be translated into different languages to order to reach the great majority of potential participants.

### **Future Research**

Future studies are encouraged to apply the conceptual models of this study in a comparative examination in different countries and different cultures because each individual has a distinct belief system and other characteristics that are heavily influenced by his/her culture, and that impacts the person's perceptions and way of thinking. Future research should separate the constructs of ethical sales behavior and satisfaction from the model. An extension of the research scope may consider adapting the study's methods to another industry instead of the tourism industry. Also, the qualitative research paradigm might provide an interesting direction for future research. The research practitioner could conduct interviews or conduct a panel group to communicate directly with international tourists and the results of the research would be more personal and qualitative.

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## Appendices

## Appendix A

## Survey to Subjects

**Section 1: Ethical sales behavior of businesses**

Please indicate the extent of your **perception** with the following item on a 5-point scale. (Please circle one for each item)

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Strongly Disagree</b>	Disagree	Neither Agree nor Disagree	Agree	<b>Strongly Agree</b>

1. Businesses in Thailand are honest about availability of products and services.	1	2	3	4	5
2. Businesses in Thailand are honest about competition.	1	2	3	4	5
3. Businesses in Thailand only give answers when they really do know the answers	1	2	3	4	5
4. Businesses in Thailand do not apply inappropriate sales pressure.	1	2	3	4	5
5. Businesses in Thailand are honest about quality of the products/services	1	2	3	4	5

**Section 2: Tourists' Satisfaction**

Briefly reflect on how satisfied you are about your trip in Thailand. Please indicate the extent of your **satisfaction** with the following item on a 5-point scale. (Please circle one for each item)

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Strongly Dissatisfied</b>	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	<b>Strongly Satisfied</b>

6. The hotel accommodations	1	2	3	4	5
7. Local transportation	1	2	3	4	5
8. Food and beverage	1	2	3	4	5
9. Diversity of attractions	1	2	3	4	5
10. Shopping	1	2	3	4	5
11. Entertainment/nightlife	1	2	3	4	5
12. Tour packages	1	2	3	4	5
13. Public signs and directions	1	2	3	4	5
14. Information services	1	2	3	4	5

15. Hospitality & friendliness of locals	1	2	3	4	5
16. Local atmosphere	1	2	3	4	5
17. Climate conditions	1	2	3	4	5
18. Public facilities (e.g. toilet, ATM's & public phones)	1	2	3	4	5
19. Political and economic stability	1	2	3	4	5
20. Personal safety and security	1	2	3	4	5
21. General cleanliness of public places	1	2	3	4	5
22. Overall, satisfaction	1	2	3	4	5

### Section 3: Tourists' Return Likelihood

Please indicate the **likelihood of your returning in Thailand** with the following item on a 5-point scale. (Please circle one for each item)

1	2	3	4	5
<b>Definitely wouldn't</b>	Probably wouldn't	Unsure	Probably would	<b>Definitely would</b>

23. How likely are you to return to Thailand in the next 12 months?	1	2	3	4	5
24. If given the opportunity, would you like to return to Thailand?	1	2	3	4	5
25. How likely are you to recommend Thailand to other people as a travel destination?	1	2	3	4	5

### Section 4: Tourists' Demographic Information

26. Gender

☐ Male ☐ Female

27. What is the purpose of this trip?

☐ Business ☐ Education ☐ Leisure ☐ Other

28. Apart from this trip, have you visited Thailand before?

☐ Yes ☐ No

29. What is your age?.....

30. What is your approximate total household income?

☐ Below average

☐ Average

☐ Above average

31. What is your home country?.....

***Thank you for your participation in this study***

## Appendix B

Application for Institutional Review Board Approval,  
University of the Incarnate Word

Title of Study: Ethics of Thailand's Tourism Industry

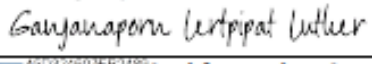
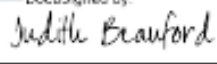
College/School or Division/Discipline: Dreeben School of Education

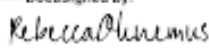
INVESTIGATORS			
<b>Principal Investigator</b> - A UIW PI must be designated for all projects in which UIW is engaged in research.			
Name: Ganjanaporn Lertpipat Luther	Phone #: 202.643.7117	E-mail: lertpipa@student.uiwtx.edu	Address: 27030 Trinity Bend, San Antonio, Texas, 78216
<b>Co-Investigator(s)</b> – List all co-investigators and provide contact information (list each on a separate line)			
Name:	Phone #:	E-mail:	Address:
<b>Faculty Supervisor</b> of Student Project, Thesis, or Dissertation			
Name: Dr. Judith Beauford	Phone #: 210.829.3171	E-mail: beauford@uiwtx.edu	Address: 4301 Broadway, Room CB230, San Antonio, Texas, 78209
CITI TRAINING			
X All investigators (including faculty supervisors) have completed CITI training and are currently certified			

RESEARCH INFORMATION		
<b>Research Category:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Expedited Review <input type="checkbox"/> Full Board Review		
Number of Subjects: 300 Participants	Number of Controls: 0	Duration of Study: One year
<b>Does this research involve any of the following (check all that apply):</b> <input type="checkbox"/> Inmates of penal institutions <input type="checkbox"/> Institutionalized intellectually handicapped <input type="checkbox"/> Institutionalized mentally disabled <input type="checkbox"/> Committed patients <input type="checkbox"/> Intellectually handicapped outpatient <input type="checkbox"/> Mentally disabled outpatient <input type="checkbox"/> Pregnant women <input type="checkbox"/> Fetus in utero <input type="checkbox"/> Viable fetus <input type="checkbox"/> Nonviable fetus <input type="checkbox"/> Dead fetus <input type="checkbox"/> In Vitro fertilization <input type="checkbox"/> Minors (under 18)		

FUNDING DISCLOSURES
---------------------

<b>Funding source:</b> <input checked="" type="checkbox"/> None <input type="checkbox"/> Internal <input type="checkbox"/> External <input type="checkbox"/> Pending
<b>List all external funding sources (pending and awarded):</b> None
<b>The funding provides for (select all that apply):</b> <input type="checkbox"/> Investigator release time or compensation <input type="checkbox"/> Research materials <input type="checkbox"/> Graduate assistants, student workers, or other project employees <input type="checkbox"/> Travel <input type="checkbox"/> Other: <a href="#">Click here to enter text.</a>
<b>Financial Conflict of Interest</b>
Please describe any financial interest in the funding organization or any similar organization (stocks, board membership, etc): <b>Not Applicable</b>

SIGNATURES		
Original Signatures are required. This application will not be processed until all signatures are obtained. Ensure the document is finalized BEFORE collecting signatures. Any subsequent edits will remove signature verification and require the collection to begin again.		
<b>Signature of the Principal Investigator</b> The undersigned accepts responsibility for the study, including adherence to DHHS, FDA, and UIW policies regarding protections of the rights and welfare of human subjects participating in the study. In the case of student protocols, the faculty supervisor and the student share responsibility for adherence to policies.		
<b>Name:</b> Ganjanaporn Lertpipat Luther	<b>Signature:</b> <small>DocuSigned by:</small> 	<b>Date:</b> 6/2/2014
<b>Signature of Faculty Research Supervisor – Required for student investigators</b> By signing this form, the faculty research supervisor attests that he/she has read the attached protocol submitted for IRB review, and agrees to provide appropriate education and supervision of the student investigator above.		
<b>Name:</b> Judith Beauford	<b>Signature:</b> <small>DocuSigned by:</small> 	<b>Date:</b> 6/2/2014

APPROVAL SIGNATURE(S)		
<b>Signature of the IRB College/School Representative:</b>		
<b>Name:</b> Rebecca Ohnemus	<b>Signature:</b> <small>DocuSigned by:</small> 	<b>Date:</b> 6/2/2014
<b>Signature of the IRB Chair (if needed)</b>		
<b>Name:</b>	<b>Signature:</b>	<b>Date:</b>

## Appendix C

### Survey Introductory Letter to Subject—International Tourists

To Whom It May Concern:

My name is Ganjanaporn Lertpipat Luther (Zandy). I am a doctoral student in Organizational Leadership at the University of the Incarnate Word (UIW) in San Antonio, Texas, in the United States. My dissertation research will investigate the possible relationships between perceptions of ethical sales behavior, tourist satisfaction, and likelihood to return.

As an international tourist able to read English, I invite you to participate as a subject in this research. You will receive the Ethical Tourism Industry Survey. It will take approximately 10 minutes for you to complete the survey. Your time and effort for participating in this study are highly appreciated. You will receive a small incentive for your participation.

Only aggregated results will be reported in the dissertation, individual identity and data will remain confidential, no names will be gathered, and only the principal researcher will have access to all the information gathered. Anonymity in this research is guaranteed. The data will be stored securely in my home in San Antonio, Texas, and will be destroyed after five years. You are free to withdraw from the research at any time without any penalty. If you have any concerns or would like to have more information about the research, please feel free to contact the researcher or ask the research assistant distributing the survey. I would be happy to discuss my study further if you wish. My contact information is provided below.

Thank you very much for participation.

Best Regards,

Ganjanaporn Lertpipat Luther (Zandy)

Email: [ganjanaporn@hotmail.com](mailto:ganjanaporn@hotmail.com)

Telephone: 1-202-643-7117(USA)



## Appendix D

## Survey Consent Form

Project Title : Ethics of Thailand's Tourism Industry

Purpose of Study: The purpose of this study is to investigate how ethical sales behavior related to likelihood to return. This study will investigate the relationship between ethical sales behaviors, tourist satisfaction, and the likelihood of the international tourists to return to Thailand

Principal Investigator : Ganjanaporn Lertpipat Luther (Zandy),  
Organizational Leadership in Dreeben School of Education,  
University of the Incarnate Word, San Antonio, TX 78209

Phone : 1-202-643-7117 (USA)

Email : [ganjanaporn@hotmail.com](mailto:ganjanaporn@hotmail.com)

Thank you for voluntarily taking part in this survey. Your time and assistance are highly appreciated. The survey will take you approximately 10 minutes to complete.

Taking part in this study is completely voluntary. You may skip any questions that you do not want to answer. If you decide to take part, you are free to withdraw from the study at any time for any reason without penalty.

Your name will not be collected. The records of this study will be kept private. Your answers will be confidential. Participants are not expected to encounter any risk by participating in this research.

You will receive a coupon worth 30 Baht (equivalent to \$1.00 US) as thanks for your participation.

The Institutional Review Board (IRB) at the University of the Incarnate Word has reviewed and approved this study. If you have any questions or concerns regarding your rights as a subject in this study, you may contact the Institutional Review Board (IRB) at 1-210-805-3560 or myself. Please contact the researcher by telephone or email, listed above, if there are any questions concerning your participation in this study.

Your submission of the completed survey indicates that you understand the conditions and agree to participate in this research

Thank you very much for your help.

---

Ganjanaporn Lertpipat Luther

---

Date

## Appendix E

### Permission Letters to Use and Adapt the Ethical Sales Behavior Survey

From: Luther, Ganjanaporn  
Sent: Saturday, September 28, 2013 2:11 AM  
To: Sergio RománNicolás  
Subject: RE: Re:

Dear Professor,

Thank you very much for your permission.

Best Regards,  
Zandy

---

From: Sergio RománNicolás<[sroman@um.es](mailto:sroman@um.es)>  
Sent: Wednesday, September 18, 2013 12:20 PM  
To: Luther, Ganjanaporn  
Subject: Re:

Dear Zandy,

thanks for your interest in my work. You can use my framework for your research. Scales are already shown in the manuscript.

best of luck,  
sergio

---

El 17/09/13 06:04, Luther, Ganjanaporn escribió:

Dear Professor,

My name is Zandy Luther.

I am PhD student in education at the University of the Incarnate Word in San Antonio, Texas.

I am now working on dissertation. My topic will investigate the relationship of ethical sales behavior on customer satisfaction and intention to return of international tourist in Thailand.

I have read your article on the topic of "The Impact of Ethical Sales Behaviour on Customer Satisfaction, Trust and Loyalty to the Company: An Empirical Study in the Financial Services Industry I would ask for permission to apply your survey and modify to suit on my research topic.

Please do not hesitate to let me know your permission.

Also, would you please send a file of survey via e-mail? This would be helpful in my dissertation.

Please advise. Thank you very much

This email and any files transmitted with it may be confidential or contain privileged information and are intended solely for the use of the individual or entity to which they are addressed. If you are not the intended recipient, please be advised that you have received this email in error and that any use, dissemination, forwarding, printing, or copying of this email and any attachments is strictly prohibited. If you have received this email in error, please immediately delete the email and any attachments from your system and notify the sender. Any other use of this e-mail is prohibited. Thank you for your compliance.

---

Sergio RománNicolás  
Profesor Titular de Universidad  
Dpto.deComercialización e Investigación de Mercados  
Facultad de Economía y EmpresaTlf. 868 88 78 91  
Campus Universitario de Espinardo Fax 868 88 79 86  
30100 Espinardo (Murcia) SPAIN  
[sroman@um.es](mailto:sroman@um.es)<<mailto:sroman@um.es>><http://www.um.es/mk/>

---

## Appendix F

### Permission Letters to Use and Adapt the Ipswich Visitor Survey

**From:** Luther, Ganjanaporn  
**Sent:** Friday, October 18, 2013 3:26 PM  
**To:** Lisa Ruhanen  
**Subject:** RE: IPSWICH Visitor Survey Permission

Dear Professor Ruhanen,  
 Thank you very much for your permission.

Best Regards,  
 Zandy Luther

---

**From:** Lisa Ruhanen<[l.ruhanen@uq.edu.au](mailto:l.ruhanen@uq.edu.au)>  
**Sent:** Saturday, October 12, 2013 7:37 AM  
**To:** Luther, Ganjanaporn  
**Subject:** Re: IPSWICH Visitor Survey Permission

Dear Zandy,  
 Yes that is fine.  
 Best regards, Lisa  
 Sent from my iPhone

---

On 12 Oct 2013, at 2:55, "Luther, Ganjanaporn" <[lertpipa@student.uiwtx.edu](mailto:lertpipa@student.uiwtx.edu)> wrote:  
 Dear Professor Ruhanen,

My name is Zandy Luther.  
 I am PhD student in education at the University of the Incarnate Word in San Antonio, Texas, USA.  
 I am now working on dissertation. My topic will investigate the relationship of ethical sales behavior on tourist satisfaction and intention to return of international tourist in Thailand.  
 I have found IPSWICH visitor survey via this website shown below. [http://www.ipswich.qld.gov.au/documents/marketing/destination\\_satisfaction\\_survey\\_final\\_report\\_oct09.pdf](http://www.ipswich.qld.gov.au/documents/marketing/destination_satisfaction_survey_final_report_oct09.pdf)  
 I would like ask for permission to apply this survey and modify the scale to suit on my research topic.  
 However, it indicated on the paper that you are Ipswich TRIP Coordinator.  
 Please authorize the permit of using and modify this survey.  
 I am quite sure if you will be the person who authorize this, if not please do not hesitate to lead me to the person.  
 Please do not hesitate to let me know if you have any question.  
 Please let me know if the survey has been approved to use in my study.  
 Thank you very much.

Best Regards,  
 Zandy Luther

## Appendix G

## Permission to Entirely Reproduce the Ipswich Visitor Survey

**From:** Luther, Ganjanaporn

**Sent:** Wednesday, March 18, 2015 3:36 PM

**To:** Lisa Ruhanen

**Subject:** Re: IPSWICH Visitor Survey Permission

Thank you very much, Dr.Ruhanen.

Best Regards,  
Zandy Luther

---

**From:** Lisa Ruhanen <[l.ruhanen@uq.edu.au](mailto:l.ruhanen@uq.edu.au)>

**Sent:** Wednesday, March 18, 2015 12:52 PM

**To:** Luther, Ganjanaporn

**Subject:** RE: IPSWICH Visitor Survey Permission

Hi Zandy,

Yes, that is fine.

Best regards, Lisa

---

**Dr Lisa Ruhanen**

**Senior Lecturer & Director of Tourism Postgraduate Coursework Programs**

Tourism Cluster | UQ Business School

The University of Queensland | QLD 4072 | Australia

t. 07 3346 7095 | f. 07 3365 8716 | e. [l.ruhanen@uq.edu.au](mailto:l.ruhanen@uq.edu.au) | w. [www.tourism.uq.edu.au](http://www.tourism.uq.edu.au)

CRICOS Provider Number 00025B



**THE ONLY** BUSINESS SCHOOL  
IN AUSTRALIA WITH PROGRAMS  
THAT HOLD **UNWTO** ACCREDITATION

**From:** Luther, Ganjanaporn [mailto:[lertpipa@student.uiwtx.edu](mailto:lertpipa@student.uiwtx.edu)]

**Sent:** Wednesday, 18 March 2015 10:50 PM

**To:** Lisa Ruhanen

**Subject:** Re: IPSWICH Visitor Survey Permission

**Sensitivity:** Personal

Dear Professor Ruhanen,

My name is Zandy Luther. I have got your permission to use and adapt the survey in 2013.

I am now at the end of my dissertation. However, the link of website that I found your survey were unavailable.

I have copied your PDF file, I would like to ask your permission of reproduce survey in its entirely and include the survey in my appendix.

Please advise. Thank you very much.

Best Regards,  
Zandy Luther

---

## Appendix H

## Ipswich Visitor Survey

## Appendix 2 Ipswich: Visitor Experience and Satisfaction Survey

This research study is being conducted by The School of Tourism, The University of Queensland on behalf of the Ipswich City Council and Ipswich tourism industry. The purpose of the research is to understand your experiences while visiting Ipswich. The feedback from the research will be used to assist with policy and planning for the Ipswich tourism industry and in so doing help improve the visitor experience at Ipswich.

*About your visit to Ipswich*

Q1. What was the main purpose of the trip to Ipswich? *Please choose one option only*

1. <input type="checkbox"/>	Visiting friends and/or relatives
2. <input type="checkbox"/>	Holidays / leisure / relaxation / getting away
3. <input type="checkbox"/>	Entertainment / attending special event - e.g. festival, performance
4. <input type="checkbox"/>	Sport - participation
5. <input type="checkbox"/>	Sport - spectating
6. <input type="checkbox"/>	Shopping
7. <input type="checkbox"/>	Work (employed in City of Ipswich)
8. <input type="checkbox"/>	Business
9. <input type="checkbox"/>	Conferences / exhibitions / conventions / trade fairs
10. <input type="checkbox"/>	Training and research (employed - not student)
11. <input type="checkbox"/>	Education (students)
12. <input type="checkbox"/>	Employment / leisure (e.g. working holiday)
13. <input type="checkbox"/>	Health-related
98. <input type="checkbox"/>	Other

Q2. How many nights did you stay in Ipswich during this trip?

--- 000. ☐ None, daytrip only

Q3. Which of the following sources did you use to obtain information for this trip to Ipswich? *As many options as apply*

1. <input type="checkbox"/>	A travel agent
2. <input type="checkbox"/>	The internet
3. <input type="checkbox"/>	Tourist Office / Visitor Information Centre
4. <input type="checkbox"/>	Travel book, guide or brochure
5. <input type="checkbox"/>	Motoring Associations
6. <input type="checkbox"/>	Advertising / travel articles or documentaries (TV, radio or print)
7. <input type="checkbox"/>	Friends or relatives
8. <input type="checkbox"/>	Been here before
98. <input type="checkbox"/>	Other (please specify)
97. <input type="checkbox"/>	None

Q4. What was the main form of transport that you used to get to Ipswich? *Please choose one option only*

1. <input type="checkbox"/>	Private/own vehicle (car, truck, motorbike) /company car
2. <input type="checkbox"/>	Railway/train
4. <input type="checkbox"/>	Bus/coach
5. <input type="checkbox"/>	Rented/hire vehicle
6. <input type="checkbox"/>	Camper van/motor home
7. <input type="checkbox"/>	Other transport (please specify)

### Perceptions and Experience of Ipswich

Q5. Which, if any, of the experiences below did you expect Ipswich to offer? Choose as many options as apply

1. <input type="checkbox"/>	Relaxation and rejuvenation
2. <input type="checkbox"/>	Luxury and Indulgence
3. <input type="checkbox"/>	Nature based experiences
4. <input type="checkbox"/>	A chance to escape and unwind
5. <input type="checkbox"/>	Chance to enjoy peace and quiet
6. <input type="checkbox"/>	An adventure
7. <input type="checkbox"/>	A unique experience
8. <input type="checkbox"/>	An opportunity to tour around and explore
9. <input type="checkbox"/>	Local culture and heritage experiences
10. <input type="checkbox"/>	A chance to meet the locals and experience the local lifestyle
11. <input type="checkbox"/>	An opportunity to experience Arts or Culture
12. <input type="checkbox"/>	A chance to discover or learn something new
13. <input type="checkbox"/>	Educational experiences
14. <input type="checkbox"/>	Interesting attractions
15. <input type="checkbox"/>	Something the kids would enjoy
16. <input type="checkbox"/>	Enjoyable nightlife and entertainment
17. <input type="checkbox"/>	Good shopping
18. <input type="checkbox"/>	A place to spend quality time with partner/family/friends
19. <input type="checkbox"/>	Food and wine experiences
98. <input type="checkbox"/>	Other (please specify)
97. <input type="checkbox"/>	None, had no expectations

Q6. How well did Ipswich meet your expectations on these experiences? (Only ask categories ticked in question 5)

	Very well	Reasonably well	Not very well	Not met at all
1. <input type="checkbox"/> Relaxation and rejuvenation	1	2	3	4
2. <input type="checkbox"/> Luxury and Indulgence	1	2	3	4
3. <input type="checkbox"/> Nature based experiences	1	2	3	4
4. <input type="checkbox"/> A chance to escape and unwind	1	2	3	4
5. <input type="checkbox"/> Chance to enjoy peace and quiet	1	2	3	4
6. <input type="checkbox"/> An adventure	1	2	3	4
7. <input type="checkbox"/> A unique experience	1	2	3	4
8. <input type="checkbox"/> An opportunity to tour around and explore	1	2	3	4
9. <input type="checkbox"/> Local culture and heritage experiences	1	2	3	4
10. <input type="checkbox"/> A chance to meet the locals and experience the local lifestyle	1	2	3	4
11. <input type="checkbox"/> An opportunity to experience Arts or Culture	1	2	3	4
12. <input type="checkbox"/> A chance to discover or learn something new	1	2	3	4
13. <input type="checkbox"/> Educational experiences	1	2	3	4
14. <input type="checkbox"/> Interesting attractions	1	2	3	4
15. <input type="checkbox"/> Something the kids would enjoy	1	2	3	4
16. <input type="checkbox"/> Enjoyable nightlife and entertainment	1	2	3	4
17. <input type="checkbox"/> Good shopping	1	2	3	4
18. <input type="checkbox"/> A place to spend quality time with partner/family/friends	1	2	3	4
19. <input type="checkbox"/> Food and wine experiences	1	2	3	4
98. <input type="checkbox"/> Other (as specified above)	1	2	3	4

Q7. Did you have any good experiences in Ipswich that you did not plan or expect? If so, please specify:

Q8. Did you have any bad experiences in Ipswich that you did not plan or expect? If so, please specify:

Q9. How satisfied or dissatisfied were you with ...

	Very dissatisfied	Fairly dissatisfied	Neither	Fairly satisfied	Very satisfied	Not applicable
Commercial Accommodation	1	2	3	4	5	0
Local transport	1	2	3	4	5	0
Food and beverage	1	2	3	4	5	0
Attractions	1	2	3	4	5	0
Shopping	1	2	3	4	5	0
Roads	1	2	3	4	5	0
Entertainment/Nightlife	1	2	3	4	5	0
Tours	1	2	3	4	5	0
Signage	1	2	3	4	5	0
Information services in Ipswich	1	2	3	4	5	0
Friendliness of locals	1	2	3	4	5	0
Local atmosphere	1	2	3	4	5	0
Climate	1	2	3	4	5	0
Birds & Wildlife	1	2	3	4	5	0
Public facilities (e.g. toilets, ATM's & public phones)	1	2	3	4	5	0

Q10. Overall, how satisfied or dissatisfied were you with your trip to Ipswich? Take all aspects of your trip into account

Very dissatisfied	Dissatisfied	Neither satisfied Nor dissatisfied	Satisfied	Very satisfied
1	2	3	4	5

Q11. How likely are you to return to Ipswich in the next 12 months?

Definitely wouldn't	Probably wouldn't	Unsure	Probably would	Definitely would
1	2	3	4	5

Q12. How likely are you to recommend Ipswich to other people as a travel destination?

Definitely wouldn't	Probably wouldn't	Unsure	Probably would	Definitely would
1	2	3	4	5

#### Demographics

Q13. What is your home postcode? \_\_\_\_ OR ☐ Live overseas

Q14. What is your age? \_\_

Q15. How would you describe your travel party? Please choose one option only

<input type="checkbox"/> Travelling alone	<input type="checkbox"/> Business associates - without spouse
<input type="checkbox"/> Adult couple (in a relationship sense; married/defacto)	<input type="checkbox"/> Business associates - with spouse
<input type="checkbox"/> Family group - parents and children	<input type="checkbox"/> School, uni, college group (including sporting)
<input type="checkbox"/> Friends or relatives travelling together - with children	<input type="checkbox"/> Sporting group / community group or club
<input type="checkbox"/> Friends or relatives travelling together - without children	<input type="checkbox"/> Other (please specify)

Q16. Apart from this trip, how many other times have you visited Ipswich: *If you can't remember exactly, please give your best estimate*

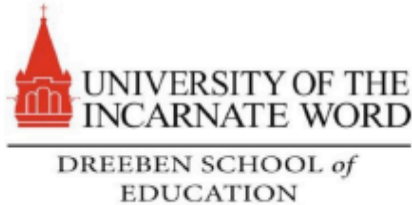
- a) in the past 12 months? \_\_ OR ☐ Not at all in the last 12 months  
 b) in the past 3 years? \_\_ OR ☐ Not at all in the last 3 years

*Thank you for your participation in this study*



## Appendix I

## Content Validity of Survey Instrument



**Osman Özturgut, Ph.D., M.B.A., M.Ed., M.A.T.**  
Assistant Professor of Doctoral Studies  
Coordinator, International Education and  
Entrepreneurship Concentration

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04/15/2014

Re: *Content Validity – Ethics of Thailand's Tourism Industry*

Dear Ganjanaporn Lertpipat Luther (Zandy):

I have reviewed your survey about the Ethic of Thailand's Tourism Industry and found it to be well-designed and valid to be administered. I congratulate you for your attention to the validity of content in survey design, especially when conducting studies in cross-cultural settings.

Please feel free to forward my response to your committee and contact me with any further questions.

Thank you

Dr. Osman Özturgut  
Assistant Professor of Doctoral Studies

From: St Clair, Norman S. [stclair@uiwtx.edu]  
 Sent: Monday, April 14, 2014 9:17 PM  
 To: Luther, Ganjanaporn; Ozturgut, Dr Osman  
 Cc: Beauford, Dr Judith E.  
 Subject: RE: Content Validity Assessment

Dear, Zandy:

I have reviewed your survey instrument for content validity, and found it to be sound and should yield reliable results. I want to commend you on the good work you did in designing the survey.  
 Dr. St. Clair.

-----  
 Norman St. Clair, Ph.D.  
 Director, Graduate and Doctoral Studies  
 Associate Professor of Education  
 Dreeben School of Education  
 University of the Incarnate Word  
 Office: 210-829-3138  
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 UIW Interdisciplinary Ph.D. Website<<http://www.uiw.edu/doctoral/>> |Follow us on  
 Facebook<<https://www.facebook.com/pages/UIW-Interdisciplinary-PhD/151939299169?fref=ts>>

From: Luther, Ganjanaporn [mailto:lertpipa@student.uiwtx.edu]  
 Sent: Thursday, April 03, 2014 8:07 PM  
 To: Ozturgut, Dr Osman; St Clair, Norman S.  
 Cc: Beauford, Dr Judith E.  
 Subject: Content Validity Assessment  
 Importance: High

Dear Professors,

This is Zandy Luther. I would like to ask for you all for assistance to take a look at my survey instrument for content validity. Please see an attachment. Please give me the feedback of using this survey through my study. Also, Can you please provide a written letter of content validity assessment of my study? I would be appreciating your recommendation for further conduct of study. Thank you very much.

Regards,  
 Zandy Luther  
 202.643.7117 / 210.421.0453