

Abstract

Title : Chinese Tourists’s Satisfaction towards Klong Hae Tourism
Brochure

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This research study aimed to investigate Chinese tourists’ satisfaction towards a Klong Hae tourism brochure, that the researchers created, especially older Chinese tourists who understand Chinese only. The samples were 100 Chinese tourists that visited Klong Hae floating market in Hatyai district, Songkhla province. They can communicate in English as well. The instrument used was a questionnaire which surveyed Chinese tourists’ satisfaction towards the Klong Hae tourism brochure. The data were analyzed for percentage, average value and standard deviation.

The results of the research indicated that the level of satisfaction on the Klong Hae tourism brochure in Chinese was at a high level. The highest score of satisfaction was in the brochure appearance with attractiveness of brochure ($\bar{x}=3.81, S.D=0.96$), the appropriateness of font ($\bar{x}=3.69, S.D=1.01$). While the color of letters ($\bar{x}=3.77, S.D=0.90$). The highest score of satisfaction in the brochure contents were precise and concise information ($\bar{x}=3.68, S.D=0.96$), the tourists’ satisfaction towards the brochure ($\bar{x}=3.57, S.D=1.01$). The language used to describe the pictures ($\bar{x}=3.45, S.D=0.86$). The highest score of satisfaction in the benefits of brochure were transferring and activating Thai arts and Culture ($\bar{x}=3.81, S.D=0.94$), cultivating Thai life style and way of life ($\bar{x}=3.74, S.D=0.92$), and motivating tourists to re-visiting ($\bar{x}=3.60, S.D=0.89$).