

ວາລະສານວິທະຍາສາດມະຫາວິທະຍາໄລສຸພານຸວົງ, ຄົ້ນຄວ້າວິໄຈສະຫະສາຂາວິຊາ, ວາລະສານເປີດກວ້າງ

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ຄວາມສໍາພັນລະຫວ່າງຄວາມພໍໃຈ ແລະ ລັກສະນະການເດີນທາງຂອງນັກທ່ອງທ່ຽວຕ່າງປະເທດ ໃນນະຄອນຫລວງພະບາງ, ສປປ ລາວ¹

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ບົດຄັດຫຍໍ້

ບົດຄົ້ນຄວ້ານີ້ມີຈຸດປະສົງເພື່ອຕ້ອງການເຂົ້າໃຈແຈ້ງກ່ຽວກັບຄວາມພໍໃຈຂອງນັກທ່ອງທ່ຽວດ້ານທໍາມະຊາດ ແລະ ວັດທະນະທໍາໂດຍປະເມີນຈາກປະສົບການຂອງນັກທ່ອງທ່ຽວ. ຄວາມແຕກຕ່າງລະຫວ່າງລະດັບຄວາມພໍໃຈ ແລະ ລັກສະນະການເດີນທາງທ່ອງທ່ຽວ ມີຄວາມສໍາຄັນຢ່າງຍິ່ງໃນການວິເຄາະ ແລະ ປຽບທຽບ. ນອກຈາກນີ້ ຍັງເປັນການສຶກສາຜົນກະທົບຈາກປະສົບການທີ່ນັກທ່ອງທ່ຽວໄດ້ຮັບໂດຍກົງ, ລັກສະນະການເດີນທາງທີ່ເປັນອັນສະເພາະ ແລະ ລະດັບຄວາມພໍໃຈໂດຍທົ່ວໄປ. ຂໍ້ມູນດັ່ງກ່າວສາມາດເປັນປະໂຫຍດໂດຍກົງຕໍ່ກັບການວາງແຜນ ເພື່ອປັບປຸງຄວາມດຶງດູດໃຈຂອງຈຸດຫມາຍປາຍທາງ (ແຫລ່ງທ່ອງທ່ຽວ) ໃນໄລຍະຍາວ. ສິ່ງເຫລົ່ານີ້ຈະຊ່ວຍໃຫ້ມີຄວາມເຂົ້າໃຈໃນດ້ານຄວາມສໍາພັນລະຫວ່າງລັກສະນະການເດີນທາງ ແລະ ລະດັບຄວາມພໍໃຈຂອງນັກທ່ອງທ່ຽວສາກົນ. ຍັງຈະຊ່ວຍເຂົ້າໃນການກໍານົດແຜນຍຸດທະສາດເພື່ອພັດທະນາການຈັດການແຫລ່ງທ່ອງທ່ຽວໃນອະນາຄົດ, ແລະ ເພື່ອສົ່ງເສີມການພັດທະນາການທ່ອງທ່ຽວແບບຍືນຍົງ ໂດຍສະເພາະແມ່ນແຂວງຫລວງພະບາງ.

ການຄົ້ນຄວ້ານີ້ມີ 2 ຈຸດປະສົງຫລັກ ຄື 1) ເພື່ອກວດສອບຄວາມສໍາພັນໃນດ້ານລັກສະນະປະຊາກອນສາດ, ລັກສະນະການເດີນທາງຂອງນັກທ່ອງທ່ຽວສາກົນ ແລະ ແບ່ງປະເພດຂອງນັກທ່ອງທ່ຽວຕາມແຫລ່ງທ່ອງທ່ຽວທີ່ເປັນຍອດນິຍົມ, 2) ເພື່ອກວດສອບວ່າລະດັບຄວາມພໍໃຈຂອງນັກທ່ອງທ່ຽວສາກົນມີຄວາມແຕກຕ່າງກັນແຍກຕ່າງປະເພດຂອງສະຖານທີ່ທ່ອງທ່ຽວ. ການເກັບຂໍ້ມູນແມ່ນເກັບແບບສອບຖາມ ຈໍານວນ 2011 ສະບັບ ໂດຍເລີ່ມຈາກເດືອນເມສາ ຫາ ກັນຍາ 2017 ຈາກສາມຈຸດໃຫຍ່ ດັ່ງນີ້ ສະຫນາມບິນສາກົນຫລວງພະບາງ, ແຫລ່ງທ່ອງທ່ຽວດ້ານວັດທະນະທໍາ, ແລະ ແຫລ່ງທ່ອງທ່ຽວທໍາມະຊາດ. ການສຶກສາຄັ້ງນີ້ ໄດ້ນໍາໃຊ້ສະຖິຕິພັນລະນາເຂົ້າໃນການວິເຄາະດ້ານປະຊາກອນ. ສະຖິຕິທົດສອບແບບເຄິ່ງທົດທາງ, ສອງທົດທາງ (Chi-Square, t-test and one-way ANOVA) ໄດ້ຖືກນໍາໃຊ້ເຂົ້າໃນການປະເມີນຄວາມສໍາພັນລະຫວ່າງລັກສະນະການເດີນທາງທ່ອງທ່ຽວ ແລະ ພິຈາລະນາຄວາມພໍໃຈຂອງນັກທ່ອງທ່ຽວສາກົນ.

ຜົນການສຶກສາພົບວ່າ ມີຄວາມແຕກຕ່າງໃນດ້ານລັກສະນະປະຊາກອນ ແລະ ດ້ານລັກສະນະການເດີນທາງທ່ອງທ່ຽວລະຫວ່າງ 3 ກຸ່ມນັກທ່ອງທ່ຽວ ປະກອບດ້ວຍ ນັກທ່ອງທ່ຽວນິເວດ, ນັກທ່ອງທ່ຽວວັດທະນະທໍາ ແລະ ປະຫວັດສາດ, ແລະ ນັກທ່ອງທ່ຽວທີ່ມັກທ່ອງທ່ຽວທັງວັດທະນະທໍາ ແລະ ທໍາມະຊາດ. ລະດັບຄວາມພໍໃຈສະແດງໃຫ້ເຫັນວ່າ ນັກທ່ອງທ່ຽວນິເວດມີຄວາມພໍໃຈສູງຫລາຍໃນດ້ານມາດຕະຖານຂອງທີ່ພັກແຮມ ຮອງມາແມ່ນ ດ້ານແຫລ່ງທ່ອງທ່ຽວ, ນັກທ່ອງທ່ຽວວັດທະນະທໍາ ແມ່ນ ມີຄວາມພໍໃຈສູງໃນທຸກດ້ານຂອງການປະເມີນ, ນັກທ່ອງທ່ຽວນິເວດ ແລະ ວັດທະນະທໍາ ມີລະດັບຄວາມພໍໃຈຫລາຍ ໃນລະດັບຫລາຍກວ່ານັກທ່ອງທ່ຽວທັງສອງກຸ່ມໃນດ້ານແຫລ່ງທ່ອງທ່ຽວ, ດ້ານທີ່ພັກແຮມ, ດ້ານຄວາມປອດໄພໃນສະຖານທີ່ສາທາລະນະ.

ຄໍາສໍາຄັນ : ລັກສະນະການເດີນທາງ, ຄວາມພໍໃຈ, ນັກທ່ອງທ່ຽວສາກົນ, ການທ່ອງທ່ຽວ, ນະຄອນຫລວງພະບາງ, ສປປ.ລາວ

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The Relationship Between Satisfaction and Travel Characteristics of International Tourists in Luang Prabang, Laos

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ABSTRACT

This research aims to gain a better understanding of satisfaction of nature and culture-based tourist by examining their experiences. The difference between their satisfaction level and travel characteristics are needed more clarification analysis and compare. These also explore the direct impacts of the perceived experiences and individual characteristics and overall satisfaction. Such information can be very useful for planners to improve the attractiveness of the destination for the longer term. It should contribute to understand the relationships between international tourists' characteristics, and their level of satisfaction. This can also help policymaking in formulating future strategies for tourist destination management, contributing to sustainable development, especially in Luang Prabang Province.

This research has two objectives: 1) to examine the relationship between socio-demographic aspects, travel characteristics of international tourists and the categories of tourist defined based on the most popular destinations; 2) to examine whether there are differences in international tourist satisfaction levels based on different aspects of Luang Prabang tourism. The survey was conducted from April to September 2017 at three selected main points, Luang Prabang International airport; traditional-cultural tourist places; and natural tourist places. A total of 2,011 surveys were completed. This study employed descriptive statistics to analyze the demographic data. Chi-Square, t-test and one-way ANOVA were used to reveal the relationship among socio-demographic aspects of international tourists, and to examine international tourist satisfaction.

The result of the study shows that there is a difference in socio-demographic aspects and travel characteristics among the three types of tourists, namely the eco-tourists, cultural/historic tourists, and the tourists who like to visit eco-tour and cultural sites. Furthermore, the analysis of the satisfaction level of tourists shows that the eco-tourists are highly satisfied with accommodation standard, followed by tourism attraction. The cultural tourists show high satisfaction overall in most of the aspects measured. The eco-tour cultural visitors have higher satisfaction level in tourism attraction, accommodation, public safety and security, than other tourist types.

Keywords: Travel characteristics, Satisfaction, international tourists, Tourism, Luang Prabang, Lao PDR, Laos

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1. INTRODUCTION

Tourism has boasted virtually uninterrupted growth over time, and Tourism is one of the largest world industries and provides a considerable range of potential benefits, including the development of intercultural interaction, the stimulation of peace and understanding, personal benefit to tourist, and economic growth and prosperity for tourism destinations (UNWTO, 2016). According to the United Nations World Tourism Organization (2016), the number of international tourist arrivals have increased from 25 million in 1950 to 674 million in 2000 and reaching a record of 1,186 million arrivals worldwide in 2015, when the billion mark was exceeded for the first time ever. Although, the average annual growth in was 3.9 % in the worldwide while was 7.9% average a year in South-East Asia from 2005-2015. This steady and fast growth of international tourism in the region has resulted in strong competition among the destinations to attract international tourists (Ragavan, Subramonian, & Sharif, 2014).

The tourism development is growing rapidly in global especially in developing country like Laos. Therefore, tourism is a mentionable second income industry of Laos. Laos is located in Southeast Asia, and nowadays it is called "The Lao People's Democratic Republic: Lao PDR". Due to the large wealth of natural and cultural heritage resources, there has been a sudden growth in international tourist arrivals to Laos (UNCTAD, 2014). As the tourism and Ecotourism's current play role in expanding economic opportunity in developing countries (Ashley, De Brine, Lehr, & Wilde, 2007; s.-i. KIM, Kang, &

Sukmajaya, 2013; Rajaguru, 2016). It is one of the most important and significant economic sectors in Laos. From the driven by trends in global tourism, the number of tourists visiting Laos each year has virtually increased four-time in the past ten years. The Tourism development department of Laos estimates that the number of tourists visiting reached 4 million in 2015 from 1,1 million in 2005, with an average growth rate of 13.90%, the revenue earned has been increasing up to 725 million (USD) in 2015. As the result of its strategic location in South-East Asia, Lao PDR is considered to be an "add-on destination" (Tourism Development Department, 2016).

To encourage the strategy, the Lao PDR had started planning for developing and promoting various tourism destinations in the country from 2006-2020 (LNTA, 2005). It has to focus on sustainable and participatory manner developing in term of culture, natural and historical tourism that can strongly generate income for local people and contribute to socio-economic development and poverty reduction. Luang Prabang is one of the target city of tourism development based on the Lao national development planned cause of the town is a very famous country for its cultural and natural diversity, and well known because of its attractions. Different places of the country are full of cultural, natural, and historical heritage places, which are the major attractions and the assets of the nation⁶. The city's popularity further increased when it was named by Wanderlust Magazine as the Top City for

⁶ Tourism Marketing Department, "Tourism in Laos". <http://www.tourismlaos.org>. (accessed January 5, 2018).

tourism in 2006, 2007, 2008, 2010, 2011, 2012, and 2015 respectively⁷. While culture-based tourism is primarily dominant in these areas, attempts have been made to diversify the already known main product offerings by developing cultural and heritage, adventure, and natural tourism. They add value to tourist experiences and help to create new tourist markets (Kastenholz, Davis, & Paul, 1999).

Not only the number of visits to Luang Prabang is growing up rapidly. But, the number of tourism-related businesses is expanding provide the services for tourists as well. As can see that, between 1997 and 2016, the tour agents, hotels, guesthouses, resorts, restaurants and entertainment establishments in Luang Prabang grew from 58 to 591 units. In 1995, only 16,230 international tourists visited Luang Prabang but reached 643,319 in 2016 (Tourism Development Department, 2017). Although, Tourist destinations often rely on tourism as their principal source of economic development (Iniesta-Bonillo, Sánchez-Fernández, & Jiménez-Castillo, 2016). However, a development that is not properly planned can have destructive effects on cultural sites, natural resources and local communities (LNTA, 2005). Therefore, sustainability is a crucial factor in the growth and competitiveness of a tourist destination (Mazanec, Wöber, & Zins, 2007). Furthermore, tourists' satisfaction is perceived as an assessment tool to evaluate travel experiences and has an important impact on destination decision making, products, and service

consumption, and repeat visit intentions (Lu, Chi, & Liu, 2015). Hence, the achievement of best tourists' satisfaction is essential for the success and survival of any destination.

From the studies in recent years has indicated that tourists' satisfaction has been considered as a tool for increasing destination competitiveness (Mohammad Mehedy Hassan & Shahnewaz, 2014; Sirisack, Xayavong, & Vongsanga, 2014; Thaothampitak & Weerakit, 2012; Thongmala Phosikham, Anoulom Vilayphone, & Phimavong, 2015; Xayavong, 2013). As Mazanec et al. (2007) have identified that in tourism, high resulting satisfaction lead to positive word-of-mouth, referrals, and revisits, which ultimately affect the financial performance of suppliers associated with the tourism industry. Most tourism product providers, as well as destination management organizations, carried on regular visitor satisfaction surveys. Moreover, several researches work in the field of tourism have recently focused on the study of overall satisfaction in particular tourist destinations (A. K. Kim & Brown, 2012; Ragavan et al., 2014). The research of satisfaction on the basis of quality and its individual factors is important for destination managers as it helps them improve the core product and the promotion of the region within the target groups (Yoon & Uysal, 2005).

During the recent years, while the tourism in Luang Prabang has been under developing and promoting for the specific tourism site such the unique cultural activities, historical places and the natural sites for attracting tourists come to the best destination. On the other hand, the numerous of tourist-related business has

⁷ Wanderlust Travel Magazine. "Best city".
<http://www.wanderlust.co.uk>. (accessed 5 January 5, 2018).

been rapidly growing up as well. In contrast, firstly while the extending in tourism sectors, there is some gap in regulation of tourism development. Second, the number of visitors is increasing in each year. Thus, in 2016, Tourism Development Department (2017) of Laos showed the statistics the number of tourist arrivals decreased about 10% (dropped from 4,684,429 to 4,239,047). Consequently, the study in satisfaction of visitor to the quality of services in component tourism in Luang Prabang is very important for sustainable tourism development (Drakulić Kovačević, Kovačević, Stankov, Dragičević, & Miletić, 2017). According to Mazanec et al. (2007), they found out that while destination competitiveness is usually interpreted as the destination's ability to provide the visitors with a satisfying, unforgettable experience and consequently increase the number of visitors and the destination's revenue, the concept remains on a definitional level. Therefore, a comparative analysis of the kind of tourist's category is required to better understand (Senesathith & Ki, 2016) the importance of an understanding of different travel characteristic and tourists' satisfaction.

This study aims to gain a better understanding of satisfaction in nature and culture-based tourism by examining experiences reported by visitors. The difference between their satisfaction level and travel characteristics are needed more clarification analysis and compare. These also explore the direct impacts of the perceived experiences and individual characteristics and overall satisfaction. Such information can be very useful for planners to improve the attractiveness of

the destination for the longer term. The results of this study will benefit local government and tourism-related authorities, tourism-related business units and local communities. It should assist in understanding the relationships between international tourists' characteristics, and their level of satisfaction. This can also help policymaking in formulating future strategies for tourist destination management in the way of sustainable development, especially in Luang Prabang Province, and help increasing regional market players.

The objectives of this study are as follows:

- 1) to examine the relationship between socio-demographic aspect, travel characteristics of international tourists and the categories of tourist based on the most popular destinations.

- 2) to examine whether there are differences in international tourist satisfaction levels based on different aspects of Luang Prabang tourism.

Hypothesis of study

According to Victor Teplyakov (2013), a hypothesis is an explanation of the phenomenon or as a possible answer to the research question. In this study following hypothesis below:

Hypothesis 1: the relationship in socio-demographic aspects with different types of international tourists traveling in Luang Prabang is no difference.

Hypothesis 2: the relationship in travel characteristics with different types of international tourists traveling in Luang Prabang is no difference.

Hypothesis 3: the satisfaction level of international tourists from different aspects of Luang Prabang tourism are not differences

2. METHODOLOGY

This study follows the quantitative research approach to describe the socio-demographic aspects, travel characteristics, and satisfaction of international tourist during travel in Luang Prabang. this is explaining the research approach including the study area, questionnaires design, data collecting, and data analyzing as follow: Study area: Luang Prabang city was selected, this city is located 420 kilometers north of Vientiane, the capital city of Laos. There are 12 districts, the town of Luang Prabang is the capital city of this province. This study uses a self-administered questionnaire survey with closed-end questions. The questionnaires are designed to cover three sections: First, personal information of respondents (6 items) such as gender, age, occupation, education, monthly income and the region of residence. The second part is designed to collect respondents' travel characteristics (10 items): the purpose of visit, type of accommodation, the party size, frequency of visit, main activities. The first and second parts are following the methodology setup used by Lao National Tourism Administration (Tourism Development Department, 2016). Finally, the satisfaction level is measured through items that belong to different categories (29 items) such as tourism attraction, accommodation, facilities and services based on tourism in Luang Prabang. The items were adopted from Konstantinos, George, and Athanasios (2008). A pilot survey of a sample size of 20 was conducted at the LuangPrabang international airport to ensure the reliability and user-friendliness of the designed questionnaires in March 2017.

All tourists responding to the questionnaires commented on its clarity, readability, and ease of understanding. As a result, no amendment in terms of rewording of items was made. There were 643,319 visitors in the year 2016. Based on the visitor arrival statistics provided by the tourism office, a sample size was calculated to match the size of each nationality. The questionnaires were translated into 5 languages: English, French, Thai, Chinese, and Korean. A Linkert scale was applied as an analysis tool to interpret data from the questionnaires. The respondents were asked to rate the items on a five-point Likert scale, ranging from 1 (lowest satisfaction) to 5 (highest satisfaction). Base on Sirisack et al. (2014) class width was calculated by dividing the range (maximum level minus minimum level) by the number of classes.

Data collecting: The selected target population were international tourists, who are at least 18 years' old and who traveled to Luang Prabang city. The respondents must have stayed in Luang Prabang for at least one night to be considered. The selection of the respondents is based on probability sampling. A systematic random sampling method was employed to ensure the representativeness of the study.

The survey was conducted from April to September 2017 at previously selected main points: (1) Departure area of Luang Prabang International airport, (2) traditional-cultural tourist places including Luang Prabang National Museum (Royal Palace Museum), Mount Phousy, and 3 temples (Wat Xieng Thong, WatMai *souvannapoumaram*, and Wat visounnarat), (3) natural tourist places

including Kuang Xi waterfall and Tad Sea waterfall, where every visitor was requested to participate in the survey. The surveyor group was made up of professors and an undergraduate student from Souphanouvong University. Prior to the surveying an orientation was provided to understand the contents and the methods. Over the six-month period sampling was carried out with frequency of 3 days a week. A total of 2,011 surveys were completed.

Data analysis: This study applied a quantitative approach. Descriptive statistics were used to analyze the demographic data. Inferential statistical analysis, especially Chi-Square, t-test and one-way ANOVA were used to examine the relationship in socio-demographic aspects and travel characteristics of international tourists, and to examine whether there are differences in international tourist satisfaction levels based on different aspects of Luang Prabang tourism. Statistical Package for the Social Sciences (SPSS) version 23 window was used for the analysis.

3. RESULTS

This part is divided into three parts. The first part is going to present the category of tourists who have visited destination according to the main activities they did in the tourist sites. Second to examine the relationship between socio-demographic, travel characteristics of international tourists and the categories of tourist based on the tourism destination. Lastly, to examine whether there are differences between international tourist' satisfaction level from different aspects of a tourism destination.

All these findings are based on data collected from 2,011 surveys in

LuangPrabang. The results of this study were analyzed by using Statistical Package for the Social Sciences (SPSS) version 23 windows.

3.1 Tourists Categories

Segmentation of visitors has often been based on their geographic origin since the country of origin has been universally employed as a basis for collecting and interpreting tourism data. This study has classified the category of tourists according to the major destinations in Luang Prabang. There were 3 group of tourists:

Group (1) Eco-tour tourists were tourists who have visited and participated in activities one or more of the destinations such as visited nature sites, visited the animal conservation area, and adventure tour as trekking, zip line, cycling at the sites.

Group (2) Cultural tourists were tourists who have visited one or more historical and cultural sites such as Buddhist temples and monasteries, Royal Palace Museum, Mount Phou Si. etc., and/or participated in traditional activities as morning almsgiving, cooking Lao food, visited night market.

Group (3) Eco-tour and cultural tourists were a tourist who has visited both ecotourism and cultural sites as presented in table below:

Table 1 Categories of Tourists.

Group	Tourists categories	Frequency	Percent age (%)
(1)	Eco-tour tourists	249	12.4
(2)	Cultural tourist	618	30.7
(3)	Eco-tour and cultural tourists	1,144	56.9
<i>Total</i>		<i>2,011</i>	<i>100.0</i>

Table 1 shows the total number and percentage of respondents who have visited and joined the activities in the major tourist destinations. The survey found that 56.9% were eco-tour and cultural tourists, followed by cultural tourists were 30.7%, and the eco-tour tourists made up 12.4%.

3.2 The relationship between socio-demographic aspects and travel characteristics, and the categories of tourists

For better understanding and more clear presentation of the data the analysis was divided into two sections as follows:

3.2.1 Relationship between socio-demographic aspects and tourists' categories

To analyzed the relationship, the chi-square analysis was conducted to check the significance level of relationship between Socio-demographic aspects and the categories of tourist. Included the frequency and percentage of international tourists including gender, age, occupation, education level, monthly income, and the continents of tourists came from.

Table 2 Relationship between Socio-demographic aspects and the categories of tourist.

Socio-demographic aspects	Total N=2,011 (100%)	Categories of tourist (group)			P-Value/ Sig.
		(1) N=249	(2) N=618	(3) N= 1,144	
Gender	Male (%)	48.6	48.2	51.1	2.389/ .303
	Female (%)	51.4	51.8	48.9	
	Total (%)	100.0	100.0	100.0	
Age	18-29 (%)	41.2	39.8	29.0	94.248/ .000
	30-39 (%)	28.4	28.5	27.3	
	40 –up (%)	30.3	31.7	43.7	
	Total (%)	100.0	100.0	100.0	
Occupation	Government (%)	8.3	4.4	8.7	40.180/ .000
	Private Company (%)	31.6	34.1	31.2	
	Student (%)	22.5	27.3	19.3	
	Retried (%)	7.2	9.2	10.5	
	Self-Employed (%)	19.2	16.1	21.4	
	Other (%)	11.2	8.8	8.9	
Total (%)	100.0	100.0	100.0	100.0	
Education level	High school (%)	15.6	14.5	14.2	56.327/ .000
	Bachelor degree (%)	47.5	50.2	41.6	
	Master degree (%)	27.7	22.9	29.1	
	Ph.D. degree (%)	9.1	12.4	15.0	
	Total (%)	100.0	100.0	100.0	
Monthly Income (US\$)	Less than 1,000 (%)	19.2	19.3	16.0	40.643/ .000
	1,001-3,000 (%)	39.9	38.6	33.2	
	3,001-5,000 (%)	24.1	25.3	29.8	
	Over 5,000 (%)	16.8	16.9	21.0	
	Total (%)	100.0	100.0	100.0	
Continents	Asia (%)	42.4	47.8	48.1	39.695/ .000
	Europe (%)	29.7	28.1	21.5	
	North and south America (%)	20.8	20.1	22.5	
	Australia and Africa (%)	7.1	4.0	7.9	
	Total (%)	100.0	100.0	100.0	

The result found that: the relationship between Socio-demographic aspects and categories of international tourists when compare the percentage of frequency of each factor:

Group (1) Eco-tour tourists have higher percentage proportion in private company occupation and student's situation, half of them has a bachelor degree in education level large than others.

Group (2) Cultural tourists have higher percentage proportion in age range of traveler older than 40 years old, has an

occupation in self-employed and retried, Education level with Master and Ph.D. degree, most of them have monthly income higher than \$3,000, they came from Asia and America higher than others;

Group (3) Eco-tour and cultural tourists have higher percentage proportion in rage age half of them were tourists between 18-29 years old, has education level in a bachelor degree, most of them have a monthly income between \$1,001-3,000, and they came from Europe continents.

3.2.2. Relationship between travel characteristics and tourist's categories

To analyze the relationship, the chi-square was performed to define the relationship between travel characteristics and the categories of tourists. the frequencies and percentages are presented

including the Mode of arrival Luang Prabang; Purpose of visit; Accommodation; Persons accompanied with; Frequency of visit; Length of stay; Daily costs of accommodation (US\$); and Daily costs in LPB (US\$). (table 3)

Table 3 The Relationship between travel characteristics and tourist's category.

Travel characteristics		Categories of tourist (group)				P-Value/ Sig.
		Total N= 2011	(1) N= 249	(2) N= 618	(3) N= 1144	
The mode of arrival Luang Prabang	Airplane (%)	55.6	50.2	60.7	54.1	10.953/ .027
	Bus and minivan (%)	34.0	37.3	30.7	35.1	
	Boat (%)	10.3	12.4	8.6	10.8	
	Total (%)	100.0	100.0	100.0	100.0	
The purpose of visit	Business (%)	10.3	12.9	15.9	6.7	61.207/ .000
	Holiday (%)	80.5	75.5	71.7	86.4	
	Official, seminar and visit family (%)	9.2	11.6	12.5	6.9	
	Total (%)	100.0	100.0	100.0	100.0	
Accommodation	Hotel (%)	46.4	43.4	50.5	44.8	26.549/ .000
	Guesthouse (%)	42.9	50.2	35.6	45.3	
	Resort and spa (%)	10.7	6.4	13.9	9.9	
	Total (%)	100.0	100.0	100.0	100.0	
Persons companion	Alone (%)	23.6	26.5	25.9	21.8	39.210/ .000
	Spouse/Partner (%)	28.5	27.3	26.7	29.7	
	Colleague/Friend (%)	28.3	21.7	25.1	31.5	
	Family with children (%)	9.6	7.6	10.4	9.7	
	Tour group (%)	9.9	16.9	12.0	7.3	
Frequency of visit	First visit (%)	71.5	65.5	61.7	78.1	77.398/ .000
	Second visit (%)	15.4	20.5	16.8	13.5	
	Third visit and more (%)	13.1	14.1	21.5	8.4	
	Total (%)	100.0	100.0	100.0	100.0	
Length of Stay	1-2 days (%)	15.1	14.1	16.8	14.3	12.778/ .047
	3-4 days (%)	46.9	41.0	45.3	49.1	
	5-6 days (%)	20.4	20.9	20.2	20.5	
	Over 6 days (%)	17.6	24.1	17.6	16.1	
Daily costs of accommodation (US\$)	Total (%)	100.0	100.0	100.0	100.0	151.712/ .000
	Less than \$30 (%)	46.6	45.8	29.8	55.9	
	Between \$ 30-90 (%)	35.9	24.9	45.5	33.0	
	Over than \$ 91 (%)	17.5	29.3	24.8	11.0	
Daily costs in LPB (US\$)	Less than \$ 10 (%)	12.8	12.9	10.7	13.9	53.783/ .000
	Between \$ 10-40 (%)	57.5	58.6	50.2	61.2	
	Between \$ 41-70 (%)	16.4	12.4	19.3	15.7	
	Over than 71 (%)	13.3	16.1	19.9	9.2	

Total (%)	100.0	100.0	100.0	100.0
<p>The result found that: the relationship between travel characteristics and categories of international tourists when compare the percentage of frequency of each factor</p> <p>(1) The Eco-tour tourists have a higher percentage proportion in mode of arrival to Luang Prabang by bus and minivan, the tourist like to stay in guesthouse, like to travel alone, frequency visited in the second time, spent the time longer than 6 days, spent money for daily accommodation less than US\$ 30 and some of them spent over \$ 90.</p> <p>(2) The Cultural tourist has greater percentage ratio in the mode of arrival to Luang Prabang by Airplane, has a purpose to visit for business and official, seminar and visit family, like to stay in Hotel, and Resort and spa. Like to travel with family, visited LuangPrabang more than 3 times, spent money for daily accommodation between US\$ 30-90, and spent money for travel cost over \$71.</p> <p>(3) The eco-tour and cultural tourist have greater percentage ratio in the purpose of visiting for holiday, like to traveled with spouse/partner and colleague, more than haft of group was first visited LuangPrabang, half of them spent the time for traveling among 3-4 days, over half of them spent money for daily accommodation cost less than \$30, and spent money for traveling in daily cost among \$10-40.</p>	<p>wide variable of satisfactions' factor, the exploratory factor analysis was applied. and to investigate the whether international tourist' satisfaction level compare mean with the tourists' category from different aspects of tourism destination in Luang Prabang the one-way ANOVA test was performed.</p>	<p>3.3.1 International tourists' satisfaction factor analysis</p>	<p>Exploratory factor analysis was conducted as a validity verification of the satisfaction item and to test reliability and internal consistency of satisfaction score, a Cronbach alpha was calculated, and a principal components analysis with VARIMAX orthogonal rotation was performed on satisfaction items to identify latent variables associated with tourist satisfaction. According to Mohammad Mehedy Hassan and Shahnewaz (2014). Variables with Eigenvalue under 0.9 and factor loading under 0.4 are eliminated. the one out of the 29 measuring items were eliminated through this process. Item loading the highest on each of the factors were used to construct a simple additive scale to assess the importance of each factor tourist satisfaction to the individual. The Cronbach alpha was employed to measure reliability or internal consistency of the item. The items, their factor loadings, and their Cronbach alpha are (shown in Table 4).</p>	<p>Each retained factor was labeled based on the characteristics and nature of the variables in which they retained from. From the result in table 05 show the factor component and each item. Each factor name as 1) Tourism and recreation services; 2) Facility and Transportation; 3) Tourism attraction; 4) Accommodation standard; 5) Tourism information; 6)</p>

3.3 Differences in international tourist satisfaction levels based on different aspects of LuangPrabang tourism

To investigate the difference of satisfaction level in the satisfaction factors totally twenty-eight items. to reduce the

Restaurant and entertainment; 7) Public safety & security.

Table 4 Refining satisfaction measuring items.

Satisfaction Factor (Items)	Factor component						
	1	2	3	4	5	6	7
Tourism and Recreation services							
Guided excursions to cultural areas	.819						
Guided excursions to natural areas	.730						
Sport and Recreation facilities	.726						
Adventure tour	.701						
Health service (massage/spa/sauna)	.698						
Historical and Museums places	.586						
Facility and transportation							
Local transportation fee		.695					
Local transportation system		.694					
Attitude of local drivers		.686					
Souvenir		.637					
Entrance tourists' sites fee		.605					
Availability of facility and services at airport		.601					
Value for money		.562					
Tourism Attraction							
Attractiveness of heritage/ cultural environment			.857				
Attractiveness of historical environment			.837				
Attractiveness of natural environment			.706				
Accommodation standard							
The uniqueness accommodation of Luang Prabang reached quality standard				.787			
Cleanliness of accommodation				.781			
Facility service				.751			
Tourism information							
Level of language communication					.777		
Availability of written material in your language					.760		
Tourist amenity (Tourism signage, etc.)					.732		
Restaurant and entertainment							
Bar and restaurants						.714	
Nightlife and entertainment						.689	
Shopping facilities						.595	
Public safety & security							
Food Sanitation							.753
Facilities in public							.693
Personal safety & security							.582
Initial Eigenvalues	7.088	3.238	1.801	1.529	1.430	1.183	1.084
% of Variance	12.262	11.732	8.111	8.061	7.600	7.342	6.865
Cronbach's Alpha	.837	.825	.797	.777	.759	.653	.691

3.3.2 Difference in tourist satisfaction level among the group tourists' category

In this part of the study, to investigate the difference satisfaction level among the group tourists' category

the One-way ANOVA was calculated if there were statistically significant a Dunnett-T3 post hoc test (Table 5) verified the significant difference in each group as showed in Table 6.

Table 5 Difference in tourists satisfaction level among the tourist's category.

Satisfaction Factors		Tourist's category				F-test	P-value
		Total	(1)	(2)	(3)		
		N=2,011	N=249	N=618	N=1,144		
1) Tourism and Recreation services	\bar{X}	2.50	2.56	2.76	2.34	16.206	.000
	S.D.	1.50	1.49	1.40	1.53		
2) Facility and transportation	\bar{X}	3.46	3.27	3.50	3.48	5.568	.004
	S.D.	0.95	1.04	0.81	0.99		
3) Tourism Attraction	\bar{X}	4.09	3.86	3.89	4.25	37.099	.000
	S.D.	0.96	1.10	1.05	0.84		
4) Accommodation standard	\bar{X}	3.94	3.88	3.87	3.99	3.810	.022
	S.D.	0.95	1.00	0.92	0.95		
5) Tourism information	\bar{X}	3.69	3.50	3.68	3.74	6.040	.002
	S.D.	1.02	1.13	0.94	1.03		
6) Restaurant and entertainment	\bar{X}	3.42	3.15	3.46	3.46	8.155	.000
	S.D.	1.13	1.38	0.97	1.15		
7) Public safety & security	\bar{X}	3.84	3.69	3.79	3.90	7.367	.001
	S.D.	0.87	1.06	0.83	0.85		

Remark: (1) Eco-tour tourists group; (2) Cultural tourists group; (3) Eco-tour and cultural tourists.

The result of the satisfaction level of international tourists' aspects found that:

Group (1) The Eco-tourists has had high satisfaction level in accommodation standard, followed by tourism attraction, public safety & security, and tourism information. has having moderate satisfaction level in facility and transportation and restaurant, and entertainment, and low satisfaction level in tourism and recreation services, respectively. Thus, comparison with others

groups, suggestively that all of the factors were low satisfaction than others except the tourism and recreation services were has a slightly high satisfaction than eco-tour and cultural tourists.

Group (2) Regarding the cultural tourists were expression consistent high satisfaction in 6-factor tourism in Luang Prabang starting with tourism attraction, accommodation standard, public safety & security, tourism information, facility and transportation, and restaurant and entertainment, respectively. Only the

tourism and recreation services have had low satisfaction level. Therefore, compare means with others group suggest that there was a significant different satisfaction in tourism and recreation services having

high than eco-tour and cultural tourists and show the significant difference in facility and transportation, and tourism attraction having slight low satisfaction level than eco-tour and cultural tourists.

Table 5 Comparison means the group of tourists and the satisfaction.

Satisfaction factor	(1) Eco-tour tourists (\bar{X})	(2) Cultural tourists (\bar{X})	(3) eco-tour and culture (\bar{X})
1) Tourism and Recreation services	2.56	2.76	2.34
(1) Eco-tour tourists	-	(0.187)	(0.111)
(2) Cultural tourists	-	-	(0.000)
2) Facility and transportation	3.27	3.50	3.48
(1) Eco-tour tourists	-	(0.007)	(0.014)
(2) Cultural tourists	-	-	(0.957)
3) Tourism Attraction	3.86	3.89	4.25
(1) Eco-tour tourists	-	(0.973)	(0.000)
(2) Cultural tourists	-	-	(0.000)
4) Accommodation standard	3.88	3.87	3.99
(1) Eco-tour tourists	-	(1.000)	(0.269)
(2) Cultural tourists	-	-	(0.031)
5) Tourism information	3.50	3.68	3.74
(1) Eco-tour tourists	-	(0.079)	(0.005)
(2) Cultural tourists	-	-	(0.450)
5) Restaurant and entertainment	3.15	3.46	3.46
(1) Eco-tour tourists	-	(0.004)	(0.003)
(2) Cultural tourists	-	-	(1.000)
7) Public safety & security	3.69	3.79	3.90
(1) Eco-tour tourists	-	(0.462)	(0.011)
(2) Cultural tourists	-	-	(0.026)

Remark: Score in the bracket is P-value

Group (3) It was interesting that the eco-tour and cultural tourists gave the highest satisfaction level in tourism attraction, followed by high satisfaction level in accommodation standard, public safety and security, tourism information, facility and transportation than others tourist group, and finally, have low satisfaction only in tourism and recreation service. Due to the comparison means with others group suggested that there was significant difference having the highest

satisfaction level in the row and have a higher satisfaction level than others and have lower satisfaction in tourism and recreation services.

4. DISCUSSION

The goals of this study were to answer the research questions, what is the relationship of socio-demographic and travel characteristics with different types of international tourists traveling in Luang Prabang? And what are the differences in

satisfaction level of international tourists from different aspects of Luang Prabang tourism? To answer these question, specific objectives were set to examine the relationships.

Based on the results of this study the relationship between socio-demographic, and travel characteristic of international tourists with three group tourists was found to have a statistical significance in age range, occupation, education level, monthly income, and the country of origin of tourists. This study confirmed the findings of previous research. Particularly, this study is consistent with the study by Kozad (2003); Thongmala Phosikham et al. (2015); Yu and Goulden (2006), and Sirisack et al. (2014) as the tourists want to have more than one experience at a destination, and it's also, indicated influence to their travel characteristics.

Regarding the results of this study found that the highest satisfaction of international tourists is in "tourism attraction factor". In this regard, the destination attributes that most influence the satisfaction of tourists are specific elements of tourism Ramires, Brandão, and Sousa (2017), Sirisack et al. (2014); Thongmala Phosikham et al. (2015); Cong (2016). And the study of Xayavong (2013) confirmed that regarding the satisfaction level of Thai tourists visiting LuangPrabang the visitors have a highly satisfied level when their trip had finished. On the other hand, the finding found that the international tourists have low satisfaction level in "Tourism and Recreation Services factor" and the Eco-tour tourists are moderately satisfied with "Restaurant and entertainment" and "Facility and transportation". The reported

satisfaction of those two groups was lower when compared with other tourists group. This result indicated the weak point of tourism in Luang Prabang. This finding implies that the destination managers need to improve the current standard of services to yield higher visitors' satisfaction to increase their recommendation of Luang Prabang internationally and to increase the percentage of tourist that return to visit the region.

One of the main goals of this study was working on Hypothesis 1: Based on the finding this hypothesis was rejected because the relationship of the socio-demographic in three group tourists had a statistically significant difference in age range, occupation, education level, monthly income, and the country they came from. only the gender of international tourists no had a statistically significant difference.

On Hypothesis 2: Based on the finding this hypothesis was rejected, as the summarized in above the travel characteristics was difference in three group of tourists' such mode of arrival to LuangPrabang, purpose of visit, type of accommodation, person companied, frequency of visit, length stay, daily cost of accommodation and daily cost of travel in LuangPrabang.

The difference in the satisfaction level of tourist's categories has rejected the hypothesis 3. Because the results showed the differences satisfaction level in tourism attraction the eco-tour and cultural tourist gave a highest satisfied more than the eco-tour tourists and the cultural tourists. In others, the cultural tourist made up the moderate satisfied level while the eco-tour tourists and eco-tourists and cultural tourists have a low

satisfied level. Moreover, the cultural tourists and eco-tourists and cultural tourists made up a high satisfaction level while the eco-tourists showed just moderated satisfaction in the Facility and transportation, and Restaurant and entertainment factors. In another hand, there are accommodation standard, Public safety & security, and Tourism information factors that all tourists have the same satisfaction in high level.

The results of this study provide information to support the local government in enhancing the strategy to improve the destination in terms of its competitiveness with other destinations nearby Laos. If done successfully, tourists will stay longer and spend more, which will help the tourism sector in Luang Prabang to develop constantly, increase employment and generate income.

5. CONCLUSION

Tourism industry is more popular and there is a significant increase in both number of tourists and tourism services when LuangPrabang City has been approved by UNESCO as the World Heritage City in 1995. LuangPrabang has been Known as the destination of cultural, historical and natural tourist sites. The study on the relationship between social and demographic aspects of international tourists does influence to travel characteristics. The findings found that when demographic aspects of international tourists are statistically different, the travel characteristics will be different. By comparing between natural sites' tourists and cultural sites' tourists, natural sites' tourists or eco-tourists are young and under 30 years old prefer visiting cultural and natural tourist sites and this tourist

group spend less money on traveling and accomodation but traveling period is longer by comparing to the aged tourists. For instance, young tourists prefer cheap accomodation during their travelling. Conversely, aged tourists have limited travelling time but they are more capable of spending more travelling and accomodation fee by comparing to the youg tourist group.

Based on the study results, there is a difference in satisfaction on each travelling type and there is also influence on tourist experience. In addition, the sutdy also found that tourist are satisfied with surrounding environment of tourist site, uniqueness of local accomodation, physical cahracteristics of Luang Prabang city, cultural and natural tourist activities and living style of local people. When tourists have an opportunity to participate in tourist acitivity along with local people, this can significantly contribute to tourist satisfaction and attract those tourists coming back to travel in Luang Parbang again. Apart from this, this study indicates the difference of satisfaction among tourist groups and it also shows the strenghts which should be reinforced and weaknesses which should be improved in tourist industry in order to increase tourist satisfaction in the future.

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