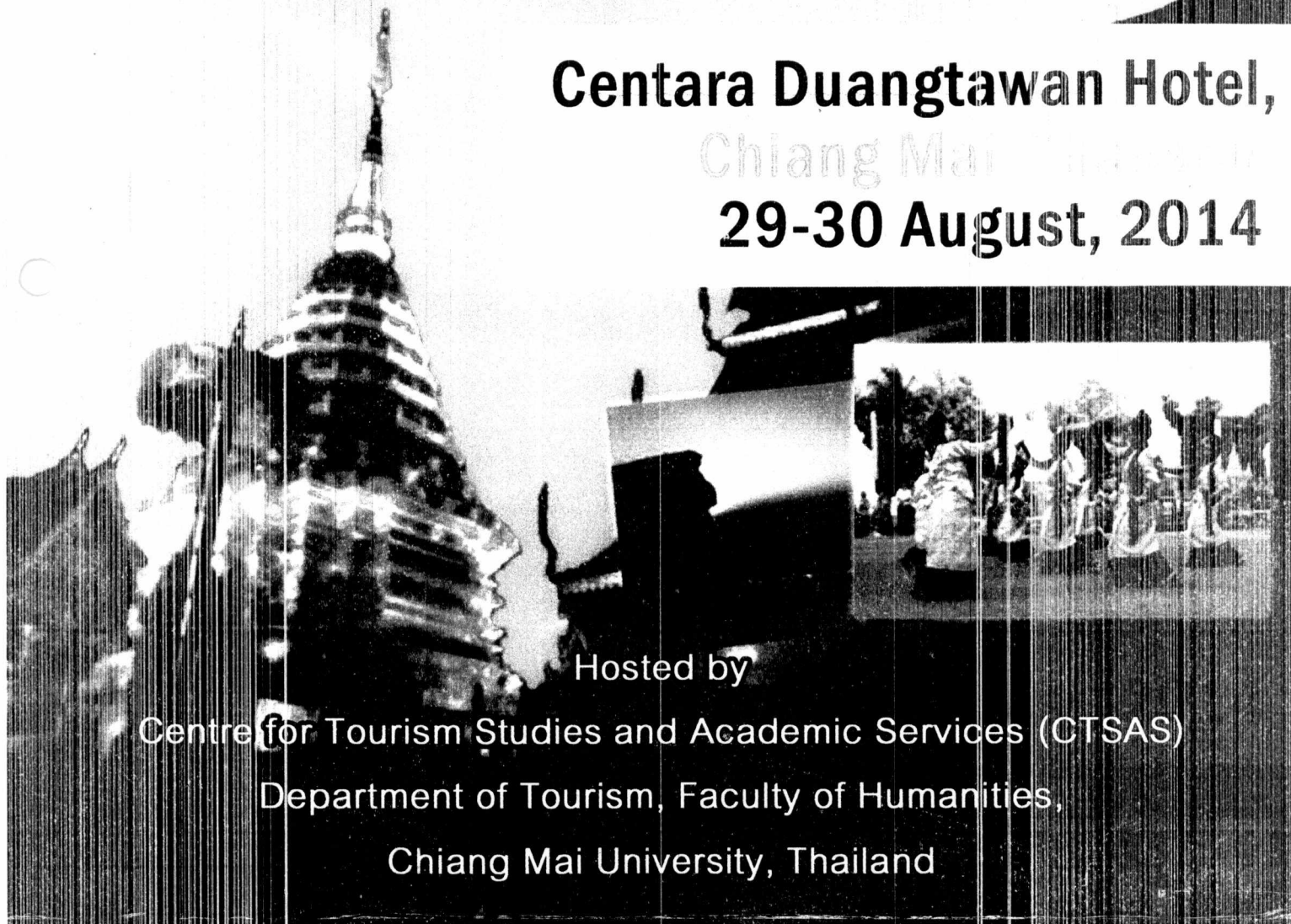


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**Centara Duangtawan Hotel,
Chiang Mai, Thailand
29-30 August, 2014**



Hosted by

Centre for Tourism Studies and Academic Services (CTSAS)

Department of Tourism, Faculty of Humanities,

Chiang Mai University, Thailand

International Conference on Tourism and Development 2014

Proceedings

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The Quality of E-mail Response of Hotel in Chiang Mai

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Abstract:

The objective of this research was to test the E-mail response quality. The samples of this research were 301 hotels in Chiang Mai, Thailand. The research instrument was the E-mail which was assumed being sent from the possible customer living in USA. The statistical techniques used were frequency, percentage and Pearson Chi-Square. The hotels were classified by the number of hotel star, room rate range, and language used for branding (Thai or foreign). The response quality was measured by the E-mail acknowledgement, responding duration, number of questions answered, greeting, complimentary close, grammatical correctness, punctuation and capitalization correctness, spelling correctness, and overall response. It was found that there were 172 hotels responded to the E-mail. The number of hotel star and the room rate range had significant correlation with the response. From the E-mail responding hotels, the number of hotel star and the language used for branding were found to have significant correlation with the responding duration; the number of hotel star had significant correlation with the number of question answered, the room rate range had significant correlation with grammatical correctness and with punctuation and capitalization correctness and overall response. Moreover, the room rate range had significant correlation with spelling correctness.

Keywords: e-mail, response, hotel, Chiang Mai

1. Introduction

Thailand had a wide range of tourist sites, and no one disagreed with value and beauty of all kinds of art and cultural, religious and natural tourist attractions. Moreover, there were many tourism sites which are as a result of Royal Initiative Projects scattering all over Thailand and the others which were attractive agricultural sites, shopping areas, etc. (National Research Council of Thailand (NRCT), 2001). These were all benefits and advantages of Thailand as tourists could travel in Thailand and experience beauty of Thailand all year round.

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For the year 2014, it was forecasted tourism in Thailand would keep developing. As a result, multiple airlines increased flights to and from Thailand continuously after awareness of Thailand's capacity. Also, regarding preparation for AEC, as Thailand has been considered as a potential tourism welcoming entrance to ASEAN countries. Bridges linking Thailand and neighboring countries as well as transportation hub projects were considered as a factor facilitating more convenient travel. The income from tourism would be predictably grown to 13% while it would be 7% for the number of tourists. The figures would be as same as predicted, and finally this would lead Thailand to achieve the target of 2.2 billion Thai Baht in the year 2015. (Tourism Authority of Thailand, 2013).

Chiang Mai, one of potential provinces, had tourist attractions located in downtown mostly and some nearby, and most of the attractions were related to history, religion and culture (Krungkasem, 2012). In the year 2012, Thailand earned about 1.46 billion Thai Baht from tourism industry with the figures of 22.3 million tourists, 500,000 million Thai Baht domestic tourism income (Ministry of Tourism and Sports, 2012). Activities and famous tourist attractions caused Chiang Mai be potential in terms of tourism which was an interesting opportunity for business entrepreneurs particularly among hotel and lodging business.

The hotel and lodging business was importantly related to tourism industry. According to a high proportion of low-cost hotels or 3-star hotels or less, it was necessary for the hotel industry in Chiang Mai to leverage their business from the low-price trap by maintaining and increasing service quality in all levels (Kaosa-ard, et. al., 2005). Nowadays, it could have seen that each hotel has shown off their strategies: price competition, service, design and quickness of serving in order to respond to customer needs, for example.

Fast changes of technology facilitated instant and convenient customer communications with alternative channels of contact such as E-mail which has been one of alternatives restoring communicating data and considered as an effective communication (Matysiak-Szóstek, 2011). This was a reason why the E-mail has been as important for the service industry as a typical telephone system. The E-mail might be a complicated technique but influential in terms of customer satisfaction, however.

From the research of Matzler, et al. (2005), the communication via the Internet was found to support more convenient booking operations for hotels; however, no matter how big or small the hotels were, the E-mail response has had no correlations which the results conformed to the research of Pawlicz (2011). Moreover, in Sukitpaneenit et. al. (2009) and Puttipornchai, et. al., (2013), the number of hotel star and the E-mail response were found to be in correlation; the E-mail response was measured by the responding duration of the hotels in Hua-hin, Prachuap Khiri Khan Province and Chiam, Petchburi Province.

Hence, the research team was eager to study the E-mail response of hotels in Chiang Mai where was considered as the potential tourism province with high hotel and lodging business competition in this ongoing technology development.

2. Research Objectives

1. To study the quality of the E-mail response of the hotels in Chiang Mai in 7 dimensions: E-mail acknowledgement, responding duration, number of questions answered, grammar correctness, punctuation and capitalization correctness, spelling correctness, and overall response.

2. To study the correlation between the language used for branding, room rate range and the number of hotel star and the quality of E-mail response of the hotels in Chiang Mai in 7 dimensions.

3. Research Methods

1. Conduct the table research for the hotel list in Chiang Mai comprising of the hotel name, the E-mail address, the room rate range and the number of hotel star from these following sites:

- 1.1 www.agoda.co.th
- 1.2 www.hotelthailand.com
- 1.3 <http://chiang-mai-guest-house.blogspot.com>
- 1.4 www.booking.com
- 1.5 www.atsiam.com
- 1.6 www.thaiozone.com
- 1.7 <http://th.tripadvisor.com>

In total, there were 301 hotels with complete data which were ready for the send outs.

2. The E-mail was sent to all mentioned hotels one by one under two new registered E-mail accounts: paulclark_2207@hotmail.com and paulclark2207@gmail.com during 06:00-08:00 pm on March 16, 2014.

3. The content in the E-mail was adapted from Matzler, et al., (2005) and Puttipornchai, et. al., (2013) comprised of 5 questions: 1) the connecting and smoking room, 2) the information whether breakfast included in the room rate, 3) the best promotion for December, 2014, 4) the pick-up service from and to the airport and 5) the interesting activities and attraction sites nearby the hotel. the content used in the sent out E-mail is.

'To whom it may concern, I learned the hotel information from your website and I am interested in staying at the hotel, but I would like to ask for further information. We have 4 people and prefer 2 smoking connecting rooms. Is breakfast included in the room rate? Do you have any promotion or best-buy offers for this December? Also, is the pick-up service for Hotel-Airport and on the way round available? Could you please also suggest me the interesting places nearby the hotel? I look forward to hearing from you. Many thanks, Paul'

The above content was revised and edited by professionals before being sent out.

4. When receiving the replied E-mails from the hotels, the responding duration was calculated and the replied content was delivered to two English language

professionals for 7-dimension evaluating: the E-mail acknowledgement, the responding duration, the number of question answered, the grammatical correctness, the punctuation and capitalization correctness, the spelling correctness, and the overall response. In case of contrasting points of view, the third professional was involved in evaluating. There were 5 evaluating scales for completeness of the questions answered, punctuation and capitalization correctness, spelling correctness, and overall response while 1 meant 'improvement needed'; 2 meant 'fair'; 3 meant 'neutral'; 4 meant 'good' and 5 meant 'very good'.

5. The statistics used were frequency, percentage and Pearson Chi-Square while the software used were Microsoft Office Excel and SPSS.

4. Research Results

1. From the total 301 hotels which the E-mail was sent out, it was found that there were 172 hotels in total responding the E-mail which was 57.14% with the following details.

1.1 The correlation analysis of the E-mail response and the number of hotel star found that the 5-star hotels had the highest responding (93.75%) followed by the 3-star hotels (66.98%), the 4-star hotels (56.47%), the 2-star hotels (42.47%) and the 1-star hotels (33.33%) respectively. Besides, the Pearson Chi-Square was 16.046; sig. is 0.000 indicating that the E-mail response had correlation with the number of hotel star as the details shown in Table 1. (For the Chi-Square analysis, the data of the 4-star hotels and 5-star hotels were combined as well as that of the 1-star hotels and 2-star hotels.)

Table 1 shows the number of the target hotels, the number of the E-mail responding hotels, the number of the hotels with no responding, and the percentage of the responding rate classified by the number of the hotel star; Pearson Chi-Square and sig.

No. of Hotel Star	No. of Target Hotels	No. of Responding Hotels	No. of No Responding Hotels	% of Response
1	21	7	14	33.33
2	73	31	42	42.47
3	106	71	35	66.98
4	85	48	37	56.47
5	16	15	1	93.75
Total	301	172	129	57.14

Pearson Chi-Square = 16.046, sig. = 0.000

1.2 The correlation analysis of the E-mail response and the room rate range found that the hotels in the range of 4,000 Thai Baht and higher had the highest responding rate (73.33%) followed by the range of 2,500 – 3,999 Thai Baht (71.88%), 808 – 1,199 Thai Baht (66.25%), 1,200 – 2,499 Thai Baht (60.23%) and 0 – 799 Thai

Baht (37.21%) respectively. Besides, the Pearson Chi-Square was 21.437; sig. is 0.000 indicating that the E-mail response had correlation with the room rate range as the details shown in Table 2. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined.)

Table 2 shows the number of the target hotels, the number of the E-mail responding hotels, the number of the hotels with no responding, and the percentage of the responding rate classified by the room rate range; Pearson Chi-Square and sig.

Room Rate Range	No. of Target Hotels	No. of Responding Hotels	No. of No Responding Hotels	% of Response
0 – 799	86	32	54	37.21
800 – 1,199	80	53	27	66.25
1,200 – 2,499	88	53	35	60.23
2,500 – 3,999	32	23	9	71.88
4,000 and Higher	15	11	4	73.33
Total	301	172	129	57.14

Pearson Chi-Square = 21.437, sig. = 0.000

1.3 The correlation analysis of the E-mail response and the language used for branding found that the hotels with Thai name had the responding rate at 59.99% while the hotels with foreign name had the responding rate at 53.73%. Besides, the Pearson Chi-Square is 1.148; sig. is 0.284 indicating that the E-mail response had no correlation with the language used for branding as the details shown in Table 3.

Table 3 shows the number of the target hotels, the number of the E-mail responding hotels, the number of the hotels with no responding, and the percentage of the responding rate classified by the language used for branding; Pearson Chi-Square and sig.

Laguage of Branding	No. of Target hotels	No. of Responding Hotels	No. of No Responding Hotels	% of Response
Thai	167	100	67	59.99
Foreign	134	72	62	53.73
Total	301	172	129	57.14

Pearson Chi-Square = 1.148, sig. = 0.284

2. The classification of the E-mail responding hotels by the responding duration, completeness of the question answered, grammatical correctness, punctuation and capitalization correctness, spelling correctness and overall response of the 172 hotels was as follows.

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2.1 The number of the E-mail responding hotel analysis classified by the responding duration found that most of the hotels responded to the E-mail within 2-6 hours (33.72%) as the details shown in Table 4.

Table 4 shows the number and the percentage of the E-mail responding hotels classified by the responding duration

Responding Duration	No. of Responding Hotels	%
0 - 1 Hour	18	10.47
2 - 5Hours	58	33.72
6 - 11Hours	38	22.09
12 - 29Hours	29	16.86
30 Hours & More	29	16.86
Total	172	100

2.2 The number of the E-mail responding hotel analysis classified by the number of the question answered found that most of the hotels responded to 4 questions (30.23%) as the details shown in Table 5.

Table 5 shows the number and the percentage of the E-mail responding hotels classified by the number of the question answered

No. of Answered Questions	No. of Responding Hotels	%
0 Question	5	2.91
1 Questions	13	7.56
2 Questions	26	15.11
3 Questions	42	24.42
4 Questions	52	30.23
5 Questions	34	19.77
Total	172	100.00

2.3 The number of the E-mail responding hotel analysis classified by the level of grammatical correctness found that most of the hotels got 3 marks (45.93%) as the details shown in Table 6.

Table 6 shows the number and the percentage of the E-mail responding hotels classified by the level of grammatical correctness

Level of Grammatical Correctness	No. of Responding Hotels	%
2 Marks	37	21.51
3 Marks	79	45.93
4Marks	43	25.00
5 Marks	13	7.56
Total	172	100.00

2.4 The number of E-mail responding hotel analysis classified by the level of punctuation and capitalization correctness found that most of the hotels got 3 marks (30.81%) as the details shown in Table 7.

Table 7 shows the number and the percentage of the E-mail responding hotels classified by the level of punctuation and capitalization correctness

Level of punctuation & capitalization Correctness	No. of Responding Hotels	%
1Mark	8	4.65
2 Marks	41	23.84
3 Marks	53	30.81
4 Marks	44	25.58
5 Marks	26	15.12
Total	172	100.00

2.5 The number of the E-mail responding hotel analysis classified by the level of spelling correctness found that most of the hotels got 5 marks (72.67%) as the details shown in Table 8.

Table 8 shows the number and the percentage of the E-mail responding hotels classified by the level of spelling correctness

Level of Spelling Correctness	No. of Responding Hotels	%
2Marks	3	1.74
3Marks	12	6.98
4Marks	32	18.60
5Marks	125	72.67
Total	172	100.00

4.6 The number of the E-mail responding hotels analysis classified by the level of overall response found that most of the hotels got 3 marks (34.88%) as the details shown in Table 9.

Table 9 shows the number and the percentage of the E-mail responding hotels classified by the level of overall response

Level of Overall Response	No. of Responding Hotels	%
1 Mark	10	5.81
2 Marks	44	25.58
3 Marks	60	34.88
4 Marks	46	26.74
5 Marks	12	6.98
Total	172	100.00

5. The correlation analysis of the number of hotel star, the room rate range, the language used for branding, the responding duration, the completeness of the questions answered, the grammatical correctness, the punctuation and capitalization correctness, the spelling correctness and the overall response could be summarized as follows.

3.1 The correlation analysis of the number of hotel star and the responding duration found that Pearson Chi-Square was 12.592; sig. was 0.050 indicating the number of hotel star had correlation with the responding duration as the details shown in Table 10. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of 0-1 hour and that of 2-6 hours were combined.)

Table 10 shows the number of the E-mail responding hotels classified by the number of hotel star and the responding duration; Pearson Chi-Square and sig.

Responding Duration	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
0 –1 Hours	1	2	11	3	1	18
2 – 5 Hours	0	8	31	13	6	58
6 – 11 Hours	2	8	12	13	3	38
12 - 29 Hours	3	7	8	11	0	29
30 Hours & Higher	1	6	9	8	5	29
Total	7	31	71	48	15	172

Pearson Chi-Square = 12.592, sig. = 0.050

3.2 The correlation analysis of the number of hotel star and the number of the question answered found that Pearson Chi-Square was 12.647; sig. was 0.049 indicating the number of hotel star had correlation with the number of the question answered as the details shown in Table 11. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of no question answered and that of 2 question answered were combined.)

Table 11 shows the number of the E-mail responding hotels classified by the number of hotel star and the number of question answered; Pearson Chi-Square and sig.

No. of Answered Questions	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
0 Question	0	1	1	2	2	6
1 Question	0	1	6	3	2	12
2 Questions	2	7	8	6	3	26
3 Questions	2	11	20	8	1	42
4 Questions	2	7	26	14	3	52
5 Questions	1	4	10	15	4	34
Total	7	31	71	48	15	172

Pearson Chi-Square = 12.647, sig. = 0.049

3.3 The correlation analysis of the number of hotel star and the level of grammatical correctness found that Pearson Chi-Square was 7.994; sig. was 0.092 indicating the number of hotel star had no correlation with the level of grammatical correctness as the details shown in Table 12. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of the level of 4 marks and 5 marks were combined.)

Table 12 shows the number of the E-mail responding hotels classified by the number of hotel star and the level of grammatical correctness; Pearson Chi-Square and sig.

Level of Grammatical Correctness	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
2 Marks	1	6	21	8	1	37
3 Marks	4	17	30	23	5	79
4 Marks	2	8	13	16	4	43
5 Marks	0	0	7	1	5	13
Total	7	31	71	48	15	172

Pearson Chi-Square = 7.994, sig. = 0.092

3.4 The correlation analysis of the number of hotel star and the level of punctuation and capitalization correctness found that Pearson Chi-Square was 9.207; sig. was 0.056 indicating the number of hotel star had no correlation with the level of punctuation and capitalization correctness as the details shown in Table 13. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of the level of 1 mark and 2 marks were combined as well as that of the level of 4 marks and 5 marks.)

Table 13 shows the number of the E-mail responding hotels classified by the number of hotel star and the level of punctuation and capitalization correctness; Pearson Chi-Square and sig.

Level of Punctuation &	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
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Capitalization Correctness						
1 Mark	0	0	5	0	3	8
2 Marks	3	10	21	7	0	41
3 Marks	3	8	18	23	1	53
4 Marks	1	9	18	12	4	44
5 Marks	0	4	9	6	7	26
Total	7	31	71	48	15	172

Pearson Chi-Square = 9.207, sig. = 0.056

3.5 The correlation analysis of the number of hotel star and the level of spelling correctness found that Pearson Chi-Square was 1.791; sig. was 0.408 indicating the number of hotel star had no correlation with the level of spelling correctness as the details shown in Table 14. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of the level of 2-4 marks were combined.)

Table 14 shows the number of the E-mail responding hotels classified by the number of hotel star and the level of punctuation and capitalization correctness; Pearson Chi-Square and sig.

Level of Spelling Correctness	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
2 Marks	0	1	1	1	0	3
3 Marks	1	3	4	3	1	12
4 Marks	0	7	16	7	2	32
5 Marks	6	20	50	37	12	125
Total	7	31	71	48	15	172

Pearson Chi-Square = 1.791, sig. = 0.408

3.6 The correlation analysis of the number of hotel star and the level of overall response found that Pearson Chi-Square was 8.563; sig. was 0.073 indicating the number of hotel star had no correlation with the level of overall response as the details shown in Table 15. (For the Chi-Square analysis, the data of the 1-star hotels and 2-star hotels were combined as well as that of the 4-star hotels and 5-star hotels; the data of the level of 1 mark and 2 marks were combined as well as that of the level of 4 marks and 5 marks.)

Table 15 shows the number of the E-mail responding hotels classified by the number of hotel star and the level of overall response; Pearson Chi-Square and sig.

Level of Overall Response	1 Star	2 Stars	3 Stars	4 Stars	5 Stars	Total
1 Mark	0	2	4	1	3	10
2 Marks	2	11	21	9	1	44
3 Marks	4	12	22	19	3	60
4 Marks	1	4	20	17	4	46
5 Marks	0	2	4	2	4	12
Total	7	31	71	48	15	172

Pearson Chi-Square = 8.563, sig. = 0.073

3.7 The correlation analysis of the room rate range and the responding duration found that Pearson Chi-Square was 2.213; sig. was 0.988 indicating the room rate range had no correlation with the responding duration as the details shown in Table 16. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of 0-1 hour and 2-6 hours were combined.)

Table 16 shows the number of the E-mail responding hotels classified by the room rate range and the responding duration; Pearson Chi-Square and sig.

Responding Duration	0 - 799	800 - 1,199	1,200 - 2,499	2,500 - 3,999	4,000 & higher	Total
0 - 1 Hour	2	6	7	2	1	18
2 - 5 Hours	12	16	19	6	5	58
6 - 11 Hours	7	11	12	6	2	38
12 - 29 Hours	5	10	9	5	0	29
30 Hours & More	6	10	6	4	3	29
Total	32	53	53	23	11	172

Pearson Chi-Square = 2.213, sig. = 0.988

3.8 The correlation analysis of the room rate range and the number of question answered found that Pearson Chi-Square was 12.317; sig. was 0.196 indicating the room rate range had no correlation with the number of question answered as the details shown in Table 17. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of 0-1 question answered and 2 questions answered were combined.)

Table 17 shows the number of the E-mail responding hotels classified by the room rate range and the number of question answered; Pearson Chi-Square and sig.

No. of Questions Answered	0 – 799	800 – 1,199	1,200 – 2,499	2,500 – 3,999	4,000 & Higher	Total
0 Question	1	0	3	1	1	6
1 Questions	1	2	5	3	1	12
2 Questions	5	8	8	2	3	26
3 Questions	9	20	9	3	1	42
4 Questions	10	15	18	7	2	52
5 Questions	6	8	10	7	3	34
Total	32	53	53	23	11	172

Pearson Chi-Square = 12.317, sig. = 0.196

3.9 The correlation analysis of the room rate range and the level of grammatical correctness found that Pearson Chi-Square was 19.615; sig. was 0.003 indicating the room rate range had correlation with the level of grammatical correctness as the details shown in Table 18. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of the level of 4 marks and 5 marks were combined.)

Table 18 shows the number of the E-mail responding hotels classified by the room rate range and the level of grammatical correctness; Pearson Chi-Square and sig.

Level of Grammatical Correctness	0 – 799	800 – 1,199	1,200 – 2,499	2,500 – 3,999	4,000 & Higher	Total
2Marks	6	18	11	1	1	37
3 Marks	19	21	26	11	2	79
4Marks	7	11	13	9	3	43
5Marks	0	3	3	2	5	13
Total	32	53	53	23	11	172

Pearson Chi-Square = 19.615, sig. = 0.003

3.10 The correlation analysis of the room rate range and the level of punctuation and capitalization correctness found that Pearson Chi-Square was 15.633; sig. was 0.016 indicating the room rate range had correlation with the level of punctuation and capitalization correctness as the details shown in Table 19. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of the level of 1 mark and 2 marks were combined as well as that of the level of 4 marks and the 5 marks.)

Table 19 shows the number of the E-mail responding hotels classified by the room rate range and the level of punctuation and capitalization correctness; Pearson Chi-Square and sig.

Level of Punctuation Capitalization Correctness	of & 0 - 799	800 - 1,199	1,200 - 2,499	2,500 - 3,999	4,000 & Higher	Total
1 Mark	0	3	2	2	1	8
2 Marks	11	15	13	2	0	41
3 Marks	9	17	21	6	0	53
4 Marks	8	15	9	9	3	44
5 Marks	4	3	8	4	7	26
Total	32	53	53	23	11	172

Pearson Chi-Square = 15.633, sig. = 0.016

3.11 The correlation analysis of the room rate range and the level of spelling correctness found that Pearson Chi-Square was 9.066; sig. was 0.028 indicating the room rate range had correlation with the level of spelling correctness as the details shown in Table 20. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of the level of 1-4 marks were combined.)

Table 20 shows the number of the E-mail responding hotels classified by the room rate range and the level of spelling correctness; Pearson Chi-Square and sig.

Level of Spelling Correctness	0 - 799	800 - 1,199	1,200 - 2,499	2,500 - 3,999	4,000 & Higher	Total
2 Marks	1	2	0	0	0	3
3 Marks	5	3	3	0	1	12
4 Marks	8	11	9	3	1	32
5 Marks	18	37	41	20	9	125
Total	32	53	53	23	11	172

Pearson Chi-Square = 9.066, sig. = 0.028

3.12 The correlation analysis of the room rate range and the level of overall response found that Pearson Chi-Square was 13.792; sig. was 0.032 indicating the room rate range had correlation with the level of overall response as the details shown in Table 21. (For the Chi-Square analysis, the data of the range of 2,500-3,999 Thai Baht and that of the range of 4,000 Thai Baht and higher were combined; the data of the level of 1 mark and 2 marks were combined as well as that of the 4 marks and the 5 marks.)

Table 21 shows the number of the E-mail responding hotels classified by the room rate range and the level of overall response; Pearson Chi-Square and sig.

Level of Overall Response	0 - 799	800 - 1,199	1,200 - 2,499	2,500 - 3,999	4,000 & Higher	Total
1 Mark	2	1	4	1	2	10
2 Marks	10	16	14	4	0	44
3 Marks	15	20	17	6	2	60
4 Marks	4	12	16	11	3	46
5 Marks	1	4	2	1	4	12
Total	32	53	53	23	11	172

Pearson Chi-Square = 13.792, sig. = 0.032

3.13 The correlation analysis of the language used for branding and the responding duration found that Pearson Chi-Square was 7.809; sig. was 0.050 indicating the language used for branding had correlation with the responding duration as the details shown in Table 22. (For the Chi-Square analysis, the data of 0-1 hour and that of 2-6 hours were combined.)

Table 22 shows the number of the E-mail responding hotels classified by the language used for branding and the responding duration; Pearson Chi-Square and sig.

Language of Branding	0 - 1 Hr.	2 - 5 Hrs.	6 - 11 Hrs.	12 - 29 Hrs.	30 Hrs. & Higher	Total
Thai	10	42	16	15	17	100
Foreign	8	16	22	14	12	72
Total	18	58	38	29	29	172

Pearson Chi-Square = 7.809, sig. = 0.050

3.14 The correlation analysis of the language used for branding and the number of questions answered found that Pearson Chi-Square was 6.523; sig. was 0.089 indicating the language used for branding had no correlation with the number of questions answered as the details shown in Table 23. (For the Chi-Square analysis, the data of 0-1 question answered and 2 questions answered were combined.)

Table 23 shows the number of the E-mail responding hotels classified by the language used for branding and the number of questions answered; Pearson Chi-Square and sig.

Language of Branding	0 Questions	1 Questions	2 Questions	3 Questions	4 Questions	5 Questions	Total
Thai	3	6	20	19	28	24	100
Foreign	3	6	6	23	24	10	72
Total	6	12	26	42	52	34	172

Pearson Chi-Square = 6.523, sig. = 0.089

3.15 The correlation analysis of the language used for branding and the level of grammatical correctness found that Pearson Chi-Square was 1.760; sig. was 0.415 indicating the language used for branding had no correlation with the level of grammatical correctness as the details shown in Table 24. (For the Chi-Square analysis, the data of the level of 4 marks and 5 marks were combined.)

Table 24 shows the number of the E-mail responding hotels classified by the language used for branding and the level of grammatical correctness; Pearson Chi-Square and sig.

Language of Branding	2 Marks	3 Marks	4 Marks	5 Marks	Total
Thai	20	50	26	4	100
Foreign	17	29	17	9	72
Total	37	79	43	13	172

Pearson Chi-Square = 1.760, sig. = 0.415

3.16 The correlation analysis of the language used for branding and the level of punctuation and capitalization correctness found that Pearson Chi-Square was 0.274; sig. was 0.872 indicating the language used for branding had no correlation with the level of punctuation and capitalization correctness as the details shown in Table 25. (For the Chi-Square analysis, the data of the level of 1 mark and 2 marks were combined as well as that of the level of 4 marks and 5 marks.)

Table 25 shows the number of the E-mail responding hotels classified by the language used for branding and the level of punctuation and capitalization correctness; Pearson Chi-Square and sig.

Language of Branding	1 Mark	2 Marks	3 Marks	4 Marks	5 Marks	Total
Thai	5	24	32	27	12	100
Foreign	3	17	21	17	14	72
Total	8	41	53	44	26	172

Pearson Chi-Square = 0.274, sig. = 0.872

3.17 The correlation analysis of the language used for branding and the level of spelling correctness found that Pearson Chi-Square was 3.516; sig. was 0.061 indicating the language used for branding had no correlation with the level of spelling correctness as the details shown in Table 26. (For the Chi-Square analysis, the data of the level of 1-4 marks were combined.)

Table 26 shows the number of the E-mail responding hotels classified by the language used for branding and the level of spelling correctness; Pearson Chi-Square and sig.

Language of Branding	2 Marks	3 Marks	4 Marks	5 Marks	Total
Thai	3	7	23	67	100
Foreign	0	5	9	58	72
Total	3	12	32	125	172

Pearson Chi-Square = 3.516, sig. = 0.061

3.18 The correlation analysis of the language used for branding and the level of overall response found that Pearson Chi-Square was 2.317; sig. was 0.314 indicating the language used for branding had no correlation with the level of overall response as the details shown in Table 27. (For the Chi-Square analysis, the data of the level of 1 mark and 2 marks were combined as well as that of the level of 4 marks and 5 marks.)

Table 27 shows the number of the E-mail responding hotels classified by the language used for branding and the level of overall response; Pearson Chi-Square and sig.

Language of Branding	1 Mark	2 Marks	3 Marks	4 Marks	5 Marks	Total
Thai	6	22	39	24	9	100
Foreign	4	22	21	22	3	72
Total	10	44	60	46	12	172

Pearson Chi-Square = 2.317, sig. = 0.314

Conclusions, Discussions and Recommendations

From the research titled 'The Quality of E-mail Response of Hotel in Chiang Mai,' the results could be drawn that there were 172 hotels (57.14%) responding the E-mail out of 301 hotels in total.

The correlation analysis of the E-mail response and the number of hotel star found that the 5-star hotels had the highest responding (93.75%) followed by the 3-star hotels (66.98%), the 4-star hotels (56.47%), the 2-star hotels (42.47%) and the 1-star hotels (33.33%) respectively. Besides, the E-mail response had correlation with the number of hotel star.

The correlation analysis of the E-mail response and the room rate range found that the hotels in the range of 4,000 Thai Baht and higher had the highest responding rate (73.33%) followed by the range of 2,500 – 3,999 Thai Baht (71.88%), 808 – 1,199 Thai Baht (66.25%), 1,200 – 2,499 Thai Baht (60.23%) and 0 – 799 Thai Baht (37.21%) respectively. Besides, the E-mail response had correlation with the room rate range.

The correlation analysis of the E-mail response and the language used for branding found that the hotels with Thai name had the responding rate at 59.99% while the hotels with foreign name had the responding rate at 53.73%. Therefore, the E-mail response had no correlation with the language used for branding.

The number of the E-mail responding hotel analysis classified by the responding duration found that most of the hotels responded to the E-mail within 2-6 hours (33.72%). The number of the E-mail responding hotel analysis classified by the number of the question answered found that most of the hotels responded to 4 questions (30.23%). The number of the E-mail responding hotel analysis classified by the level of grammatical correctness found that most of the hotels got 3 marks (45.93%). The number of E-mail responding hotel analysis classified by the level of punctuation and capitalization correctness found that most of the hotels got 3 marks (30.81%). The number of the E-mail responding hotel analysis classified by the level of spelling correctness found that most of the hotels got 5 marks (72.67%). The number of the E-mail responding hotels analysis classified by the level of overall response found that most of the hotels got 3 marks (34.88%).

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From the correlation analysis of the number of hotel star and the responding duration, the number of hotel star had correlation with the responding duration. The number of hotel star had correlation with the number of the question answered. The number of hotel star had no correlation with the level of grammatical correctness. The number of hotel star had no correlation with the level of punctuation and capitalization correctness. The number of hotel star had no correlation with the level of spelling correctness, and the number of hotel star had no correlation with the level of overall correctness.

From the correlation analysis of the room rate range and the responding duration, the room rate range had no correlation with the responding duration. The room rate range had no correlation with the number of question answered. The room rate range had correlation with the level of grammatical correctness. The room rate range had correlation with the level of punctuation and capitalization correctness. The room rate range had correlation with the level of spelling correctness, and the room rate range had correlation with the level of overall response.

From the correlation analysis of the language used for branding and the responding duration, the language used for branding had correlation with the responding duration. The language used for branding had no correlation with the number of question answered. The language used for branding had no correlation with the level of grammatical correctness. The language used for branding had no correlation with the level of punctuation and capitalization correctness. The language used for branding had correlation with the level of spelling correctness, and the language used for branding had no correlation with the level of overall response.

According to Matzler, et. al. (2005) and Pawlicz (2011) indicated that the E-mail response had no correlation with how big or small hotels were. However, the research of Sukitpaneenit et. al. (2009) and Puttipornchai, et. al., (2013) stated that the number of hotel star had correlation with the E-mail response. When compared to the hotels with fewer stars, the hotels with more stars considered importance of information technology utilizing for the E-mail response. Overall, for this research, the hotels with more stars were found to have more E-mail response quality than the hotels with fewer stars. In terms of quality, the response acknowledgement, the responding duration, the completeness of question answered, the correctness of grammar, the correctness of punctuation and capitalization, the correctness of spelling, and the overall response were measured.

Regarding the overall research results, it was found that the hotels in Chiang Mai were good at responding E-mail. The hotels could also develop the quality of data on the information technology service providing sites provided to customers. Also, nowadays the world is borderless; any entrepreneurs should be instantly and eagerly respond to customers, so the response acknowledgement, the responding duration, the completeness of question answered, the correctness of grammar, the correctness of punctuation and capitalization, the correctness of spelling, and the overall response were measured should be concerned in order to increase comparative advantages.

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Because Thailand has been known with its friendly and detailed greeting culture, to emphasize the image of Thai hotels the entrepreneurs should consider any details such as greetings and complimentary closes of the E-mail response, attempts for clear answers, providing easy-to-access data, rechecking for errors or typos in order to have good image.

The north of Thailand has an advantage in terms of geography that the north is a connector of Greater Mekong Subregion countries: The Republic of the Union of Myanmar, The Lao People's Democratic Republic, The People's Republic of China (Yunnan) as well as South Asia countries. More than that, at the borders in the north, the economic areas haven been developed, and Thailand is a member of ASEAN Economic Community. (Greater Mekong Subregion Center, 2004). Only the E-mail contact might not be adequate, so the entrepreneurs should provide a wider range of contact means to offer customers convenience. Furthermore, developing technology aiming to provide more channels of customer communication via Facebook, Youtube, etc. is advantage; therefore, the current hotel entrepreneurs should continuously develop multiple communication patterns to be practical and up-to-date without abandoning same old communication methods.

For this research, the research team noticed a problem that the E-mail response might lack of completeness of information according to the limitations of the customers' questions, so for further study, additional factors should be included: comparing the E-mail response during low seasons and high seasons, classifying the study areas to compare the E-mail response, and studying the comparison of the E-mail response and other means of communication. Retrieved from

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