DETERMINANTS OF TOURIST SATISFACTION IN BHUTAN:
A MICRO LEVEL ANALYSIS

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ABSTRACT

The study tries to discover the satisfaction of the various tourists with different determinants or the attributes. This project focuses more on identifying and understanding what are the ultimate things that a tourist expects from the host country. We will be giving more of our attention towards identifying the main components that are related with the tourists’ satisfaction. The sample population for our research study is based on the total number of tourists arrived in year 2012 from various countries. The survey is conducted in Paro and Thimphu by distributing the questionnaires to the available tourists. We have also collected some data from Bumthang by sending our questionnaires through mail. The data from 300 respondents are collected and presented in this paper. Most of the data collected are analyzed with the help of appropriate statistical tools like factor analysis and multiple regressions.

KEY WORDS: Tourism policy, Tourist Satisfaction, Bhutan, multiple regressions, factor analysis.

Reference:


