The GAP model of e-Government Service in Thailand e-Tourism

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• Background and Statement of Problems
• Research Objective
• Research Scopes
• Expected Results
• Related Research
• Research Methodology
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One of the important approach to better serve tourists, i.e. government’s public services of culture e-tourism, are through the service quality prepared as e-government. Moreover, the concept of the service quality has influenced to satisfaction factor and also loyalty factor with tourists are reusing e-tourism. Knowledge base that is a new reveal research on quality of the service e-tourism will be researched with GAP model between expected and perceived of tourists.
Research questions (RQ)

1. How do the e-government service influences tourists’ expectation of e-tourism?
2. What are the determinants of the e-government for Thailand e-tourism?

Research Objective

The objective of this study is to study the service quality in the level of gap exists between expectation and perception of tourists that are using e-tourism of Thailand.
• For study the level of gap between expected and perceived on service quality of e-tourism
• For evaluation the level of gap between expected and perceived on service quality of e-tourism
• For evaluation the level of satisfaction of tourists that are using e-tourism of Thailand
Contents
- Principle of e-tourism prepared by each of Thailand e-government department
- Principle of service quality
- Principle of GAP model

Sample
- Thailand tourists is 400 samples that are using e-tourism

Method
- Evaluated form is a set of questionnaire
- Analysed with SEM
• Presently reveals research on service quality of Thailand e-tourism that is being used by Thailand tourists
• Presently reveals research on knowledge base between expected and perceived on service quality that is reflected to Thailand tourists’ satisfaction
• Presently reveals research that has benefits for stakeholder in order to serving target and segment in their business
• Presently reveals research that enables government such as M-culture, Mots, Industry of ministry to develop service quality of Thailand e-tourism prepare by Thai governments
• e-Government
• e-Service
• Service quality
• Tourism
• Cultural tourism
• Satisfaction
# Research Schedule and Detailed Activity

**The GAP model of e-Government Service in Thailand e-Tourism**

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H1: Tourist(G2C) Expectation of Service Quality is significantly different from their Translations of Perceptions into Services Quality Specifications of e-Government Service in Thailand e-Tourism.

H2: Tourist(G2C) Perception of Service Quality is significantly different from their Perception of Delivery Service of e-Government Service in Thailand e-Tourism.

H3: Tourist(G2C) Perception rating of the Overall Service Delivery Quality is significantly lower than that of e-Government Service in Thailand e-Tourism rating.

H4: The five independent dimensions will significantly explain the variance in Overall Service Quality
E-Government

G2C

G2G

e-Gov

G2B

G2E
Figure 1.
Gap analysis model

Source: Zeithaml, et al. (2013)
SERVQUAL

{Kumar, 2010 #19}
Path Diagram 1. Model showing factors influencing patient satisfaction.
ขอบคุณค่ะ