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FACTORS AFFECTING THE SELECTION OF ACCOMMODATION BY THAI TOURISTS IN THE BANGKOK AREA

Bua Srikos, Suan Sunandha Rajabhat University

ABSTRACT

The objective of this research study is to study mixed marketing factors and the correlation between these factors and decisions of Thai tourists in selecting accommodation services; mixed marketing factors; and the problems and recommendations that effect decision-making. Statistics used in data analysis included frequency, percentage, average, value, standard deviation, independent sample t-test, One Way ANOVA, Fisher's Least Significant Difference (LSD) test, and Pearson Correlation Co-Efficiency. The result showed that mixed marketing factors affect decision-making regarding the selection of accommodation services. These were organized from greater to smaller effects, namely: the aspect of the accommodation and quality of service; the aspect of site and distribution channel; the aspect of service personnel performance and physical characteristics; the aspect of service process, marketing campaign, and pricing. These factors greatly effect selections of accommodation service by Thai tourists. Personal factors that affect decision-making in selecting accommodations by Thai tourists were: gender, domicile, age, education level, occupation, marital status, and income of the tourists; lodging experiences by Thai tourists and mixed marketing factors related to accommodation and quality of services; site and channel of distribution; marketing promotion; service personnel; service process and physical characteristics were all correlated.

JEL: M00

KEYWORDS: Affecting Factors; Service Selection; Tourists; Hotels

INTRODUCTION

The tourism industry can be considered a main business that creates income for the country and widely benefits businesses, including both businesses directly related to tourism and those indirectly related. Examples include accommodations, transportation, tour and logistics, food, financial, souvenir and telecommunications business, as well as the production of agricultural products, OTOP products, handmade artifacts and products based on local knowledge. The tourism industry plays a prominent role in creating income and jobs, resulting in positive effects to the economy and society.

Bangkok, as the capital of Thailand, is the center of progress in every area and the central administrative seat, as well as serving as the center for economy, education, culture and good transportation, including international contact. For this reason, Bangkok is chosen as the first place to visit by tourists. Bangkok is a source of varied and plentiful tour sites, both during the day and night. Therefore, tourism can take place at all times without needing a large budget.

The hotel business is directly related to the tourism industry, and is important to creating income and jobs. The hotel business covers a wide variety of enterprises, such as hotels, resorts, guesthouses, condominiums, rented houses, apartments, motels bungalows, hostels, and campgrounds. Each form has many rates, depending on the size of the lodging, facilities, services, safety, and convenience in transportation. A tourist's choice of lodging depends on many factors, such as income, personal preference, and the intended destination. The hotel business creates a considerable amount of income for Thailand, gained through the accommodations and services chosen by the tourists. From 2010 statistics, it was found that 7,216,577 foreign tourists lodged in Bangkok.

Objectives

1-To study the level of mixed marketing factors that affect the selection of accommodation services by Thai tourists in Bangkok.

2-To study the composition factors of the market that affect the selection of accommodation services by Thai tourists in Bangkok, categorized by personal factors of the tourists.

3-To study the correlation of the factor of lodging experience of foreign tourists and the selection of accommodation services according to compositions factors of the market.

4-To study problems and recommendations regarding the selection of accommodation services by Thai tourists in Bangkok.

RESEARCH METHODOLOGY

This study was made by quantitative research of a sample population of 400 people in the research area, namely, Thai tourists who are domiciled in other provinces whom have traveled to tour and lodge in Bangkok. The data was gathered by random sampling to distribute questionnaires that were divided into 4 sections. The first section was to record basic information of the respondent; the second section was made up of questions regarding the lodging experiences of the respondents; the third part contained questions about the decisions leading to a selection of accommodation services by the tourists, according to composition factors of the market; and lastly, the fourth section contained questions to study the problems and recommendations of the respondents.

After compiling the data gained from the questionnaires and checking for correctness and completeness, the researcher analyzed the data by using the SPSS program, descriptive statistics in the first section of the questionnaire and the lodging experience of the respondent in the second section, by finding the frequency and percentage; for the third section, the mean and standard deviation was found and the data analyzed by using inferential statistics to test the hypothesis and the variation between the two groups independently of each other by independent t-test and ANOVA. The correlation was tested and analyzed using regression analysis statistical value.

RESULTS

The researcher summarized and discussed the results from the study on factors affecting the selection of accommodation by Thai tourists in the Bangkok area, as well as offering recommendations as follows:

First section: in summary of the personal factors of the sample group, the majority of the sample group male, domiciled in the northern region, aged 25 – 35 years, having an education level higher than a bachelor's degree, were office employees, single and earned a salary of 40,001 – 50,000 THB.

Second section: from the study of the market composition factors that affect the selection of accommodations by Thai tourists in Bangkok, in order of greatest affecting factor to least affecting factor, it was found that the mean for the aspect of accommodations and services was 4.21; the mean for the aspect of site or channel of distribution was 4.16; the mean for the aspect of the aspect of service personal performance and physical character was 4.14; the mean for the aspect of service process was 4.13; the mean for the aspect of marketing campaign was 4.08; and the mean for the aspect of pricing was 4.07. Every aspect of market composition greatly affected the selection of accommodation services by Thai tourists.

Third section: regarding factors affecting the selection of accommodation by Thai tourists in the Bangkok area, the personal factors that affected the mean score of market composition factors affecting factors the selection of accommodation by Thai tourists in the Bangkok area were the gender, domicile, age, level of education, occupation, marital status and income of the tourists.

Fourth section: there was correlation between the factor of lodging experience of Thai tourists and the selection of accommodation services according to compositions factors of the market, lodging experience of foreign tourists and the selection of accommodation services according to compositions factors of the market in the aspect of accommodations and services, price, site or channel of distribution, marketing promotion, the aspect of service personnel performance, the aspect of service process, and the aspect of service personal performance and physical characteristics.

Fifth section: from the study on problems and recommendations of the respondents regarding the selection of accommodation by Thai tourists in the Bangkok area, the following was found: 1) there should be signs clearly stating the price of each service in order to prevent the tourist from being taken advantage of by the operator; 2) there should be standard prices for products, because currently accommodation prices skyrocket during holiday season; 3) the service by personnel should be improved appropriate to the lodging price; 4) the accommodations should have safety standards for the life and possessions of the tourists.

SUMMARY

Organized from greater to smaller effects, the market composition factors that affect the selection of accommodation by Thai tourists in the Bangkok area are namely: the aspect of the accommodation and quality of service; the aspect of site and distribution channel; the aspect of service personnel performance and physical characteristics; the aspect of service process, the aspect of marketing campaign, and the aspect of pricing. Every aspect of market composition greatly affected the selection of accommodation services by Thai tourists. This shows that the market composition factors affecting the selection of accommodation services vary. Fundamentally, there are 4 aspects; namely, product, price, channel of distribution and marketing promotion. However, for the service industry, market composition factors differ from market composition factors of general products, specifically, there must be emphasis on personnel, service process, and the physical surroundings. These three components are the main factors in service delivery. Therefore, the market composition factors of service are composed of the “7 P’s”: product and service, price, place, promotion of market, personnel, process of service and physical surroundings. The main factors in the aspect of accommodations and service most affect the selection of services by tourists are products, which are composed of form and characteristics, including the services related to those products. The most important part of the product aspect is determination to develop something to meets the needs of the consumer. The product market composition factors are given the most importance by tourists, and used to consider the selection of produce. If it is possible to create a product (which in this context means accommodations and services) that has quality, utility and value in the eyes of the client, the result will be successful sales of rooms.

RECOMMENDATIONS

1. Accommodation businesses and those involved should improve the method of determining the accommodation and service price to be standardized and clear, not raised and lowered according to the holiday or tourist season.
2. Accommodation businesses and those involved should improve all areas of service for the tourists, including manners, attention to the tourist and service ethic.

3. Accommodation businesses and those involved should continually develop marketing strategy by distinguishing various forms of service in order to completely and directly meet the demands of the consumers.

4. At the accommodations, there should be safety standards for the life and possessions of the tourists to protect them from harm and loss of possessions.

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