

## CHAPTER ONE INTRODUCTION

### 1.1 BACKGROUND

Tourism makes the world without boundary; that is, people travel from one place to another for leisure, easily. Cook (1999, p. 3) defines tourism as “the temporary movement of people to destinations from their normal places of residence. While spending time at each traveling place, people exchange their information of language, knowledge and culture.

Thailand also gains a lot of revenue through this gigantic industry. The statistics from Tourism Authority of Thailand shows that every year from 2003 to 2006, the number of Thai and foreign tourists has increased drastically (see figure 1)

**Table 1** Target of Tourism in Thailand, 1997-2006

Table 1 Target of Tourism in Thailand 1997-2006

Year	International						
	Tourist		Avarage	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997 <sup>/1</sup>	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998 <sup>/1</sup>	7.76	+7.53	8.40	3,712.93	+1.12	2421177	+9.70
1999 <sup>/1</sup>	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000 <sup>/1</sup>	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001 <sup>/1</sup>	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002 <sup>/1</sup>	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003 <sup>/1</sup>	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004 <sup>/1</sup>	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005 <sup>/2</sup>	13.38	+14.84	8.10	4,150.00	+2.27	450,000	+17.08
2006 <sup>/2</sup>	15.12	+13.00	8.20	4,300.00	+3.61	533,000	+18.44

Year	Domestic						
	Thai Visitor		Avarage	Average Expenditure		Revenue	
	Trip	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997 <sup>/1</sup>	52.05	-0.79	2.31	1,466.00	+11.57	180,388.00	+14.66
1998 <sup>/1</sup>	51.68	-0.72	2.37	1,512.70	+3.19	187,897.82	+4.16
1999 <sup>/1</sup>	53.62	+3.02	2.43	1,523.55	+2.29	203,179.00	+7.42
2000 <sup>/1</sup>	54.74	+2.08	2.48	1,717.77	+12.75	210,516.15	+3.61
2001 <sup>/1</sup>	58.62	+7.09	2.51	1,702.70	-0.88	223,732.14	+6.28
2002 <sup>/1</sup>	61.82	+5.45	2.55	1,689.52	-0.77	235,337.15	+5.19
2003 <sup>/1</sup>	69.36	+12.20	2.61	1,824.38	+7.98	289,986.81	+23.22
2004 <sup>/1</sup>	74.80	+7.84	2.60	1,852.33	+1.53	317,224.62	+9.39
2005 <sup>/2</sup>	76.24	+1.93	2.65	1,965.00	+6.08	347,300.00	+9.48
2006 <sup>/2</sup>	79.33	+4.05	2.67	2,050.00	+4.33	378,000.00	+8.84

**Source:** *The Tourism Authority of Thailand*

This can reflect the positive attitudes of foreign tourists to the visit of Thailand as well as the new habit of Thais in their adoption of traveling as leisure. This is due to the fact that government sectors, especially the Tourism Authority of Thailand, have been promoting the cultural tourism in many parts of the country.

Cultural tourism is related to the desire to experience other current culture and view the artifacts of previous cultures. This has been a motivator in the tourism market. One of the elements in cultural tourism is to visit the heritage attraction, destination or attend with the traditional festival.

There are numerous historically significant structures and building located within the Rattanakosin Island such as the magnificent Grand Palace, temples, buildings and historical places. The Royal Grand Palace is the Maha Monthien group of buildings, the Throne Halls, and other palaces and buildings. Wat Phra Kaeo, the temple, is in the outer section of the Royal Enclosure west of the Grand Palace. It was built on the orders of King Rama I, along with the Grand Palace and Rattanakosin

Island. Wat Po, the large and extensive temple, neighbors the Grand Palace on Thai Wang Road.

Moreover, in order to revive the old atmosphere and draw more attention from tourists both locally and internationally, a tram has been rebuilt for a convenient means of viewing the island city.

Drummond and Yeoman (2001, p. 16) explained that the tourism increases in value for each country, and the demand of consumers for quality in product and services also increase. Quality issues in cultural tourism involve satisfying a range of services, both physically and culturally. Therefore, it is in everyone's interest, from the large national cultural or heritage attraction to the smallest operator, to deliver and maintain the customer's required standard of services.

Understanding if tourists are satisfied with services and their motivation for traveling around Rattakosin Island, will be valuable for the tourism organization; if the services provided do not meet what they expected or required, as the results of this research show, the service provider will be able to improve the standard and service. On the other hand, if the tourists are satisfied with good services, the service provider can develop his product or expand his market.

## **1.2 STATEMENT OF THE PROBLEM**

### **1.2.1 Main Problem**

- What is the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram?

### **1.2.2 Sub-Problem**

- What are the reasons that make, Thai tourists, travel around Rattanakosin Island by tram?

- What are the main characteristics that make Thai tourists satisfied with services and facilities, when traveling around Rattanakosin Island by tram?
- What are the characteristics of Thai tourists who travel around Rattanakosin Island by tram?
- What are the problems and suggestion which tourists face, when traveling around Rattanakosin Island by tram?

### **1.3 OBJECTIVE OF THE STUDY**

#### **1.3.1 Main Objective**

- To measure the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram.

#### **1.3.2 Sub Objectives**

1. To find out the reasons that make Thai tourist travel around Rattanakosin Island by tram
2. To indicate the main characteristics that build Thai tourists' satisfaction with services and facilities, when traveling around Rattanakosin Island by tram.
3. To describe characteristics of tourists who travel around Rattanakosin Island by tram.
4. To find out the problems and suggestion tourists face when traveling around Rattanakosin Island by tram.

## 1.4 DEFINITION OF TERMS

Definition of terms mentioned in this study are as follows:

<b>Satisfaction</b>	refers to level of Thai tourists' satisfaction when they travel around Rattanakosin Island by tram. This can be measured by using the Likert –point scale: 1) Extremely satisfied 2) Satisfied 3) Moderate 4) Dissatisfied 5) Extremely dissatisfied.
<b>Thai tourist</b>	People whose hometowns are inside Thailand and who use services for their traveling around Rattanakosin Island by tram.
<b>Service</b>	Service provided by staff: 1) Politeness, 2) Language Skill / ability to communicate, 3) Ability to give information, 4) Ability to solve the problem.
<b>Duration of Time</b>	The time those passengers spend on the tram: 1) The length of time per trip, 2) The punctuality of start and end of each trip, 3) The schedule is suitable for the Thai tourist's need.
<b>Tram</b>	refers to tram that is used for traveling around Rattanakosin Island: 1) The appearance of tram, 2) The comfort of seat on tram, 3) The cleanliness of tram, 4) The safety of tram, 5) The ability of loud speaker to work properly.
<b>Environment</b>	The point for boarding the tram: 1) Cleanliness, 2) The easiness to find the boarding point.
<b>Price</b>	The price of ticket fares

**Independent Variables:**

The factor related to the satisfaction of Thai tourists who travel around Rattanakosin Island by tram includes: the Thai tourists (their income, their attitude, their preference, etc), motivation of Thai Tourists, services provided by staff, tram, and period of time, price, and physical environment.

**Dependent Variables:**

Degree of Thai tourists' satisfaction.

**1.5 SCOPE OF THE STUDY**

One hundred Thai tourists, who travel around Rattanakosin Island by tram in December 2006, will be selected for the research. The subject will be chosen by the accidental sampling method. The instrument used in this research is the self-administered questionnaire.

**1.6 SIGNIFICANCE OF THE STUDY**

This research is conducted with the academic purpose of strongly focusing on the tourism and hospitality industry. The centers of attention for this study are understanding as well as discovering the motivation that encourages people to use the Tram's service, and evaluate Thai tourist satisfaction when traveling around Rattanakosin Island by tram. Obtaining these information will help to promote Thai Tourism and generate more awareness in Thai people to travel more in their territory. Moreover, the service provider of the tram can use this database to improve its service quality.

## 1.7 ORGANIZATION OF THE STUDY

The research study of Thai Tourist Satisfaction when traveling around Rattanakosin Island by Tram is divided into five chapters:

The first chapter introduces the background of the study, statement of problem, objectives of the study, definition of terms, scope of the study, significance of the study, and organization of the study.

The second chapter covers a review of literature and other relevant research.

The third chapter describes the research methodology which includes: subjects of the study, materials that will be used in the research, procedure, and data analysis.

The fourth chapter presents the results and data analysis of the study.

The fifth chapter will divide its content into: summary of the study, summary of findings, discussion, conclusion and recommendation for further research.