

CHAPTER TWO

REVIEW OF LITURATURE

This chapter reviews the literature in Thai Tourist Satisfaction when traveling around Rattanakosin Island by Tram. The main areas, along, with the summary of; tourism, motivation, excursionist, cultural tourism, consumer satisfaction, tram and other relevant research.

2.1 THE CONCEPT OF TOURISM

There are a number of definitions of tourism. Cook, Yake, and Marqua (1999, p. 5) published the general theory of tourism, as the temporary movement of people to destination outside their normal places of work or residence.

The overall concept of tourists or travelers refers to any person on a trip between two or more countries or between two or more places within his / her country of usual residence. An international traveler is defined as any person on a trip outside his or her country of residence. On the contrary, a domestic traveler is defined as any person on a trip in his or her own country of residence.

2.2 MOTIVATION

Knowles, Diamantis, and El-Mourhabi (2001, p. 40) described motivation as a state of need, a condition that pushes each person toward the specific type of action which brings satisfaction. He also provided a list of examples of general motivators, which are listed below;

2.2.1 Educational and Cultural

1. To see how people in other countries live and work.
2. To see particular sights, monuments or works of art.
3. To gain a better understanding of current events.
4. To attend special culture or artistic events.

2.2.2 Relaxation, Adventure and Pleasure

1. To get away from everyday routine.
2. To see new places, people, or seek new experiences.
3. To have a good time and fun.
4. To have some sort of romantic sexual experience.

2.3.2 Health and Recreation

1. To rest and recover from work and strain.
2. To practice sports and exercise.

2.3.4 Ethnic and Family

1. To visit places your family came from.
2. To visit relatives and friends.
3. To spend time with family and children.

2.3.5 Social and 'competitive'

1. To be able to talk about places visited
2. To be fashionable
3. To show that one can afford it.

Mathieson and Wall (1982, p. 30), however, point out that motivation of the tourist can be divided into 4 categories; physical motivations, cultural motivation, personal motivation, prestige and status motivations.

A) **Physical motivation** includes the refreshment of body and mind. People who travel because of physical motivations will travel for health reasons or they will travel in order to participate in a sport event. In addition, this group of people travels for pleasure (fun, excitement, romance or entertain).

B) **Cultural motivation** which people are curious about; different destinations, people and places; interest in art, music, cuisine, architecture; interest of historical places and experience.

C) *Personal motivation* which is related to the motivations of need to; visit friends or relatives, meeting new people, seeking new and different experiences in different atmosphere. People have a motivation to escape from old environments or visit places or people for spiritual objectives.

D) *Prestige or status motivations*. People who have this motivation pursue higher education or learning; look for business contacts and professional goals or ego enhancement.

2.3 EXCURSIONISTS OR DAY TRIPPERS

Excursionist or day tripper is the person who has a short journey for pleasure. Swarbrooke and Honer (1999, p. 54) explain that most people under this group are domestic tourists who become the major market for most visitors' attractions, such as beach resorts and some rural areas. This population does not wish to travel a long distance. They have to spend only one day or less than that depending on the time available for their leisure activities. Some excursionists request pre-planning and advance booking but the majority does not request this. They can make decisions very fast. The factor that may influence the excursionist's decision is weather or price. Day trippers are also considered major customers of food and beverages services.

2.4 CULTURAL TOURISM

Swarbrooke and Horner (1999, p. 30) explained that the cultural tourism, since Greek and Roman times, originated from the desire to experience other current culture and view the artifacts of previous cultures. And they have been a motivator in the tourism market. There are many elements included in cultural tourism for the tourism market such as:

- Visits to heritage attractions and destinations, and attendance at traditional festivals.
- Holidays motivated by a desire to sample national, regional or local food.
- Watching traditional sporting events and taking part in local leisure activities

- Visits workplaces; whether they are farms, crafts centre or factories.

2.5 CONSUMER SATISFACTION

Customer satisfactions have become an important analytical tool in management of products and services. Therefore, it is important to understand the definition's significance and the measurement of satisfaction.

2.5.1 Definition of Satisfaction

Johnson (1997, p.104) suggested that *satisfaction* is a transient perception of how happy a customer is with a particular product or service at a given point of time. In other words, a cumulative perspective defines customer satisfaction as an overall evaluation of customer's purchase and their experiences. Another definition of satisfaction stated in a book named "Consumer" written by Arnould and Price (2002, p. 617.) said, that satisfaction is a judgment of a pleasurable level of consumption-related fulfillment. On the other hand, *dissatisfaction* is defined as an unpleasant level of consumption-related fulfillment.

2.5.2 The Significance of Tourist Satisfaction

Swarbrooke and Horner (1999, p. 238.) explained us the guideline for the three main reasons for the significance of tourist satisfaction, namely:

- 1) Tourist Satisfaction leads to the positive word-of-mouth of the service product to a friend or relative.
- 2) Tourist Satisfaction creates repeat customers. So there is no need to find a new group of customers.

3) Handling complaints is a painful job and time consuming. Sometimes we do need to compensate if we cannot satisfy customers. Therefore, it's more effective to maintain and improve tourist satisfaction.

2.5.3 Measurement of Satisfaction

In addition, Swarbrooke stated one of the key models for Tourist Satisfaction in his book, *Consumer Behavior in Tourism* namely – **The SERQUAL technique**

- 1) **Tangible:** physical facilities or equipment as well as the appearance of personnel.
- 2) **Reliability:** ability to perform or deliver the service dependably and accurately.
- 3) **Responsiveness:** willingness to help consumers and provide consumers with prompt service
- 4) **Assurance:** knowledge and courtesy of staff and their ability to convey trust and confidence.
- 5) **Empathy:** ability to pay attention to customers.

The second model that broadens our standing of tourist satisfaction is *the service gap concept*. We can understand the concept of service gap concept by using the idea based on the premise that the dissatisfaction in a service happened, due to a difference between expectations and the outcome or result. He defined the five important concepts of service gaps as listed below:

- 1) Difference between consumer expectations and management perceptions of consumer expectations.
- 2) Difference between management perceptions of consumer expectations and service quality specifications.
- 3) Difference between service quality specifications and the service actually delivered.
- 4) Difference between service delivery and what is communicated about the

service to consumers.

- 5) Difference between consumer expectations and perceptions of the service quality of the service received.

In *Customer care: How to create an effective customer focus*, written by Cook (2000), also described a number of variables which can be measured as part of a customer satisfaction survey, which is similar to Swarbrooke. Other variables which can be measured include:

- 1) Reliability – ability to keep promise on a consistent basis
- 2) Flexibility – speed in changing and adapting to a new requirements
- 3) Accuracy – lack of mistakes and defects, precise corrections
- 4) Responsiveness – willingness to help and provide what's needed
- 5) Empathy – giving individual attention to customers
- 6) Tangibles – equipment, communication media, physical environment
- 7) Time – minutes, hours, on time, overtime
- 8) Quantity – over-budget, under-budget, profit, loss, break-even.
- 9) Quality – type of material, finish and durability

2.6 THE TOURIST ATTRACTION OR PLACES WHEN TRAM PASSES AROUND RATTANAKOSIN ISLAND

It is important to learn the key information of the tram which travels around Rattanakosin Island.

According to the conversation with Ms.Sineenaj Kiewbang, one of the key staff from Toyota Sukothai, which cooperated with the Bangkok Tourist Bureau to create the project of tram around Rattanakosin Island, information was collected as follows:

There are 3 Trams which operate everyday from 9.00-17.00, all year round. The minimum trips per day are 3 trips while the maximum that the service provider

can provide are 10 trips per day. The Tram has 2 sizes for a seat capacity; one for 10 seats and the other for 32 seats.

Most Thai tourists use tram service on Saturday and Sunday, 11.00-16.00, because they usually visit the temple in the morning first. Then, spend the rest of the time for their leisure.

There are 30 places, by which tram passes, listed below:

- 1) The Grand Palace
- 2) City Pillar Shrine
- 3) Ministry of Defense
- 4) Saranrom Palace
- 5) Cheduphol Temple
- 6) Ministry of Commerce
- 7) Rajini School
- 8) Jakrapong House
- 9) Thatien
- 10) Rajworadij Pier
- 11) Chang Wanglang Pier
- 12) Silapakorn University
- 13) Mahathat Temple
- 14) Phracharn Pier
- 15) Thammasat University
- 16) The National Museum Bangkok
- 17) The Nation Theatre
- 18) Bangkok Tourist Bureau
- 19) Phra Athit Road
- 20) UNICEF Office
- 21) FAO
- 22) Prahathit House
- 23) Santichai Phrakarn Park

- 24) Phrasumeri Fort
- 25) Banglumpoo
- 26) Chanasongkram Temple
- 27) Khao Sarn Road
- 28) The National Gallery
- 29) Thaharn Asa Monument
- 30) Sanam Luang

2.7 RELEVANT RESEARCH

The research, which is related to the tourist's satisfaction, showed that the degree of tourist's satisfaction is one way to measure and improve the standard of service.

Pakkanun Siriwanont (2006) stated, in the research of foreign tourists' satisfaction with services and facilities provide at Hua Lampong railway station, that foreigners were satisfied with the reasonable rate of train fares and reasonable prices of goods. However, they did face the problem of luggage storage facility of Hua Lampong Railway Station. For example, the passenger's belongings were damaged and there was no compensation from the person who had authority. Another factor for the problems that tourists faced, while they used the service at Hua Lampong Station was the limitation of restrooms and the cleanliness of the restrooms.

Jinda (2006) concluded from her study that the visitor's satisfaction toward the zoo's facilities inside Dusit Zoo was higher than the average which means that tourists were satisfied. Visitors consider the repetition of fees they have to pay for each section as the biggest problem. Apart from the entrance fee, visitors had to pay for other fees, such as a reptile's house or the mini train fee. From the research, if Dusit Zoo would like to attract more visitors they have to improve some parts of the facilities for animals and their houses.

According to the study of a survey of commuter satisfaction with underground train services, Sasinapa Asavaphanlert (2005) stated that the commuters are very satisfied with the overall services, in particular the frequency of trips, cleanliness of the cabin and station, as well as the safety system. However, the evaluation and discussion parts indicate that the service provider should improve the availability of toilets, and ticket vending machines.

Furthermore, the research of Soraya Homchuen (2001) about decision factors Thai working women in Bangkok, in choosing travel destinations, revealed that a destination's image about safety and security has a major impact on working women's decision. There was a high tendency to choose to travel in Thailand even after the economy had improved.

Referring to the research conducted by Sirion Lada (2003) on foreign tourists' satisfaction with Chatuchak weekend market, it was found that the respondents were satisfied with the accessibility to Chatuchak; Weekend Market, goods and services. From the last chapter, the researcher concluded that the respondents want the authority to improve the facilities, followed by the physical environment. In conclusion, the foreign tourists were satisfied with Chatuchak Weekend Market.

In a study of Survey of Foreigner Tourists' Attitude toward Guesthouses on Khao Sarn Road, Piyathai Chunlappaya (2001) suggested that the guesthouse owners should improve their service quality in term of cleanliness, staff, safety, and facilities of the guesthouse respectively. Foreign Tourists also expected the owners of the guesthouse to be friendlier and pay more attention to the guests.