

## CHAPTER FOUR

### RESULTS

This chapter presents the findings of the study. The descriptive statistic and table of percentage were used for data analysis. The results of this research are divided into 5 parts as follows:

Part1: Demographic information of the respondents

Part2: The reason for Thai tourists to travel around Rattanakosin Island by tram

Part3: Satisfaction of the respondents with services and facilities

Part4: Evaluation after travelling around Rattanakosin Island by tram

Part5: The services or things that need to be improved.

#### 4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

In part one of the questionnaire, there were 9 questions asking about the respondents' demographic information which included: their gender, age, nationality, province that the respondents come from, education, occupation, monthly income, person who they travel with and the frequency of their traveling around Rattanakosin Island by tram.

*Table 1) Gender of Respondents*

	<b>Frequency</b>	<b>Percentage</b>
<b>Male</b>	32	32
<b>Female</b>	68	68
<b>Total</b>	100	100

Table 1 shows that the number of female respondents (68%) was higher than that of the male respondents (32%).

**Table 2) Age of Respondents**

	<b>Frequency</b>	<b>Percentage</b>
<b>less than 21</b>	12	12
<b>21-30</b>	40	40
<b>31-40</b>	30	30
<b>41-50</b>	16	16
<b>51-60</b>	2	2
<b>Total</b>	100	100

Among the 5 age groups, the largest group of respondents was that whose age group is 21-30 years old (40%). The second group was the people whose age group is 31-40 years old (30%).

**Table 3) Nationality of the Respondents**

	<b>Frequency</b>	<b>Percentage</b>
<b>Thai</b>	100	100

The result from the questionnaire shows that all the respondents are Thai.

**Table 4) Information of Respondents whether they are live in Bangkok or non-Bangkok**

	<b>Frequency</b>	<b>Percentage</b>
<b>BKK</b>	34	34
<b>non-BKK</b>	66	66
<b>Total</b>	100	100

According to the table, 46% of respondents live out of Bangkok and only 34% of them live in Bangkok.

**Table 5) Level of Education of Respondents**

	<b>Frequency</b>	<b>Percentage</b>
<b>Elementary Level</b>	2	2
<b>Lower Secondary Level</b>	16	16
<b>High Vocational / Diploma</b>	10	10

*Table 5 (continued)*

<b>Bachelor Degree</b>	56	56
<b>Bachelor Degree</b>	16	16
<b>Total</b>	100	100

More than half of respondents had a Bachelor Degree (56%). There are 2 groups of respondents that share the same percentage of level of education (16%) which are Lower Secondary Level and Higher than Bachelor Degree. 10% of respondents had High Vocational / Diploma. Finally, the smallest group of the respondents had education at Elementary Level (2%).

*Table 6) Occupation of the Respondents*

	<b>Frequency</b>	<b>Percentage</b>
<b>Student / Undergraduate</b>	36	36
<b>Employee</b>	26	26
<b>Government Official</b>	6	6
<b>State Enterprise Employee</b>	8	8
<b>Business Owner</b>	4	4
<b>Laborer</b>	18	18
<b>Unemployed</b>	2	2
<b>Total</b>	100	100

The majority of the respondents was Student (36%) and followed by Employee (26%). The third group of the respondents was the laborer (18%).

*Table 7) Monthly Income of Respondents*

	<b>Frequency</b>	<b>Percentage</b>
<b>less than 5000THB</b>	18	18
<b>5,000-15,000 THB</b>	42	42
<b>15,001-25,000 THB</b>	12	12
<b>25,001-35,000 THB</b>	6	6

*Table 7. (continued)*

<b>more than 35,000 THB</b>	22	22
<b>Total</b>	100	100

From table 7, most respondents (42%) earned 5,000-15,000 baht, followed by respondents who earned more than 35,000 baht (22%). The smallest group (6%), earned a monthly income of 25,001-35,000 baht.

*Table 8) The Person Whom the Respondents Travel with*

	<b>Frequency</b>	<b>Percentage</b>
<b>Alone</b>	10	10
<b>Family</b>	16	16
<b>Lover</b>	6	6
<b>Friends</b>	68	68
<b>Others</b>	0	0
<b>Total</b>	100	100

Table 8 shows that more than half of respondents traveled with their friends (68%), followed by family (16%). 10% of respondents traveled around Rattanakosin Island by Tram alone. Only 6% of respondents traveled with their loved one.

*Table 9) The Frequency That the Respondents Travel Around Rattanakosin Island by Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>First Time</b>	80	80
<b>Once a month</b>	8	8
<b>Once a year</b>	6	6
<b>Twice a year</b>	6	6
<b>Others</b>	0	0
<b>Total</b>	100	100

Most respondents (80%) traveled around Rattankosin Island by tram for the first time, followed by 8% of the respondents that travel once a month. The rest of the respondents traveled once a year or twice a year at 6% and 6%, respectively.

#### 4.2 THE REASON FOR THAI TOURISTS TO TRAVEL AROUND RATTANAKOSIN ISLAND BY TRAM

In this part, the researcher aim to know the reason that the respondents choose to travel around Rattanakosin Island by tram. Closed-ended questions with the Likert 5- point scale were used to determine the level of reason why Thai tourists travel around Rattanakosin Island by tram. There were 5 questions that influence the tourists to travel by tram.

The following are the results shown in term of frequency, percentage.

*Table 10) The Reason That the Respondents Choose to Travel Around Rattanakosin Island by Tram is for the Purpose of Education*

	Frequency	Percentage
<b>Strongly Agree</b>	28	28
<b>Agree</b>	56	56
<b>Moderate</b>	14	14
<b>Disagree</b>	2	2
<b>Total</b>	100	100

More than half of the respondents (56%) agreed that they decided to travel around Rattanakosin Island for the purpose of education. 28% of them strongly agreed with this reason. 14% and 2% felt neutral and disagreed with this reason, respectively.

*Table 11) The person that you travel with this trip has an influence on your traveling around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	30	30
<b>Agree</b>	56	56
<b>Moderate</b>	6	6
<b>Disagree</b>	4	4

*(table continues)*

*(Table 11. Continued)*

<b>Strongly Disagree</b>	4	4
<b>Total</b>	100	100

Table 11 shows that 56% of respondents agreed that the person that they travel with had an influence on their traveling around Rattanakosin Island while only 4% strongly disagree that the person that they travel with had an influence on their travelling around Rattanakosin Island.

*Table 12) The reason that you choose to travel around Rattanakosin Island by tram is you do not want to walk because it makes you feel tired*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	40	40
<b>Agree</b>	32	32
<b>Moderate</b>	16	16
<b>Disagree</b>	6	6
<b>Strongly Disagree</b>	6	6
<b>Total</b>	100	100

Almost half of the respondents (40%) strongly agreed that the reason that they chose to travel around Rattanakosin Island by tram is because they did not want to walk, because it made them feel tired. 32 % of respondents agreed with the reason.

*Table 13) You feel like your daily life is boring so you choose to travel around Rattanakosin Island by tram for your relaxation.*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	16	16
<b>Agree</b>	42	42
<b>Moderate</b>	22	22
<b>Disagree</b>	12	12
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100



Table 13 shows that 42% agreed that they chose to travel around Rattanakosin Island by tram because they felt that their daily life was boring. The smallest group of respondents (8%) strongly disagreed that their daily life was boring.

***Table 14) The price of the ticket is not expensive which makes you decide to travel around Rattanakosin Island by tram.***

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	24	24
<b>Agree</b>	32	32
<b>Moderate</b>	40	40
<b>Disagree</b>	4	4
<b>Total</b>	100	100

On this aspect of the ticket price which influences the Thai tourist to travel around Rattanakosin Island by tram, 40% of the respondents moderately agreed that the price had an impact on their decision to travel. In contrast, only 4% of the respondents disagreed that the price of the ticket had an influence on their decision.

### **4.3 SATISFACTION OF THE RESPONDENTS WITH SERVICES AND FACILITITES**

To measure the level of Thai tourist satisfaction, who travel around Rattanakosin Island by tram, the respondents were asked about their opinion toward staff (service provider); tram, length of time when traveling around Rattanakosin Island by tram, price, place to board on the tram. This part consists of 17 questions. The details of the answers are shown in each table below:

#### **4.3.1 Satisfaction with staff or service provider.**

**Table 15) Staffs are well-dressed and neat**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	56	56
<b>Moderate</b>	24	24
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Table 15 shows that more than half of respondents (56%) were satisfied with the way staff were dressed. 24% of Thai tourists were moderately satisfied. However, 18% of respondents were strongly satisfied, with the dress, while 18% of respondents But only 2% of the respondents were dissatisfied.

**Table 16) Staffs welcome you in a warm and friendly manner**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	16	16
<b>Satisfied</b>	54	54
<b>Moderate</b>	26	26
<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

Regarding the way staff welcome the Thai tourists in a warm and friendly manner, 54% of respondents were satisfied, and 26 % felt neutral. 16 % of respondents were strongly satisfied with the way staff welcome the Thai tourists with a warm and friendly manner. Only 4% of the Thai tourists were dissatisfied.

**Table 17) Staffs talk with you politely**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	56	56
<b>Moderate</b>	22	22

*(table continues)*



*(Table 17 Continued)*

<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

For the polite way staff talked to Thai tourist, more than half of respondents were satisfied, followed by 22% that were moderately satisfied. 18% were strongly satisfied with the way staff talks with them whereas 4% were unsatisfied.

*Table 18) Staffs are tactful in problem solving*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	48	48
<b>Moderate</b>	42	42
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

For the question whether or not staff had tact in problem solving, nearly half of respondents (48%) were satisfied. However, 42% of them were moderately satisfied in the answer to this question. 2% of respondents were dissatisfied with staff, when they have to solve a problem tactfully. However, none of them were strongly dissatisfied.

*Table 19) Staffs show their ability in the knowledge they have*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	10	10
<b>Satisfied</b>	50	50
<b>Moderate</b>	38	38
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Only 2% of respondents were dissatisfied, with the way staff shows their ability in the knowledge that they presented. On the other hand, more than half of respondents or 50% were satisfied with the ability of staff, in the knowledge that they

presented during the trip. 38 % of respondents were moderately satisfied, and 10 % of them were strongly satisfied.

*Table 20) Staffs show their courtesy to you*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	16	16
<b>Satisfied</b>	62	62
<b>Moderate</b>	20	20
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Regarding the way staffs show their courtesy to Thai tourists, who traveled around Rattanakosin Island by tram, the results show that 62% of them were satisfied, followed by 20% that were moderately satisfied. 16 % of respondents were strongly satisfied with staff's courtesy, but 2% of respondents were dissatisfied.

#### 4.3.2 Satisfaction with Tram

*Table 21) The Tram looks nice and attractive*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	32	32
<b>Moderate</b>	58	58
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

For the attractiveness of the tram and how Thai tourists perceived how nice the tram is, more than half of respondents was moderately satisfied, followed by 32% of respondents that were satisfied with the attractiveness of the tram. 8 % of the respondents were strongly satisfied while 2 % of them were dissatisfied with the attractiveness and niceness of the tram.

*Table 22) The seats are large and comfortable for you*

	Frequency	Percentage
<b>Strongly Satisfied</b>	4	4
<b>Satisfied</b>	44	44
<b>Moderate</b>	46	46
<b>Dissatisfied</b>	6	6
<b>Total</b>	100	100

Table 22 shows that 44% of respondents were satisfied with the seats, which are large and comfortable for them. The second opinion falls into people who were moderately satisfied about this issue (46%). 6 % of the respondents were dissatisfied and only 4% of them were strongly satisfied with the size and comfort of the seat.

*Table 23) The seats are cleaned*

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	56	56
<b>Moderate</b>	30	30
<b>Dissatisfied</b>	6	6
<b>Total</b>	100	100

For the cleanliness of the seats, more than half of respondents (56%) were satisfied with it, followed by 30% of respondents who were moderately satisfied. 8% of the respondents answered that they were strongly satisfied with the cleanliness of the seat on the tram. Only 6% of Thai tourists were dissatisfied.

*Table 24) The Tram is safety for you to travel*

	Frequency	Percentage
<b>Strongly Satisfied</b>	14	14
<b>Satisfied</b>	52	52
<b>Moderate</b>	34	34
<b>Total</b>	100	100

From table 24, which refers to the safety of the tram for Thai tourist when they travel around Rattanakosin by tram, more than half the respondents (52%) were satisfied with the safety of the tram, followed by 34 % who were neutral. The rest, 14% of respondents were strongly satisfied.

*Table 25) The sound speaker is functional*

	Frequency	Percentage
<b>Strongly Satisfied</b>	4	4
<b>Satisfied</b>	58	58
<b>Moderate</b>	38	38
<b>Total</b>	100	100

On the aspect of how the sound speaker is functional, again, more than half of the respondents (58%) were satisfied with the sound speaker. 38% of respondents were moderately satisfied and the rest, 4% were strongly satisfied.

#### **4.3.3 Satisfaction with the Length of Time When Traveling Around Rattanakosin Island by Tram**

*Table 26) The length of time per trip is appropriate*

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	52	52
<b>Moderate</b>	36	36
<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

Table 26 shows that 52% of the respondents were satisfied with the length of time per trip. They see that it is appropriate. 36% were neutral and 8% were strongly satisfied. The rest, 4% of respondents, were dissatisfied.

**Table 27) The Tram schedule is suitable for your trip (a trip will start every 30 minutes)**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	10	10
<b>Satisfied</b>	50	50
<b>Moderate</b>	38	38
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Regarding the tram schedule, whether or not it is suitable for Thai tourists when they traveled around Rattanakosin Island by tram (the trip will start every 30 minutes), half of respondents (50%) were satisfied with it, followed by 38 % of them who were moderately satisfied. 10% of the respondent were strongly satisfied while 2% of them were dissatisfied.

**Table 28) The trip starts and ends on the time as per scheduled**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	50	50
<b>Moderate</b>	42	42
<b>Total</b>	100	100

Table 28 presents half of respondents (50%), as satisfied with the starting and ending of the trip as scheduled. 42% of respondents were moderately satisfied and only 8% were strongly satisfied.

#### **4.3.4 Satisfaction toward the price**

**Table 29) The price of the ticket is reasonable**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	20	20

*(table continues)*

*(Table 29. Continued)*

<b>Satisfied</b>	62	62
<b>Moderate</b>	16	16
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

In terms of the price of the ticket, whether it's reasonable in the view of the Thai tourist or not, the majority of respondents (62%) were satisfied with it, followed by 20% of respondents strongly satisfied with the reasonable price. 16 % of respondents were moderately satisfied and only 2% were dissatisfied.

#### 4.3.5 Satisfaction toward the place to board the tram

*Table 30) You can easily find the place to board the Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	54	54
<b>Moderate</b>	20	20
<b>Dissatisfied</b>	8	8
<b>Total</b>	100	100

Regarding the ease of finding the place to board the tram, more than half of respondents (54%) were satisfied followed by 20% of respondents who were moderately satisfied. 18% of respondents were strongly satisfied while 8% were dissatisfied.

*Table 31) The area to board the Tram is cleaned*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	12	12
<b>Satisfied</b>	18	18
<b>Moderate</b>	10	10
<b>Dissatisfied</b>	60	60
<b>Total</b>	100	100



Table 31 shows the level of satisfaction of Thai tourists toward the cleanliness of the area to board the tram, 60% of respondent were dissatisfied with the cleanliness of the area to board the tram, followed by 18 % of respondents who were satisfied.

#### 4.4 EVALUATION AFTER TRAVELLING AROUND RATTANAKOSIN ISLAND BY TRAM

*Table 32) In general, you enjoy traveling around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	20	20
<b>Agree</b>	74	74
<b>Moderate</b>	4	4
<b>Disagree</b>	2	2
<b>Total</b>	100	100

Regarding the enjoyment of Thai tourists after traveling around Rattanakosin Island by tram, 74% of respondents agreed that they enjoyed the trip, followed by 20% of the respondents whose answer strongly agreed that there was joy traveling around Rattanakosin Island by tram. 4% of respondents moderately agreed and only 2% disagreed that they enjoyed the trip.

*Table 33) In general, you think that the experience of traveling around Rattanakosin Island by tram meet your expectation.*

	Frequency	Percentage
<b>Strongly Agree</b>	16	16
<b>Agree</b>	54	54
<b>Moderate</b>	26	26
<b>Disagree</b>	2	2
<b>Strongly Disagree</b>	2	2
<b>Total</b>	100	100

Table 33 shows 54% of respondents agreed their expectations were met, after they traveled around Rattanakosin Island. 26 % of respondents moderately agreed whereas 16 % strongly agreed that their expectations were met after they traveled around Rattanakosin Island. There were 2 groups that strongly disagreed and disagreed, 2% and 2% respectively.

**Table 34) You think that the price of traveling around Rattanakosin Island by Tram is reasonable**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	20	20
<b>Agree</b>	48	48
<b>Moderate</b>	30	30
<b>Disagree</b>	2	2
<b>Total</b>	100	100

In terms of the price, whether it is reasonable for traveling around Rattanakosin Island by tram or not, 48% of respondents agreed with it. 30% of respondents were neutral. There were 20% of respondents who strongly agreed while 2% of respondents disagreed.

**Table 35) You will recommend to your friends to travel around Rattanakosin Island by tram**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	22	22
<b>Agree</b>	60	60
<b>Moderate</b>	18	18
<b>Total</b>	100	100

From table 35 there are 3 groups of answers recommending the respondent's friends, to travel around Rattanakosin Island by tram. The first answer is agree, the majority of the answer (60%), followed by 22% of respondents who strongly agreed. The rest, 18% of respondents, moderately agreed.

*Table 36) You gain knowledge from travelling around Rattanakosin Island by tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	12	12
<b>Agree</b>	52	52
<b>Moderate</b>	30	30
<b>Disagree</b>	6	6
<b>Total</b>	100	100

More than half of respondents (52%) gained knowledge from traveling around Rattanakosin Island by tram. 30% of the respondents moderately agreed. 12% of respondents strongly agreed that they gain knowledge from traveling around Rattanakosin Island by tram, while 6% disagreed.

*Table 37) You gain a new knowledge after you travel by tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	18	18
<b>Agree</b>	58	58
<b>Moderate</b>	18	18
<b>Disagree</b>	6	6
<b>Total</b>	100	100

Table 37 shows more than half of respondents agreed that they gained a new knowledge after they traveled around Rattanakosin Island by tram. 18% of respondents strongly agreed. Also 18% of respondents were undecided. The rest, 6% disagreed that they gained a new knowledge after they traveled around Rattanakosin Island by tram.

#### **4.4 THE SERVICE OR THINGS THAT NEED TO BE IMPROVED**

*Table 38) The service from staff / service provider*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	4	4
<b>Agree</b>	30	30
<b>Moderate</b>	38	38
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100

Table 38 presents the opinion of respondents whether or not the service from staff or service provider should be improved. 38 % of respondents moderately agreed. 30% of respondents agreed that the service from staff or service provider should be improved while 20 % did not think anything needed to be improved.

*Table 39) Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	6	6
<b>Agree</b>	46	46
<b>Moderate</b>	26	26
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	2	2
<b>Total</b>	100	100

Regarding the tram whether they should be improved or not, nearly half of respondents (46%) agreed that the tram should be improved, followed by 26% of respondents that moderately agreed but 20% of respondents disagreed with this opinion. 6% of respondents strongly agreed that the tram should be improved.

**Table 40) The length of time when traveling around Rattanakosin Island by tram**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	2	2
<b>Agree</b>	18	18
<b>Moderate</b>	48	48
<b>Disagree</b>	26	26
<b>Strongly Disagree</b>	6	6
<b>Total</b>	100	100

Table 40, shows 48 % of respondents moderately agreed, whether the length of time when traveling around Rattanakosin Island by tram should be improved or changed, followed by 26 % of respondents who disagreed. 18 % of respondents agreed. 6% of respondents strongly disagreed. However, 2% of respondents strongly agreed to change or improve the length of time when traveling around Rattanakosin Island by tram.

**Table 41) Price**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	6	6
<b>Agree</b>	10	10
<b>Moderate</b>	28	28
<b>Disagree</b>	42	42
<b>Strongly Disagree</b>	14	14
<b>Total</b>	100	100

In terms of price per trip, when one travels around Rattanakosin Island by tram, a majority of respondents (42%) disagreed to change the price. 28% of respondents moderately agreed. 14% of respondents strongly disagreed to change the price while only 6% of respondents strongly agreed to change the price.

**Table 42) The place to board on the tram**

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	32	32
<b>Agree</b>	22	22
<b>Moderate</b>	18	18
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100

Table 42, shows 32% of respondents strongly agreed, that the place to board the tram should be improved, followed by 22 % of respondents that agreed. 18 % of respondents moderately agreed. The rest 8 % of respondents strongly disagreed that the place to board the tram should be improved.

The last question from the questionnaire is the suggestion part. This question is in the form of open-ended question to give the opportunity to the respondents to express their opinion or suggest on improvement.

We can classify the suggestion from respondents into 7 categories as follows:

### **1) The place to board the tram**

There were 10 respondents who suggested that the place to board the tram should be easier to find and also needs to be cleaned.

### **2) Language**

There were 8 respondents who recommended that staff, who explained during the traveling around Rattanakosin Island, should also give details about places in English. They noticed that in some trips, there were foreigners on the tram as well. Therefore, if staffs were able to explain in English, it would boost the sale, promote this trip and give knowledge to the foreigners about tourist places.



### **3) Seat on the tram**

The comfort of the seats should be improved. 4 respondents wrote down this point. They suggested that the seat should be made of leather not wood.

### **4) Brochure**

A number of the respondents suggested to the owner of the tram, who operates the trip around Rattanakosin Island, that he should promote his trips by distributing brochures. Thus, more people would know and travel by tram more frequently.

### **5) Additional Route**

Having more routes for traveling by tram was one of the suggestions from the respondents, such as using the tram to travel around some special events or tourists destination.

### **6) Drinking Water**

2 of the respondents suggested that drink should be available for the passengers while they were on board.

### **7) Stop over to visit the places that the tram passes**

There are 4 respondents who advised that the tram should stop at some places such as temple so the passenger could pay respect to the Buddha images or sacred places. They would be happy if the length of the trip is longer than 30 minutes, and if they could stop at the places that were interesting.