

MARKETING FACTORS AFFECTING HOTELS CHOOSING OF TOURISTS IN KHAOYAI NATIONAL PARK

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ABSTRACT

The continual increasing of the number of the tourists every year that contributed the tourism's income in addition the increasing of hotels and resorts. The readiness of hotel businesses was necessary. This research obtained the objective represented to study the marketing mix that influenced to the decision making on hotels choosing of Thai tourists. The research approach represented the quantitative, the samples represented 384 tourists who accommodated 3-star hotels around KhaoYai National Park. The analysis was performed by the multiple regression analyses, the researcher proposed the conceptual framework to illustrate the problems.

Keyword: marketing factors, decision making on the service choosing, 3-star hotels

INTRODUCTION

KhaoYai National Park was located in four provinces on 11 districts such as Pakchong, Wangnumkhew in Nakhonratchasima province, Nadee, kabinburi, Pachantakam, Muang district in Prachinburi province, Pakplee, Banna in Nakhonnayok province, Khangkoi, Muaklek in Saraburi province. KhaoYai represented the first national park of Thailand and the named "The heritage of Asian countries". KhaoYai was comprised of mixed deciduous forest, dry evergreen forest, tropical rainforest, evergreen forest, grassland and second generation forest, tropical rainforest, vegetation with over 3,000 species, 189 species of butterflies, 350 species of birds, 71 species of mammals, such as elephants, tigers, gibbons, deer and wild boar were found throughout along the wide grassland (Department of National Park, Wildlife and Plants Conservation, 2018).

One of the problems of popular tourist attractions was the oversupply of accommodation due to the tourists gained the option of staying in other types instead of hotels or resorts especially for serviced apartments (Charoenphon, 2011). Problems of oversupply in accommodation obviously started since the economic crisis in year 2008, the staying did not recover to the previous level. In order to lose the business opportunities, the hotel business turned to invest in more serviced apartment businesses and affected to be difficult for the room price changing. At present, the room price of Thai hotels were very low with respected to the abroad. The price competition was occurred on the high-end hotel chains and trending to expand more business to 3-star hotel in order to reduce investment risk and prepare for the increasing in the middle class tourist. The hotel entrepreneurs adapted themselves to cope the more competition especially small and medium sized hotels. In addition, accommodation problems that did not meet the needs of tourists, caused to be non-revisiting, the accommodation problems and then affected to the tourist attractions, communities, communities and national economic, even if the number of hotel, types and the higher class of accommodation.

Research objective

To study the marketing factors the affecting the hotel choosing of tourists in KHAO Yai National Park.

LITERATURE REVIEWS

Consumer behavior

The consumer behavior represented the behavior that the consumers acted in acquiring for buying, consumption, evaluating and spending with goods and services which the consumers expected to meet the customers' needs and satisfaction (Schiffman & Kanuk, 2007). The studying of the consumer behavior should have to analyze the consumer behavior to find the buying, consuming behavior, knowing customers' needs and the guidelines to the marketers in formulating appropriate marketing strategies for consumers' needs. The questions represented to discover the consumer behavior were 6 Ws and 1H which consisted of WHO, WHAT, WHY, WHO, WHEN, WHERR and HOW. These questions represented the guidelines to consider the consumer behavior and determine the target, the things that customer needed from products or services, knowing purchasing objectives and recognizing the person who involved in purchasing and timing. These data could contribute to obtain the information for the strategic planning in the various aspects.

Marketing factors

The marketing mix theory of Kotler (Kotler,2003) meant the marketing mix that represented the marketing tools which businesses obtained them to achieve the marketing goals and the crucial elements of the marketing strategic formulation. While Kotler and Keller stated the marketing mix that represented producing the products to obtain the satisfaction and achieve the target, pricing, channels and marketing promotion. In the present, the three elements were included, people, process and physical evidence and became 7's P as following.

1. Products, goods or services, which were developed by entrepreneurs to meet the customer need.
2. Price represented the pricing that determined with the right, fairness and suitable of products or services.
3. Place in hotel businesses prioritized the location, easy in assessment and channels to response the customer needs.
4. Marketing promotion such as the advertisement, sales promotion and public relation ., etc.
5. People in the hotels servicing represented directly interacted with customers or service recipients, so the entrepreneurs prioritized the people from the recruitment, selection, training and creating the service mind.
6. Process represented the efficiency, timing in servicing, good services had to be fast response, easy to perform and no confusion.
7. Physical evidence represented the first evidence the customer touched and made the decision to buy such as the beauty, cleanliness and hotel decoration.

Conceptual framework

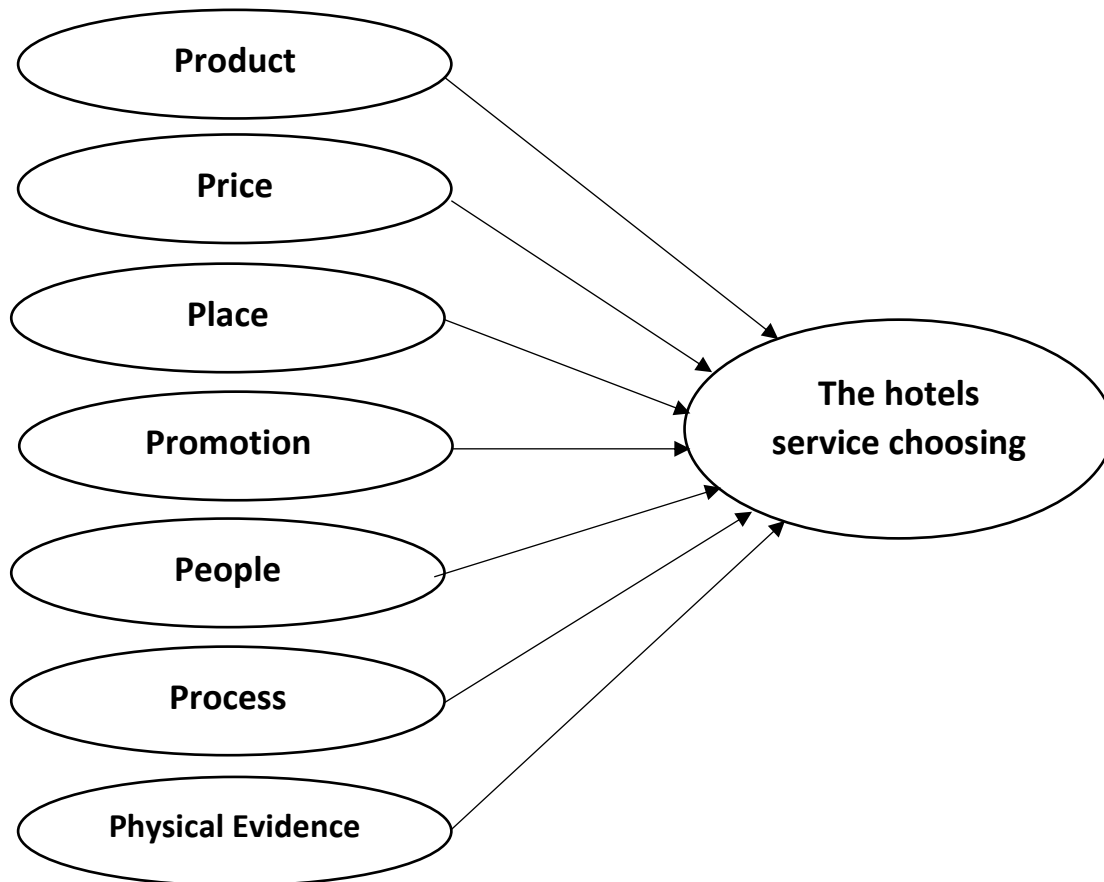


Figure 1. Represented the conceptual framework of the decision making on the hotels choosing in KhaoYai National Park

METHODOLOGY

This study was the quantitative research, the population was 1,408,109 tourists who visited KhaoYai National Park (Department of National Park, Wildlife and Plants Conservation, 2018). Since the large of the population and, an exactly unknown amount of population the sample size had been 384 tourists that had calculated with the .95 statistical confidence and the 5 percentage errors (Kalaya Wanichbuncha, 2006). Having the error was not more than five percentage, the sampling method was a simple random sampling to select the data from selected hotels. The data collection was made with the 3-star selected hotel guests. The research instrument was the questionnaires and analyzing the data with multiple regressions.

FINDINGS

The research findings were found that the marketing factors or seven marketing mix such as products, price, place, promotion, people, process and physical evidence affected to

the marketing factors affecting hotels choosing of tourists in Khaoyai National Park. The researcher proposed the conceptual framework to illustrate the research questions.

Recommendation

The hotel entrepreneurs had to prioritize all aspects as following 1) the products that was improved to meet the customers' needs 2) the price should be fair and appropriated to room price 3) the place should be in exhibition, online or other easy channels for consumer access 4) the promotion should be implemented by public relations and also with promotion activities in the festivals 5) the people were treated with a service mind and yearly training and assessment 6) the process of customer contact until service completing must be quick and reliable and 7) the physical evidence must be improved and maintain the cleaning standard by hourly inspection.

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