RESORT & RECREATION POSITIONING STRATEGY TARGETING

FREE INDIVIDUAL TRAVELER (FITs) FOR THE HOTEL BUSINESS IN

KAENG KRACHAN, PHETCHABURI PROVINCE, THAILAND

BY

MR. SUPPAWAT SRISA-ARD

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF

THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE

DESIGN, BUSINESS AND TECHNOLOGY MANAGEMENT

FACULTY OF ARCHITECTURE AND PLANNING

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2020

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THESIS

BY

MR. SUPPAWAT SRISA-ARD

ENTITLED

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TRAVELER (FITs) FOR THE HOTEL BUSINESS IN KAENG KRACHAN, PHETCHABURI

PROVINCE, THAILAND

was approved as partial fulfillment of the requirements for

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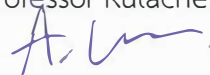
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| Thesis Title | RESORT & RECREATION POSITIONING STRATEGY TARGENTING FREE INDIVIDUAL TRAVELER (FITs) FOR THE HOTEL BUSINESS IN KAENG KRACHAN, PHETCHABURI PROVINCE, THAILAND. |
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## ABSTRACT

This research is focuses on the tourism industry. The objective is to study marketing strategies and customer journey of FITs customers that visit Kaeng Krachan resort. This research employs a quantitative research method with a survey of respondents who interested in traveling to Kaeng Krachan, Phetchaburi.

The results of this study demonstrated that the majority of the sample were male, aged 31-40 years old, graduated in Bachelor's degree, with a status of single, earning the monthly income around 30,001-50,000 THB, with 70,001 - 100,000 THB for the household income, and living in the central Thailand area. Most of the sample groups travel lower than 12 times per year and spend two nights per time. Mostly they leisurely with friends, and have favorite destination themes are forest, mountain, and nature. Most of them use to find hotel service information from the website on the Internet. They are willing to spend 1,001-2,000 THB per night and reserve their trip by the online travel agent. They Choose the destination by location, such as province and hotels. Almost of them choose a single bed room type. Hotel guest customer journey overall was at the highest level (Mean = 4.21). Considering the aspects, they could be

sorted from high to low could sort them from high to low: On location, followed by Hotel Inspiration, Service, Post Stay / Loyalty, Booking and Research, respectively. The stage on location has the highest level (Mean = 4.35). The study's outcome was used to design strategies for resort in Kaeng Krachan area. The customer journey can divided into 3 phases. Phase 1 is the channel before departure, which means to the time when tourists find out about tourist attraction, including accommodation. Phase 2 is the period of stay. This is the period during the customer stays in the hotel. Therefore, the service and accommodation of the hotel should be emphasized primarily. Phase 3 is the period after the stay. It is the behavior of customers after their stay in the hotel.

**Keywords:** Resort, Recreation, Positioning Strategy, FITs, Kaeng Krachan
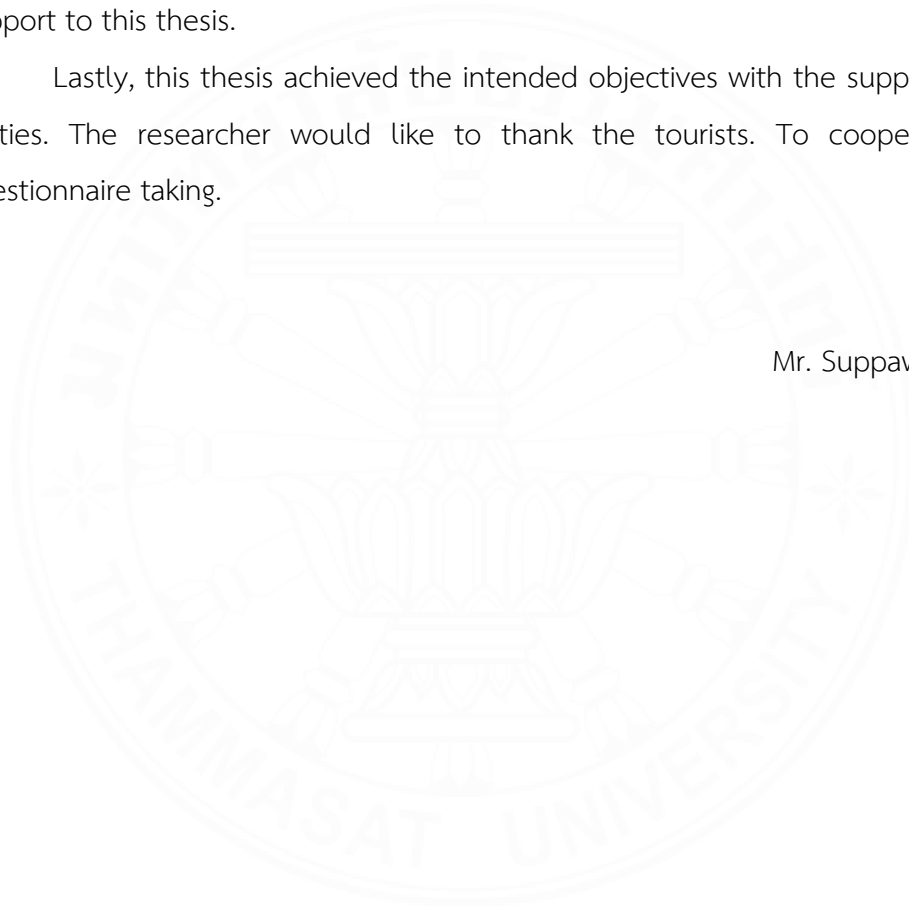
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# CHAPTER 1

# INTRODUCTION

## 1.1 General Introduction

The hotel industry has expanded continuously in the past few decades. Due to the hotel industry's high potential growth and development that increases rapidly, the hotel business is one of the fastest-growing businesses. The hotel business has grown considerably because hotels support the rest and recovery of travelers around the world. Jacques Levy - Bonvin, an international hotel consultant who has written the article on Hospitality Net website, indicates that the growth in hotel business implies the civilization in each place from antiquity. There is evidence that offering facilities, accommodation, and shelter to visitors have been happening since ancient times. For instance, the Greeks and Romans both improved the thermal baths to make the travelers or guests more convenient while they rest. For the Greeks, thermal baths were first created in the villages for recovery and relaxation. Apart from the thermal baths, the Romans also built housing for the government's guests to offer lodgings and other facilities (Bonvin, 2003). People built shelters for visitors at that time, but they did not provide meals for the visitors. They just offered facilities.

Moreover, the facilities, accommodations, and shelters were provided and developed to be utilized in the villages in the first place. Then they step forwarded to build and offer facilities to the travelers or visitors for the government's business. The more travelers come, the more inns are created; thus, the government legislated the law that all inns or shelters must be registered. Consequently, this is the beginning of the hotel industry. In France, in the fifteenth century, the law was required hotels to register. Like in England, there were over 600 hotels registered in England as the government introduced the new rules for hotels (Bonvin, 2003). In the nineteenth century, there were constructions of hotels all over the town, especially in mainland Europe, the United States, and the United Kingdom. In Asia, Japan has its hotels which are called Ryokan. Ryokan is a small shelter. The hotel industry is spread worldwide,

such as in the city center or state in the twentieth century. Then, the luxury hotel, hotel in the mountain, and luxury facilities in the hotel started to originate in this century. Moreover, the hotel industry has a greater development because of various aspects such as attracting business people and tourists, improving remarkable construction, and inventing creative ideas.

As a result of the fast growing development of the hotel industry, tourism is still growing accordingly, so there are various types of tourism. This thesis will focus on the Free Individual Traveler (FITs). FITs are the traveler who must settle their vacations, comprising lodging, transportation, hotel, destination, and activity. The traveling schedule will be more flexible as FITs customers design their trips (Best Hospitality Degrees, 2019). Regularly, FITs prefers to travel individually or in a small number of groups, generally, not more than ten people or lower. This type of FITs tourism wants to create their journey to explore things with a unique traveling experience.

Due to advances in technology, transportation, traveling, booking a hotel or air ticket are more convenient compared to the past. Thus, the number of FITs travelers is constantly increasing. People prefer traveling alone or in small numbers in each group more than traveling in group tours. The increasing number of FITs travelers is predicted as a growth of new generation that people in the new generation are likely to travel alone and utilize the language skills and technology to communicate with other people. The Association of Thai Travel Agents president has mentions that the needs of FITs customers are diversified. Then the tour agent or hotel business needs to prepare and learn to adapt their business to serve the needs of these travelers by increasing many types of products, services and enhancing the price of products and services which need to cover the different classes of travelers (Prachachat, 2019).

In the past few years, the Tourism Authority of Thailand states that the group of Chinese tourists who travel in Thailand has greatly changed to be FITs travelers. Instead of group travelers, which consisted of 60% of all Chinese travelers, group tours decreased to around 40% (Positioning, 2018). The Ministry of Tourism and Sports also indicates that the number of Chinese tourists that traveled to Thailand in

2017 has almost 10 million travelers, which increases around 12% from 2016. The income from these Chinese travelers reached 524 million THB, which is fifty-three thousand per person (Positioning, 2018). It means that the tendency of Chinese tourists, the group of FITs travelers, tends to increase due to the number above. Moreover, according to the Jing Daily website, the Chinese travelers of FITs customers are mostly Generation Y or millennials. They believe that these millennials will be the important consumers and travelers in Chinese in the next five years.

Although the survey outcome from Ctrip pointed out that the rate of entertainment, luxury products, and services increased by the Chinese tourists worldwide, in Thailand, the outstanding destinations for Chinese travelers are food, especially street food, Thai amulet, and cosmetics. Additionally, these tourists tend to be attracted by natural places, historical places, temples, ancient palaces, mountains, rivers, or adventurous activities. Security is an important concern that Chinese travelers decide to travel to each place (Bangkokbiznews, 2020). These show the main destinations and attention from Chinese tourists and the needs and demands of these tourists.

The tourism market in Thailand is one of the most improved tourism markets in Asia. Due to the well-known phrase "Thailand... Land of Smiles", this phrase is well-known both among foreigners and Thai people. It implies to Thai people's characters that they are always nice, helpful, and polite. This phrase represents the good reputation of Thai people to attract tourists and make them prefer to travel in Thailand. The reputation of the Thai people's characters is that international tourists want to come to travel. There are diverse factors that attract tourists' interest, for example, reachable accommodation, remarkable Thai cuisine, unseen beaches, historical places, traditional stories, rural stories attractions, and adventurous activities. These important elements make Thailand tourism grow subsequently. According to the Netherland Embassy in Bangkok (2017), the Thai record declared almost 33 million tourists in 2016, which benefits the tourism industry. To explain, the revenue of Thailand arrived at 2.5 trillion THB or 71 billion dollars in 2016, which comprised 1.6 trillion from international markets and around 900 billion from the domestic market.

The revenue of Thailand tourism is expected to increase year after year as beneficial for the government to utilize the income and improve the infrastructure in Thailand.

The tourism industry and hotel industry are related. The more the tourism industry grows, the more the hotel industry grows. The hotel industry in Thailand had a dynamic development through the past few years, which makes the economy still alive. It cannot refuse that the hotel industry is one of the efficient industries that impels Thailand's economy to be profitable and sustainable. The expansion of the tourism industry has been raised from year to year. Thailand is a country with high potential and one of the destinations of tourists, especially countries in ASEAN, Europe, and China. In 2019, Worrachaddejchai (2019), the author from Bangkok Post, reveals that there will be 39 million foreign tourists arriving. In addition, the Tourism and Sports Ministry states that the number of international tourists comes to travel in Thailand from January to November in 2019, indicating approximately 35.9 million. This number increases around 4.44% year on year and earns a profit of about 1.7 trillion THB. Compared to last year's income in 2018, Thai tourism generating income in 2019 is much higher than in 2018 by 3.7 percent (Worrachaddejchai, 2019). These numbers and statistics show that the tourism industry and hotel industry has been developing year after year.

The tourism industry is one of the potential industries that makes a large amount of revenue to Thailand. The fast-growing tourism industry provides a great opportunity to investors, both foreigners or Thai, to invest in the hotel business. Phetchaburi is one of the beautiful provinces in Thailand. Phetchaburi is surrounded by beaches and mountains which visitors will feel a sense of nature and real relaxation. Phetchaburi is located in the northwestern part of Thailand, and it is not far from Bangkok. The visitors can drive from Bangkok to Phetchaburi for only around two hours. Phetchaburi province has an impressive historical park, ancient temples, fascinating beaches, wonderful caves, and interesting activities in the river. Phetchaburi is the perfect component of charming but interesting, especially in Kaeng Krachan, Phetchaburi. Kaeng Krachan was established as a National Park in 1988. It is an area of outstanding of natural beauty that is worth visiting during the holiday. Travelers in

Kaeng Krachan mostly relax at the hotels or take a boat trip on the reservoir. For the more adventurous, permission can be obtained to trek up the Khao Panoen Thung road for a few days. The most exciting activity that attracts tourists, both foreigners, and Thai tourists, is boat riding. This activity is suitable for travelers who are interested in adventurous and challenging activities.

According to real estate firm J.L.L., the hotel investment transactions got around 14 billion THB in 2018, decreasing from the previous year; 17 billion THB. It means that the record from 2018 decreases by 22%, but this number is still higher than the average during five years ("Hotel investment down from high," 2019). It is undeniable that it is difficult to predict Thailand's economy, even the world's economy, to rise or decline. However, according to the Tourism situation in Phetchaburi Province in 2019, total visitors 9 million people, including foreigners and domestic, total revenues 31,000 million THB separate into the domestic market 8.5 million people, and the revenue is 26,970 million THB. The International market is 540,000 people with 4,600 million THB (National Statistical Office, 2019). This statistic shows that although the revenue of the whole of Thailand is seemingly declining, the revenue in Phetchaburi is viable.

Normally, the hotels focused on Group Inclusive Tour (G.I.T.), which has made the income towards the hotel in general. However, the trends have changed, people tend to travel alone or as a couple. The problem in this upcoming trend of traveling alone or the increasing number of FITs customers is that the G.I.T. customers are seemingly incapable of approaching the purpose in the contemplation of making a profit. To demonstrate, G.I.T. travelers require numerous rooms more than FITs customers. The imperative point of this issue is G.I.T. travelers have more than ten people, which needs a lot of room to serve at a lower price.

Meanwhile, FITs travelers require a small number of available rooms. The profitability is ostensibly upsurging. Since FITs travelers tend to have more budget than the G.I.T. travelers, G.I.T. travelers tend to prefer lower price or cheaper packages, consequently affecting the hotel's profitability. The price of the available rooms is

adjusted to be cheaper for serving the needs and budget for G.I.T. customers. Accordingly, the occupancy rate (O.C.C.) has reached the maximum.

Nonetheless, FITs customers are unnecessary to reach the maximum occupancy rate, the income of serving FITs customers are comparable or beyond G.I.T. customers. There is an abundant number of G.I.T. travelers, and the income tends to decline. On the other hand, the income is expanded when the number of FITs customers increases over G.I.T. customers. For the particular reasons for circumstances, focusing on FITs customers are seemingly profitable as well.

The development of the hotel business was sustainable until the Covid-19 came at the beginning of 2020. After Thailand's lockdown and domestic and international transfer limitation, the hotel industry's revenue declined from January to April 2020. However, investors will notice this recovery if Thailand remains a full recovery option and is well-prepared to restrict the virus from outsiders. In addition, the bank's support and the government's support will likely be an opportunity to recover the hotel business (The Thaiger, 2020). Thailand will recover after the Covid-19 phase based on the government support scheme and reputation for maintaining health regulation. According to Thailand already being a top tourist destination, travel during or post covid tourists can be more confident visiting Thailand than other countries. Due to the consequences of Covid-19, the trends of group traveling have decreased. The coronavirus outbreak has changed the target audience from G.I.T. customers to mostly FITs customers, which seems conceivable and advantageous in this circumstance.

The new coronavirus 2019 (COVID-19) outbreak has had a much lower impact on the global economy than previously thought. Inevitably, the tourism and export sectors of Thailand were affected. Countries hit hard by the widespread COVID-19 epidemic still cannot predict its end (Krung Thai Bank, 2020: 2). The situation of new virus strains affecting the entire world economy and the Thai economy. As a result, Thailand's G.D.P. will drop from the original estimate due to severe impacts. In the tourism sector, the entertainment, leisure, and textile businesses face more serious problems than ever before. The coronavirus outbreak was beyond expectation,

Causing the number of tourists to drop a lot. The impact is severe on tourism-related businesses. The tourism sector supports itself for its survival, requiring liquidity assistance from both the government and financial institutions may spread and affect more than the assessed. Thailand has an average of 38-39 million international tourists per year or counted for more than 3 million people per month. It cannot replace the stay of foreign tourists. In the past, it can start to see that many hotels are temporary opening, business Lay off employees or reduce the time of employment and shut down the business permanently. But many other places use different strategies to survive, such as.

1) Discount, exchange, give away - A big discount Redeem for additional services, give away breakfast, dinner or free courses. Including extension of check-in-check-out time to create a revolving balance in the business.

2) Instagramable - Marketing and selling beautiful photography corners, including food, rooms, and corners in the hotel to attract people to come.

3) Package service can go to any branch – Buy voucher before booking and stay at every branch or affiliated with.

4) Monthly service - Stay in a hotel, not a nightly stay but take a long monthly break at a tangible price.

Overall, this research will persuade FITs travelers to travel in Kaeng Krachan, Phetchaburi, by using marketing strategies and digital marketing via social media platforms. In addition, this research will identify the factors that cause FITs decisions, demands, and satisfaction. Importantly, this research is the guideline to new investors, both foreigners and Thai, to invest in the hotel business in Kaeng Krachan, Phetchaburi, in this crisis of Covid-19, which directly causes the hotel industry and tourism industry. The hotel industry and tourism industry across the world are affected by COVID-19 lockdowns. The large impact is a sharp decrease in investment volumes as investors take stock and await signs of a trading recovery. However, investors' opinions remain positive for the medium term, and the transactions show this confidence.

Nonetheless, with a very uncertain trading outlook in the short term, many well-capitalized investors are holding out for pricing adjustments or some distressed sellers to unlock more upside in their acquisitions; this will be a feature of the market in Q2 2020. Using any marketing strategies might not be effective due to unpredictable circumstances for investment in any field in Thailand. Still, the opportunities for the upcoming trends or after the recovery seem to be seen.

## 1.2 Objective

1) To investigate the effect of marketing strategies factors on the traveling behavior of FITs (Free Individual Traveler).

2) To study the customer journey of FITs (Free Individual Traveler).

3) To propose marketing strategies for hotel business in Kaeng Krachan for FITs (Free Individual Traveler).

## 1.3 Questions of the research

1) Which factors that impact to FITs customer.

2) Which marketing strategies that can influence the FITs customers travelling decisions on travelling at Kaeng Krachan, Phetchaburi?

3) What is the customer journey of customers that visiting hotels business in Kaeng Krachan, Phetchaburi, Thailand.

## 1.4 Scope of the research

### 1.4.1 Sampling Method

In this research, the population is classified into two main groups as following:

I) For quantitative data collection done by online questionnaires, the sample people are the FITs who are interested in travelling at Kaeng Krachan, Phetchaburi, which is mainly focused on purpose, reason, and activity.

II) For qualitative data collection done by the interview, the sample population or interviewees are people who are FITs customers that visiting Kaeng Krachan, which is mainly focused on their pain points, decisions and needs while travelling.

**1.4.2 Sampling Method**

This research uses the samples from the population done by a purposive selected method.

**1.4.3 Time Period**

The data from the research is expected to be collected from 31st December 2020 to 28th February 2021.

## 1.5 Expected benefits

1) To clearly understand the FITs behaviors on deciding to travel in Kaeng Krachan, Phetchaburi.

2) To clearly understand the customer journey of customers visiting Kaeng Krachan for Kaeng Krachan resort for FITs (Free Individual Traveler)

3) To clearly understand the needs and behaviors of FITs customers.

4) To clearly understand the factors that impacts FITs customers.

5) To develop marketing strategies for hotel business in order to influence FITs customers.

## 1.6 Definition of terms

The hotel business is one of the fast-growing businesses in the past few decades before Covid-19 came. The hotel business makes a large amount of profit to Thailand and investors. There are many valuable hotels throughout Thailand, such as

Chiangmai, Pattaya, Phuket, and Huahin. Phetchaburi is a beautiful province in Thailand with fresh forest and unseen beautiful beaches, fascinating market rivers, valuable historical places, and many exciting places with various activities for travelers to challenge themselves. The appeal of Phetchaburi is its natural vibes but not an undeveloped rural area. The smell of nature makes tourists more relaxed and calmer.

Marketing is all about to identify and meet human and social needs. One of the shortest good definitions of marketing is meeting needs profitably. Successful marketers are those who carefully cultivate customer satisfaction and loyalty. Thus, some marketing strategies will effectively persuade customers, especially FITs tourists, to visit and promote the hotel business in Kaeng Krachan, Phetchaburi successfully. The first essential factor effects the customer decision is the marketing mix. Marketing mix is recognized as a standard marketing tool that is a model for starting a business. The marketing mix is also known as 7Ps, consisting of Product, Price, Place, Promotion, Personnel, Physical Evidence, Process. The business owner needs to set the right product at the right price, and put it in the right place with the proper rise to meet customer needs and satisfaction. Secondly, Unique Selling Proposition, known as 'USP', is an essential marketing guideline to the hotel business because the hotels in the same place are not unique. They are all identical in terms of vibes, atmosphere, decoration, and construction. The hotel needs to be remarkable or stand out from the other hotels to attract tourists' attention.

# CHAPTER 2
# REVIEW OF LITERATURE

This study on resort and recreation position strategy of free individual traveler (FITs) for hotel business in Kaeng Krachan, Phetchaburi, Thailand, the researcher has studied and reviewed the concept. Theories and related research are as follows:

2.1 Free Individual Traveler (FITs)

2.2 Concepts and Theories of Demography

2.3 Concepts and Theories of The Consumer's Behavior

2.4 Concepts and Theories of 7P's Marketing Mix

2.5 Marketing Strategy of Hotel

2.6 Concepts and Theories of Consumer Buying Decision Process

2.7 Concepts and Theories of Customer Journey

2.8 Related Research

## 2.1 Free Individual Traveler (FITs)

FITs is a chance market. Tourism industry managers could also be ready to make better use of their resources by taking a consumer-oriented marketing approach, identifying the requirements and wishes of FITs, and designing suitable products. Research into a replacement market is vital to determine the market's requirements and determine the viability of an appropriate product. The FITs market is an unknown segment of the tourism market. In the tourism market, there has no marketing research of the FITs While the information on current behavior is desirable, the unscheduled travel pattern of FITs makes monitoring and evaluation difficult. Those organizations that are targeting the FITs market have little knowledge of their clientele.

Therefore, travel behavior and motivation are considered important fields in the tourism research literature (Huang & Xiao, 2000; Lam & Hsu, 2006). The prediction of travel behavior and knowledge of travel motivation play a crucial role in tourism

marketing to make demand and assist tourists in decision-making (March & Woodside, 2006; Decrop, 2006; Mazanec et al., 2001; Holloway, 2004). Thus, by having enough knowledge and understanding of tourist behaviors, strategies and policies are often developed and implemented to extend the demand for tourism (March & Woodside, 2005; Law et al., 2004: 361; Papatheodorou, 2006). it had been clear that research has been conducted on travel motives; however, it discovered that little or no research on travel motives of tourists to resorts. Two similar studies were found which was conducted on travel motivations. To indicate the advantages of focusing the FITs customers, the customer behaviors and customer insights will be included in this paragraph. The average age of foreign FITs customers is 18 to 35 lately. Nowadays, the elderly FITs customers have continuously increased, according to The European market potential for FIT tourism (2020). For Thai FITs customers, according to the research, the average age of Thai FITs travelers is mostly around 18 to 24 years old, which is Gen Z for 84%. However, it is not only Gen Z who are FITs travelers, Millennials group (the age between 25 to 39 years old) has an equal percentage of 84% as well. As well as foreign FITs customers, the Thai elderly, aged between 40 to 54 years old, desire to be the FITs travelers in the percentage of 81% (Nalisa, 2019). They can be included in FITs customers due to the ability, time availability, and budgets. According to the studies of Thai travelers' spending behaviors (2018), this study has collected the sampling methods of 16,800 people. The average time for traveling is three days two nights, 46.7%, and the number of travelers among one group mostly is four people, three people, five people accordingly, equal to 32.1%, 21.8%, and 15.2% respectively. These groups are likely to be G.I.T. travelers, but the studies also indicate that 71.1% regularly travel with a partner. The central region of Thailand is the third rank of the province that Thai travelers choose to travel in 18.6%. Importantly, the hotel in Kaeng Krachan, Phetchaburi, has the advantage of serving Thai travelers. This actively demonstrates that from 16,800 travelers, there is 74.7% that is preferable to travel in natural tourism, which is perfectly suitable for Kaeng Krachan, Phetchaburi. To sum everything that has been stated so far. The studies of Thai travelers' spending behaviors (2018) state the customer behaviors and customer insights that are relatable

to the Thai FITs travelers. This study is highly beneficial to the hotel business, which prefers to focus and improve their businesses by focusing on FITs customers.

## 2.2 Concepts and Theories of Demography

Demography refers to subjects studied on demography because "Demo" means "People" or "population". In contrast, "Graphy" means "Writing Up" or "Description," which means "appearance", so when we consider it separately from the root word, "demography" should have the same meaning as mentioned above of population subjects. The best method for analyzing a mass audience is classifying recipients based on demographic characteristics such as age, gender, social status and economy, education, religion, marital status, etc. These qualities all affect perception, interpretation, and understanding of communication (Panisara Sirikasat, 2013).

Adul Jaturongkakul (2011), demographic characteristics including age, sex, family life cycle, education, income, etc. These characteristics are essential for analyzing the data. To marketers, demographic changes point to the emergence of new markets because of product demand, and other markets will disappear or be less critical. Key demographic characteristics are as follows: age, sex, education, income, and marital status.

Prarama stavetin (2003), demography or personal factors are important factors in the study of human beings. This is because it is unique and different information. This study helps to understand the characteristics of different individuals, which use to formulate business strategies and policies in line with demographic characteristics. People with different demographic characteristics will also have different psychological characteristics.

Adul Jaturongkul (2011), the number of women who work outside the house increases. Marketers now see women as big buyers, and sellers make purchasing decisions, and some of the roles of women and men are duplicated.

Siriwan Serirat et al. (1995), gender can divide consumer needs by looking at the gender of the consumer as the main factor in response to the demand, which

was the first major of market segmentation. Changes in consumption habits, many different sexes tend to have different attitudes, perceptions, and decisions regarding purchasing consumer goods.

Adul Chatrongkakul (2011), the age of marketers must consider the importance of change of population in age with an age component. It is another demographic feature that changes according to the duration of their lives. Discussions based on a person's age are a very important personal identity in demographic studies and analysis. Siriwan Serirat (1995), age refers to the age of a consumer group related to the consumption of goods or services that can meet the needs of consumers of different ages. As for the different demographic variables of the market segment, we focus on the needs of a small market (Niche Market), including the particular age market, the level of education, occupation, and the average monthly income.

Prarama stavetin (2003), study causes people to have different thoughts, values, attitudes, and behaviors. Highly educated people have a great advantage in being a good messenger because they are spacious and understand well. However, there will be someone who does not easily believe anything. On the other hand, if there is not enough evidence or reason, people with further education tend to use radio, television, and movies.

Adul Chatrongkakul (2011), education has a great influence on income. Income is important because the spending scheme depends on people's income (Schiffiman, 1994). The consumer purchases goods and services for personal use, family, and as a gift for friends as a person's purchase for. Final consumption, which may be called the final consumer (End Users).

Adul Chatrongkakul (2011), income, education, and occupation are important variables in determining market segments. Most of the cause and effect are those with a higher education level. People with low education have an opportunity to find a job. It is difficult to have a low income, Education levels, values, occupations, etc.

## 2.3 Concepts and Theories of The Consumer's Behavior

Consumer behavior is how consumers search, purchase, use, evaluate the use of products and services expected to meet their own needs (Schiffman & Kanuk, 1994).

The study of consumer behavior is the study of behavior. Decisions and Consumer actions regarding the purchase and use of goods from available resources, money, time, and power. To consume various products and services, including what to buy, why to buy, when to buy, where, and how often (Schiffman & Kanuk, 1994). And most of the time, it is a decision to buy a product and various services to get the most satisfaction from current resources (Wandee Ratanakaikaew, 2011). By preliminary analysis of consumer behavior, data can be collected and analyzed seven questions (6Ws 1H) to find seven answers (7Os) about the behavior of consumers as follows (Piyarangsi, 2011).

1) Who is in the target market? The question that wants to know the target market or the occupants

2) What does the consumer buy? Questions that want to know what the consumer wants to buy (objects)

3) Why does the consumer buy? is a question that wants to know the purchase objectives (objectives).

4) Who participates in the buying? Questions that want to know the role of different groups (organizations) that affect the purchasing decisions of the executives. There are elements in making purchasing decisions: initiators, influencers, buyers and users.

5) When does the consumer buy? Questions that want to know consumers' purchasing opportunities (occasions), such as during season, month, festivals, special occasions or important festivals, etc.

6) Where does the consumer buy? Questions that want to know the channels or sources (outlets) that consumers buy.

7) How does the consumer buy? Questions that want to know the process or process in making a purchase decision (operation) with the purchase elements as

follows: (1) Problem perception (2) Searching for information (3) Evaluation of alternatives (4) Purchase decisions (5) impression after the purchase.

## 2.4 Concepts and Theories of 7P's Marketing Mix

McCarthy's 4P's have come under questioning increasingly with the result that different marketing mixes have been put forward for different marketing contexts (Rafiq & Ahmed, 1995). It contends that numerous conceptualizations undermine the marketing mix concept and proposes that Booms and Bitner's 7Ps (Akroush, 2011) mix for services be extended to other areas of marketing.

Once the Business Idea, especially when it is in service, wants to be discussed, 7 P's can be used to plan and evaluate the potential business activities. The 7 Ps are product, price, promotion, place, packaging, positioning, and people (Tracy, 2004a). The 7'Ps are a set of recognized tactics in marketing, which can be used in combinations to satisfy customers in the target market. The 7'Ps can be controlled but subject to the internal and external marketing environments. Combining these different marketing tactics will better understand and meet customers' needs and wants (Government of Queensland, 2011).

As Kotler and Armstrong (2010) express, "The marketing mix is . . . The set of controllable, tactical marketing tools – product, price, place, and promotion, that the firm blends to produce the response it wants in the target market". These four important elements provide the information required to contribute to the 7Ps tool, plus the other three: packaging, positioning, and people. To be more specific about each of these seven elements, there are more details in the following;

Product is indicated to all information about what the prospect business will sell.

Price is determined to what cost the product has been available for the business to sell and what price should be available to the targeted customers.

Place is referred to the channels the projected product wants to be accessible and purchased by the targeted customers.

Promotions is data relevant to the activities and communications the business expects to bring value for the targeted customers.

Packaging is referred to the information related to the prospective product's design, branding, logo, and packaging.

Positioning is data from the targeted market segment, who is the potential customers of the prospective product.

People is information about the team and individuals involved in delivering the 6Ps mentioned above.

The value proposition is a business statement summarizing why a customer should buy a product or use a service. This statement should persuade a potential customer that one product will add more value or solve a problem better than others (Funck, 2017). So, the value proposition is eventually what is supposed to make money for the business. If the business offers no value, then logically, there is going to be no money generated. Therefore, if the value proposition is not set correctly or properly, the business's chances for failure are high. To create a proper value proposition, all the mentioned 7Ps must be integral and be set accurately (Faber, 2017). For example, if the researcher's projected product is high-quality pistachio (probably premium price), it is distributed in a low-income shopper supermarket. There will be no value proposition for the business because the Ps are not integrally set in a single direction.

Kotler (1997), referred to the Marketing Mix as a marketing tool used to meet target customers' needs. Originally, there were four basic factors: Product Price, Location, or product distribution channel Marketing promotion. In the part of modern marketing, especially for service businesses that are different from general businesses. Three additional factors play a role in service delivery, namely People, Physical Evidence, and Process.

**2.4.1 Product**

The product is what the seller or organization gives to the customer. It responds to the customer's needs and satisfaction, where the customer will receive the benefits and value of that product. The products can divide into two categories: Tangible Products and Intangible Products. In this regard, determining a product strategy should consider and focus on the following factors:

1) product differentiation (Product / Service Differentiation) or competitive differences (Competitive Differentiation) to make the business's products and/or services outstandingly different.

2) composition (properties) of the product (Product component), such as basic benefits, quality, appearance, Brand packaging, etc.

3) Product Positioning is the product design to show the product's position in which part of the market will be different and value in the minds of the target customers.

4) Product Development to make the product new. By improving and developing even better (New and Improved) regularly. In this regard, the Company's ability to better serve the needs of its customers must be taken into account.

5) Strategies about product mix and product line.

**2.4.2 Price**

Its clients use in exchanging and trading products and services in the form of money the business should have a target for setting prices, for example, to want to profit or increase market share pricing. Because usually, the customer will compare the value and the cost of the products and services. If able to make customers feel that the products and services are higher than the set price, customers then decide to buy. Therefore, pricing should be set to suit the value of the product and service. Thus, the following pricing strategies must be considered.

1) The value perceived in the eyes of the customer

2) Product cost and related expenses

3) competition

4) other factors

### 2.4.3 Distribution Channels (Place)

Refers to a channel or activity that presents and moves products and services to customers. This will affect the perception of the value and benefits of products and services. Therefore, it is important to consider the location and channels for offering services. It can be divided into two parts: The channel of Distribution that sells products to consumers directly or indirectly through intermediary institutions. The other part is physical distribution.

### 2.4.4 Marketing Promotion

It is a tool used for marketing communications between sellers and users to inform and influence attitudes. Needs and attracting behaviors to buy products or provide services. There are four types of marketing promotion tools:

1) Personal Selling is a product that employees offer to sell and meet with customers directly. This method costs a lot. This is the most successful method.

2) Advertising means using various media such as television, radio, newspapers, magazines, billboards, and the internet to transmit messages and reach consumers. Suitable for products that want to distribute to a wide market.

3) Sales Promotion means activities that help stimulate consumer demand for the product, such as product show Example giveaways, coupon giveaways, giveaways, etc.

4) Publicity and Public Relation means offering information or opinions about products and services without payment. The objective is to create a good image between businesses and the general public.

### 2.4.5 Personnel

Personnel should go through the selection process, including through training motivating staff must be competent. Problem solved to meet the needs of customers in providing information of the product provide quality service. This will be able to satisfy customers by being different from competitors and have a business advantage.

### 2.4.6 Physical Evidence and Presentation

It is a concrete presentation of physical features to customers by creating overall quality such as clean dress, gentle negotiations, and fast service, necessary for the service business.

### 2.4.7 Process

The process is an activity that relates to a process. Service methodology Presented to provide accurate, convenient, and fast service, impressing users and making word of mouth.

## 2.5 Marketing Strategy of Hotel

The hotel business that needs the marketing plan is important if the owner wants hotels to succeed in marketing. Many hotels seriously ignore marketing plans that create the directions of these hotels unclear. It must analyze these basics first to guide and inform us in creating a marketing plan. The important things are required to be analyzed and researched before making a hotel marketing plan are study strengths, weaknesses, opportunities, and risks within the market. The steps of selling strategy of the hotel are as:

1) Set a marketing goal. Before making a marketing plan, first is need to have a goal that the hotel simply wants. Where does one want to go? How would the hotel be? Then start doing.

2) The division of consumers into groups (Segmentation) by dividing customers into groups, choose which groups of consumers to plug. Customer classification method is as follows: demographic features like age, gender, education, occupation, religion, income, and other statistics, divided by geographic sources like European customers, Thai customers, Chinese customers, Middle Eastern customers divided by preferences or lifestyles, like groups who love natural tourism groups who wish to travel in the dark.

3) Targeting once hotels are done classifying customers, it needs to choose the customer group that most closely fits the needs. Additionally, hotels need to create a buyer's personal character to be a model for the perfect group of customers.

The owner will have several large customer groups but try not to choose too many customer groups.

Target market segmentation is to segment target customers of the business to make appropriate strategic marketing and sales planning for each group. These include the following groups:

1) Public is a group with public prices, such as Flash Sales, sales flashes with no price, and a date set to sell, of course, clearly in advance.

2) Negotiated rates are a group of customers who have to negotiate the price and specific conditions, such as Corporate Dynamic Rates, prices for business customers that can change according to the situation.

3) Group is a group of customers who use group services such as Leisure, business travelers, business groups.

4) Wholesale group of wholesalers with sales. A lot like FIT, a group of independent foreign traveler's personnel development is essential to make the business continue to be effective, whether it is a person who is suitable for the job.

## 2.6 Concepts and Theories of Consumer Buying Decision Process

Kotler (2003: 171) said that the consumer decision-making process is hierarchical decision-making steps are five steps:

1) Need arousal or Problem recognition. The beginning of the buying process is when the consumer is aware of the problem or is motivated. The need for consumer demand can be an internal stimulus, or a marketer may create a marketing stimulus. To stimulate consumer demand. Marketers must be aware that the use of the trigger gives rise to the need sometimes. The need is stimulated and persists for a long time. But that demand has not yet reached the level. That will cause an action, for example, a marketer may provoke. Allowing consumers to buy new clothes by designing or offering new fashions for fashion wearers or the need for repeated advertisements and the discount, exchange, giveaway to stimulate the needs of consumers who want to save.

2) Information search. When the consumer is in demand, information on important product type characteristics, product price, and place of the sale are sought. And various special offers on certain brands, marketers should be interested in the resources that consumers will find information. Influence of data sources on consumer purchasing decisions the consumer data sources can be divided into four groups. First is Personal sources, Commercial sources, Public sources, and Experimental sources.

3) Evaluation of alternatives. When the consumer receives information, it will benefit the selection by setting their own needs, considering the characteristics of products, brands, brands. That has been obtained to compare the pros and cons of each brand and compare with the properties of the products they have set.

4) Purchase decision. Once the options are evaluated, consumers will be presented with a branded product that best meets the needs they intend to purchase. That is, the consumer will have a purchase intention. However, when it comes time actually to make a purchase, there may be other factors that can affect consumers' purchasing decisions, including social factors and the situation related to purchasing. Therefore, marketers must keep consumers informed about the product's help and advice on buying. There is a guarantee for that purchase to help consumers feel less vulnerable and make purchasing decisions easier.

5) Post-purchase behavior. Marketers are not interested because consumer purchasing is also interested in the consumer's post-purchase behavior and feelings. Because if a consumer purchases a product and is satisfied with the product, there will be a repeat purchase the next time. Still, on the other hand, if used and not satisfied, consumers will develop a bad attitude towards the product and eventually stop using it.

The study results showed that there are five steps to deciding to buy: demand awareness, information search, evaluation of options, and purchasing decisions, and post-purchase behavior. The theory is applied to formulate a conceptual framework for education.

## 2.7 Concepts and theories of customer journey

A consumer journey often subsumes customer journeys. A broader consumer journey should involve multiple activities and multiple service providers (e.g., comparison shopping). Beyond understanding provider–consumer touchpoints, we contend it's vital to know the complex emotional and experiential journeys that buyers engage in with the assistance of brands, technologies, products, and services.

Customer experience isn't a replacement phenomenon, but the definition of customer experience is. Within the 1950's Alderson and Abbott had already started investigating the notion that it's the satisfying experiences that folks desire and not the products (Abbott,1955; Alderson, 1957). Within the 1980's researchers like Morris Holbrook and Elizabeth Hirschman encouraged people to acknowledge the emotional aspect of deciding (Holbrook & Hirschman 1982). However, it had been first within the late 1990's that the term customer experience was introduced.

The research of customer experience flies in 1998 within the article by Pine & Gilmore (1998) has gained tons of attention within the recent years. To completely understand what customer experience is, you would like to consider a sale situation. Every aspect and time one uses on this purchase is the customer experience. e.g., salespeople, after-sale service, and therefore the product itself (Jensen, 2013).

The phenomenon has evolved and adapted to different trends in several periods. Within the 1960's - 1970's models and articles started appearing, specializing in the customer decision process and the buying process. The AIDA model - which remains used today - was one among those. Within the 1980s-service marketing became a crucial topic when companies realized that marketing goods weren't equivalent to marketing service (Rust & Chung, 2006). Within the 1990's the main target shifted to putting together relationships with the purchasers. It had been primarily developed for the B2B markets (Morgan & Hunt, 1994). within the 2000's the main target changed from relationship marketing to customer relationship marketing (CRM), which meant that the goal wasn't only to create a robust relationship and customer optimization and customer lifetime value (Kumar & Reinartz, 2006). Later within the 2000's the main target changed to Customer centricity and customer focus, which is

an approach that puts the individual customer within the center of it all (Shah, Sisodia, & Sharma, 2000). during this decade, the main target has again shifted to customer and brand engagement (Lemon & Verhoef, 2016). This tells the story of a few phenomena that have been around for nearly 60 years but during various forms.

According to a study by Accenture from 2015, improving the customer experience was the foremost important job, when executives were asked, what the very best priority was subsequent 12 months. The purchasers now interact with companies in multiple touchpoints and channels –making the customer journey far more complex (Brynjolfsson, Hu, & Rahman, 2013)

Dubberly & Evenson (2008) are two researchers that have chosen to ascertain the phenomenon of customer experience from a special perspective. They need to decide to revamp the sales cycle to border the producer-customer relationship. The sales cycle is typically seen as a funnel model, moving from awareness of the merchandise towards the sale. However, Dubberly and Evenson have updated the model by implementing parts and concepts from decision-making models, including Bitner and Zeithaml (1999), which focuses on repeated use and commitment, crucial to customer experience. The funnel of the model is additionally revamped to a circle, which symbolizes that a relationship may be a journey that matches through an equivalent phase whenever a purchase or an interaction happens.

Hotel guests proceed through these five phases of the Customer Journey (GCHhotelgroup, 2018):

1) hotel inspiration - For everyone Hope as well as necessity It is the basis for each hotel booking. Advertising through various media Inevitably affects the people who know. It also creates an impulse to make people feel interested. For example, when destination information is available and travel information, it is the perfect time for you to attract tourists and improve hotel performance.

2) Research - Before we can determine the exact destination, it comes from the fact that we have studied various information about that place, including accommodation or travel information. And surrounding things So we can see that people do these things through online media to find information or book a place to

stay. In one way, everyone has a basic website for finding travel information and booking and is a platform for comparing hotel deals. Therefore, it is important to be present in these niches to deliver good content and maintain it.

Information that customers choose to make decisions

Positive comments

Clear photos and accurate information.

Information on social media

Photo or video presentation

3) Booking - When it comes to the decision-making process of that customer, customers have the right to spend as much time making decisions as possible. There are many options to choose from, such as Booking directly through the hotel or by phone. Each case must be made as clear and easy to understand as possible. The customer journey will show you how much your trip can continue.

4) On-Location/service - The success factors in the hotel business are: Customer satisfaction is the most important thing. From deciding to stay until check-out, it is important that customers come back again. Or will customers recommend a hotel in a good way for those around you to stay in a hotel? In addition to this, Service is the customer's decision to decide whether to return or not, including other factors such as clean facilities.

5) Post stay/Loyalty - The goal of the hotel business is to do whatever it takes to keep customers as loyal to the brand as possible. Which is more difficult to get new customers It is to keep old customers on their own. Most of the incentives will be talking directly through the mail with old customers, such as looking at special privileges or discounts if they return to the hotel again.

**2.8 Related research**

Jiraprabha Sudsawatt (2012), Factors of promoting Mix and Brand Equity that have a bearing on how the Bangkok University's collegian decides to shop for the Korea cosmetics. This research aims to check the buying behaviors of Korean imported cosmetics of Bangkok university students and review the influences of selling mix factors and brand equity on buying behaviors of Korean imported cosmetics of Bangkok university students. Most of the respondents usually bought cosmetics from the specialty stores and decided to use the products independently by finding information on the net. Furthermore, it had been found that the respondents will buy the new brand products if the merchandise qualifications match their needs. The Hypothesis testing results showed that marketing mix factors in products affect purchasing frequency and cosmetics buyers. Marketing mix factors in pricing and channel influenced the purchasing frequency. Marketing mix factors in marketing promotion affecting deciding for purchase of Korea imported cosmetics. Brand equity in brand awareness has effects on sort of products and cosmetics buyers. Brand equity in perceived quality influenced the purchasing frequency, cosmetics buyers, and data sources for a higher cognitive process for purchase of Korea imported cosmetics. Besides that, brand equity in brand associations affects deciding for purchase of cosmetics and buying frequency.

Punnawith Payuhawattana (2016) buy topping. Demographic considerations like age, status, educational level, and average monthly income were considered. Three hundred consumers from a grouping of bakers and retail bakery ingredients who purchased topping during the past year were selected using a web questionnaire from March 20 to April 20, 2017. Additional 100 samples were collected using questionnaires personally while making purchases. Results showed that the marketing mix factors that affected shopping choices were the merchandise, distribution, and price. Samples focused on product quality, brand variety, reliability, and customer trust were easily accessible distribution channels at the conveniently located shops in highly populated areas. Reliability and customer convenience made a difference in an exceedingly highly competitive field. Comparative pricing with the qualities and competitors also played a job. Within the same market, the price is

correct for what it had been or not. These findings could help entrepreneurs raise plan production and launch marketing campaigns to develop competitiveness near a growing market.

According to Sunicha Thippayraisorn (2016), the purpose of this study was threefold. First, it aimed at examining buying decision of houses of National Housing Authority in Pattaya City, Chon Buri province, among residents in Baan Eua-Arthorn Housing Project, Noenpubwaan. This study revealed that most residents used to live in rented houses before purchasing their houses from National Housing Authority. The main reason for buying houses was that they wanted to have their own houses. It took them at least six months before deciding to buy their houses. The government policy that helped low-income earners affected their buying decision. They were interested in buying a two-story detached house with a space of 26-35 square Wah. The level of importance for factors affecting buying decision of Baan Eua-Arthorn Housing Project was found at a moderate level. When considering each factor, the one in relation to price was rated at a high level, followed by the factors relating to channel of distribution, product, and marketing promotion. Based on the results from the test of hypotheses, it was shown that there was a significant relationship between the subject's age and a marketing mix factor in relation to price. In addition, an important relationship was found between the factor relating to the channel of distribution and the subject's age, educational level, average monthly income, and the number of family members. Finally, there was a statistically important relationship between the marketing mix factor relating to marketing promotion and the subjects' factors, including gender, age, and educational level, at a significant level of 0.05.

Another story of Miti Kiyaprat (2017) on marketing mix decision for purchasing big motorbike of consumers in Nakorn Pathom province has the objectives is;

1) Study the decision behavior to purchase big motorbikes of consumers in Nakhon Pathom Province.

2) Study the level of the marketing mix in purchasing big motorbikes of consumers in Nakhon Pathom Province.

3) Study the level of decision to purchase big motorbikes of consumers in Nakhon Pathom Province.

4) Study the marketing mix factors affecting a decision to purchase big motorbikes of consumers in Nakhon Pathom Province.

5) Identify guidelines for the development of marketing mix in big motorbike businesses.

The sample was 306 consumers in Nakhon Pathom Province who used big motorbikes. The research instrument was a questionnaire construct from the researcher. Data were analyzed with frequency, percentage, average, variance, correlation analysis, stepwise multiple correlation analysis, and content analysis. The discovery of the research were as follows:

1) Regarding the consumers' decision to buy big motorbikes in Nakhon Pathom Province, most of the consumers purchased manual transmission big motorbikes of Yamaha brand with 300-650 cc engine displacement due to quality trust. Most consumers purchased big motorbikes from official dealers; therefore, the price wasn't over 300,000 baht. The strategy of payment was by monthly installment. The most reason for purchasing decision was big motorbike popularity trend in personal travel.

2) Overall, the amount of promoting mix in purchasing big motorbikes was at a medium level. When considering each aspect, the promotion was the best aspect with a high level, followed by price, product, process, people, place, and physical evidence, respectively.

3) Overall, the number of decisions to buy big motorbikes was at a high level. When considering each aspect, the post-purchase behavior was the best aspect with a high level, followed by alternative evaluation, information search, and problem recognition, respectively.

4) The marketing mix factors within the aspects of 1) process, 2) physical evidence, 3) place, 4) promotion, 5) price and 6) people. These factors have affected the decision to get big motorbikes of consumers in Nakhon Pathom Province with statistical significance at .05. The marketing mix factors within the process, physical

evidence, place, promotion, price, and folks predicted decision to buy big motorbikes at a percentage of 49.

5) The rule of thumb for the development of promoting mix factors of huge motorbike business to be in accordance with consumers' needs was that the marketing mix factors affected consumers' decision to get big motorbikes. The dealers should have sort of big motorbikes responding to consumers' needs to explore the products and make consideration before purchasing with reasonable price and quality. The method of shopping should be with payment, and therefore the rate of interest shouldn't exceed the consumers' payment capacity. The place of distribution should be sufficiently provided. There should be a gift after the sale and a suitable warranty on a good period. For consumers' impression, the personnel should provide sincere services, and also the service should be properly and accurately preceded. The service centers or dealer shops should be clean and well partitioned.

Arunotai Panya (2019), Online Marketing Mix Factors Affecting the choice to shop for Fashion Clothing Through Online (Facebook) of scholars in Amphoe Muang, Chiangmai Province. This study aimed (1) to review personal factors; gender, age, and income. That affected the choice to shop for fashion clothing through the social network (Facebook) of scholars in Amphoe Muang, Chiangmai province. (2) to analyze the net marketing mix factors; products, prices, distribution channels, marketing promotion, privacy factor, and private service factors that affected the choice to shop for fashion clothing through the scholars' social network (Facebook). The study results revealed that non-public factors affecting the acquisition of fashionable clothes via the web network (Facebook) were gender, age, and income. Online marketing mix factors affecting the purchasing decisions consisted of products, prices, distribution channels, marketing promotion, privacy factor, and private service factors with a statistical significance of 0.1.

# CHAPTER 3

# RESEARCH METHODOLOGY

The study of the factors affecting the decision for travelers. online business is a mixed method research that consists of qualitative research and quantitative research. The exploratory sequential design was used to research methods. This chapter is composed of:

3.1 Research Method

3.2 Population and Sample

3.3 Types of Data

3.4 Research Tools

3.5 Time Period

3.6 Data Analysis

3.7 Research Framework

## 3.1 The Research Method

This thesis uses two main methods as following:

### 3.1.1 Quantitative Research Method

Data collection used quantitative research is conducted by online survey. The questionnaires are delivered to the respondents through social network channels such as Line, Facebook, and Instagram. The quantitative data collected are used to study the common influencing factors of preferring decisions for travelers to travel to Kaeng Krachan, Phetchaburi, mainly focused on their pain points, decisions, and needs while traveling.

### 3.1.2 Qualitative Research Method

For the qualitative research method, this thesis applies individual interviews with people who are FITs The purpose is to understand their pain points and buying decisions.

## 3.2 Population and Sample

As the research methods are divided into two main groups, the population and sample are also categorized into two main groups as well.

### 3.2.1 General Consumers

The sample size of this study is based on the population of Thai travelers that visited Phetchaburi, which is a number of 4,877,621 persons (according to Phetchaburi.mots.go.th, 2020). This study focuses on the travel behavior of free individual travelers (FITs). To calculate the sample size, the formula of Taro Yamane with the error rate of 5%. The sample numbers should be at least 400 for the population of 4.88 million.

Taro Yamane Formula;        $n = N/ (1 + N (e)^2)$

Let;                        n    =    Sample Size Required in The Question

                            N    =    Population Size

                            e    =    Error    (where the reliability = 95%, e = 5%)

In order to get the sample size, let's substitute the number of given populations in this formula.

Calculation;            $n = 4,880,000/ (1 + 4,880,000(0.05)^2)$

                        $n = 4,880,000/12,201$

                        $n = 399.967216$

                        $n \approx 400$

Thus, the sample size used in this study is rounded to be 400 people, which will be selected out of 4.88 million of the population.

### 3.2.2 FITs Consumers

In terms of qualitative data collecting, the sample used for personal interviews is related to FITs consumers who mainly travel alone or in small groups, which is mainly highlighted on their pain points and buying decisions.

## 3.3 Type of Data

There are two main types of data used to analyze, interpret, and conclude the thesis topic: primary and secondary data.

### 3.3.1 Primary Data

The researcher collected the primary data using efficient tools to study the traveling behaviors of FITs travelers. This includes online questionnaires and personal interviews.

### 3.3.2 Secondary Data

Secondary data is collected from credible sources, namely recent research papers, reliable journals, and academic theses and publications online.

## 3.4 Research Tools

This research uses questionnaires to collect data from sample groups to know more information from their perspective. The questionnaires consist of three parts.

First of all, the researcher reviewed the research information to be a guideline for building the questionnaire. After that, the researcher designed the questionnaire consisting of three parts, and all questions in the questionnaire are close-ended questions. Moreover, all of questions translated into Thai language in order to easier for respondents to answer the questions.

Part 1: Demographics Information Question.

Part 2: Customer Behavior Question.

Part 3: Customer Courney Question.

The level measure by Likert Scale is based on a five-point scale instead of a seven-point scale because there are many questions in this questionnaire, and respondents might be annoyed by a rating on too many questions. The standards of giving points are shown below.

Level 5 means having the highest level of opinions.

Level 4 means having a high level of opinions.

Level 3 means moderate opinions.

Level 2 means low level of opinions.

Level 1 means having the least level of comments.

After correcting the data and analyzing by frequency, the researcher uses the average of each factor to indicate consumer needs. Average is the sum of all data divides by the amount of data. The interpretation of the satisfaction questionnaire can be divided into five levels, which are most agreeable, agreeable, moderate, agreeable, and least. This sets the scoring criteria as the following:

Class separation　= (highest score - lowest score) / number of class

= (5-1) / 5

= 0.80

By specifying criteria for interpretation is the score range as the following:

4.21 - 5.00 means the opinion is at the highest level

3.41 - 4.20 means having a high level of opinions

2.61 - 3.40 means moderate level of opinions

1.81 - 2.60 means there is a low level of opinions

1.00 - 1.80 means having the least level of opinions

## 3.5 Time Period

The data is expected to be collected from 31st December 2020 to 28th February 2021.

## 3.6 Data Analysis

Statistical analysis of computer data by using a statistical package for analysis which the data from the collected questionnaire was converted into a numeric code and recorded in the program to perform statistical analysis. Analyze the personal

information of the respondents. In the form of the frequency percentage for the marketing mix factor and the Consumer buying decision process analyzed by means (Mean), standard deviation (S.D), the researcher will summarize the results in the form of a table when the statistic is known showing the explanatory information.

## 3.7 Research Framework
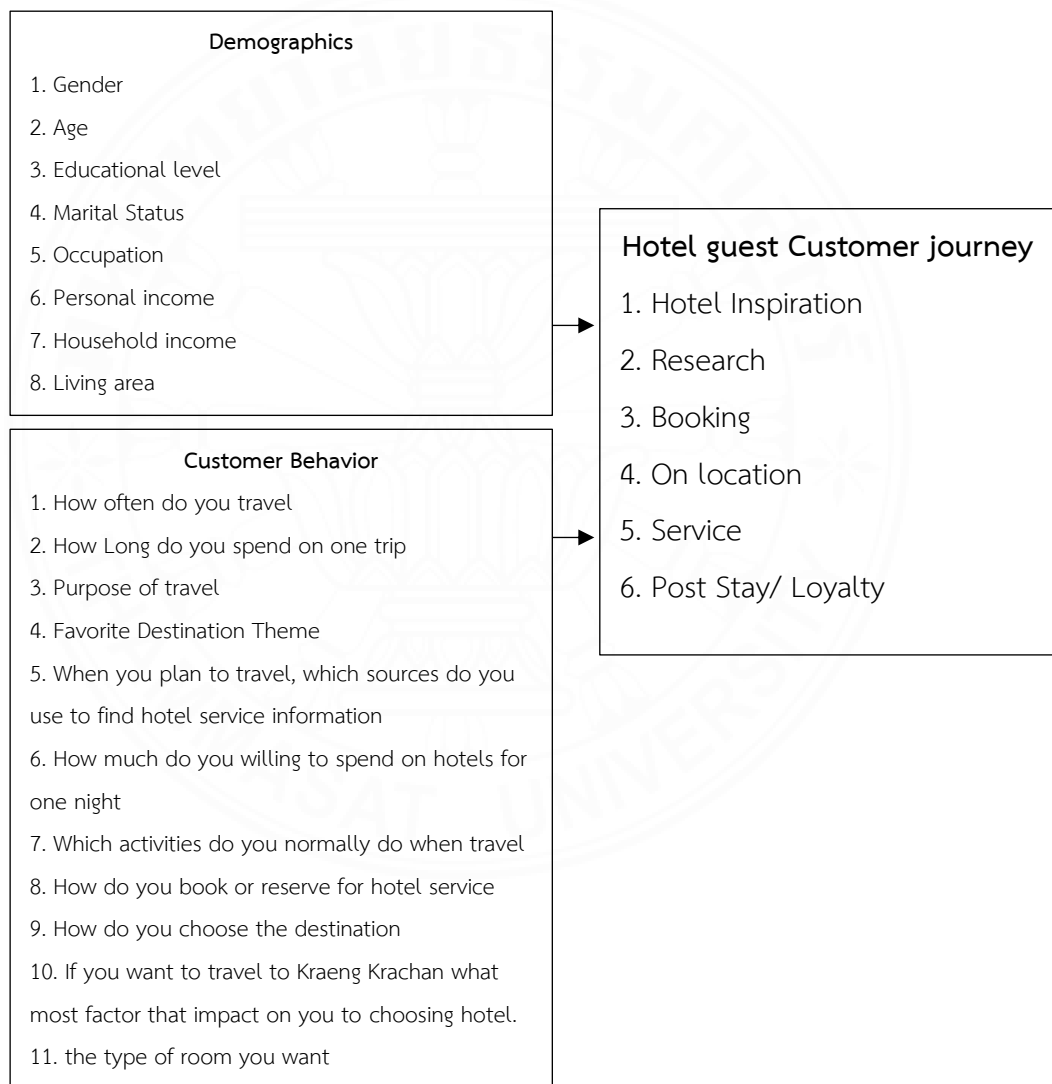


**Figure 3.1:** Research Framework

# CHAPTER 4

# RESULTS AND DISCUSSION

This study on resort and recreation position strategy of FITs for hotel business in Kaeng Krachan. The researcher has studied and reviewed the concept. The objectives of this study are 1. To study marketing strategies for FITs (Free Individual Traveler) in choosing 2. To study the customer journey of FITs (Free Individual Traveler). 3. To propose marketing strategies for hotel business in Kaeng Krachan for FITs (Free Individual Traveler). The results of the study can be presented as follows:

4.1 Demographics Information

4.2 Customer Behaviors

4.3 Hotel Guest Customer Journey Question

4.4 The Individual Interviews

4.5 Prototype

4.6 In-dept Interview

## 4.1 Demographics Information

**Table 4.1** Demographics Information of Free Individual Traveler (FITs)

| Demographics information | Frequency | Percentage |
|---|---|---|
| **Gender** | | |
| a. Male | 218 | 54.50 |
| b. Female | 182 | 45.50 |
| **Age** | | |
| a. Below 18 | 21 | 5.25 |
| b. 18-30 | 108 | 27.00 |
| c. 31-40 | 111 | 27.75 |
| d. 41-54 | 94 | 23.50 |
| e. More than 54 | 66 | 16.50 |

**Table 4.1** Demographics Information (Cont.)

| Demographics information | Frequency | Percentage |
|---|---|---|
| **Educational level** | | |
| a. Lower than Bachelor's degree | 85 | 21.25 |
| b. Bachelor's degree | 204 | 51.00 |
| c. Master's degree | 102 | 25.50 |
| d. Doctorate degree | 9 | 2.25 |
| **Marital Status** | | |
| a. Single | 218 | 54.50 |
| b. Married | 154 | 38.50 |
| c. Divorced | 28 | 7.00 |
| **Occupation** | | |
| a. Student | 41 | 10.25 |
| b. Work in public companies | 96 | 24.00 |
| c. Work in government companies | 85 | 21.25 |
| d. Work in private companies | 66 | 16.50 |
| e. Business owner | 112 | 28.00 |
| **Personal income** | | |
| a. Below 15,000 THB | 5 | 1.25 |
| b. 15,001-30,000 THB | 102 | 25.50 |
| c. 30,001-50,000 THB | 196 | 49.00 |
| d. 50,001-80,000 THB | 45 | 11.25 |
| e. 80,001-100,000 THB | 35 | 8.75 |
| f. Over 100,001 THB | 17 | 4.25 |
| **Household income** | | |
| a. Less than 40,000 Baht | 45 | 11.25 |
| b. 40,001 - 70,000 Baht | 39 | 9.75 |
| c. 70,001 - 100,000 Baht | 185 | 46.25 |
| d. 100,001 - 130,000 Baht | 84 | 21.00 |
| e. 130,001 - 160,000 Baht | 39 | 9.75 |
| f. More than 160,000 Baht | 8 | 2.00 |

**Table 4.1** Demographics Information (Cont.)

| Demographics information | Frequency | Percentage |
|---|---|---|
| **Living area** | | |
| a. Bangkok and Vicinity | 45 | 11.25 |
| b. Central Thailand. | 148 | 37.00 |
| c. Northern Thailand | 56 | 14.00 |
| d. Eastern Thailand | 84 | 21.00 |
| e. Northeastern Thailand | 41 | 10.25 |
| f. Southern Thailand | 26 | 6.50 |

The survey achieved 400 responses back, which is about 54.5 percent of male and 45.5 of female. The majority age range of the sample is between 31-40 years old (27.75%), 18-30 years old (27.00%), 41-54 years old (23.50%), more than 54 (16.50%), and under 18 (5.25%). Most of them are single. They are graduated with a bachelor's degree, and 28.00 percent are business owners. They earned monthly income around 30,001 - 50,000 THB and 70,001 – 100,000 THB for household income. Most of them living in central Thailand, accounting for 37.00 percent.

## 4.2 Customer Behaviors

**Table 4.2** Customer Behaviors

| Customer Behaviors | Frequency | Percentage |
|---|---|---|
| **How often do you travel?** | | |
| a. Lower than 12 per year | 144 | 36.00 |
| b. 1-2 per month | 102 | 25.50 |
| c. 3-4 per month | 65 | 16.25 |
| d. Over 5 per month | 89 | 22.25 |
| **How Long do you spend on one trip?** | | |
| a. 1 night | 87 | 21.75 |
| b. 2 nights | 162 | 40.50 |
| c. 3 nights | 122 | 30.50 |
| d. 4-6 nights | 18 | 4.50 |
| e. More than 7 nights | 11 | 2.75 |

**Table 4.2** Customer Behaviors (Cont.)

| Customer Behaviors | Frequency | Percentage |
|---|---|---|
| **Purpose of travel** | | |
| a. Leisure alone | 42 | 10.50 |
| b. Leisure with friends | 122 | 30.50 |
| c. Leisure with family | 108 | 27.00 |
| d. Leisure with loved one | 111 | 27.75 |
| e. Business | 11 | 2.75 |
| f. Education | 6 | 1.50 |
| **Favourite Destination Theme** | | |
| a. Beach, Sand and Ocean | 109 | 27.25 |
| b. Forest, Mountain and Nature | 148 | 37.00 |
| c. Historical Places | 85 | 21.25 |
| d. City and People | 48 | 12.00 |
| e. Others. Please specify | 10 | 2.50 |
| **When you plan to travel, which sources do you use to find hotel service information?** | | |
| a. Friends/Acquaintances | 74 | 18.50 |
| b. Website on the Internet | 108 | 27.00 |
| c. Social Media | 94 | 23.50 |
| d. Review on influencer | 88 | 22.00 |
| e. Others. Please specify | 36 | 9.00 |
| **How much do you willing to spend on hotels for one night?** | | |
| a. Lower than 1,000 THB | 99 | 24.75 |
| b. 1,001-2,000 THB | 142 | 35.5 |
| c. 2,001-4,000 THB | 87 | 21.75 |
| d. 4,001-6,000 THB | 42 | 10.50 |
| e. 6,001-10,000 THB | 23 | 5.75 |
| f. Over 10,000 THB | 7 | 1.75 |

**Table 4.2** Customer Behaviors (Cont.)

| Customer Behaviors | Frequency | Percentage |
|---|---|---|
| **How do you book or reserve for hotel service?** | | |
| a. Direct call to hotel | 24 | 6.00 |
| b. Hotel website | 60 | 15.00 |
| c. Social Media (e.g., Facebook, Instagram) | 102 | 25.50 |
| d. Travel event (e.g.,TAT) | 84 | 21.00 |
| e. OTAs Online travel agent (e.g., Agoda, Booking.com) | 112 | 28.00 |
| f. Walk in | 18 | 4.50 |
| **How do you choose the destination?** | | |
| a. Location, Province, District (e.g., Beach in Hua-Hin, Natural in Kanchanaburi) | 158 | 39.50 |
| b. Tourist Attraction | 87 | 21.75 |
| c. Hotels (e.g., Unique hotels, nice and beautiful) | 95 | 23.75 |
| d. Other. Please specify | 60 | 15.00 |
| **If you want to travel to Kraeng Krachan what most factor that impact on you to choosing hotel.** | | |
| a. Connect with river | 73 | 18.25 |
| b. mountain view | 93 | 23.25 |
| c. Activity in hotels | 108 | 27.00 |
| d. Have water activity | 94 | 23.50 |
| e. Camping, Tent | 24 | 6.00 |
| f. Others. Please specify | 8 | 2.00 |
| **The type of room you want.** | | |
| a. single bed | 181 | 45.25 |
| b. double bed | 142 | 35.50 |
| c. Bunk bed | 65 | 16.25 |
| d. Others. Please specify | 12 | 3.00 |

According to the study, most sample groups traveled lower than 12 times per year spend two nights. Mostly leisurely with friends, and have favorite destination themes are forest, mountain, and nature. Most of them use to find hotel service information from the website on the Internet. They were willing to spend 1,001-2,000 THB per night and reserve their trip by the online travel agent. They choose the destination by location, such as province and hotels. Almost all of them choose a single bed.

## 4.3 Hotel guest customer journey

**Table 4.3** Mean and Standard Deviation of Hotel guest customer journey

| Hotel guest Customer journey question | Mean | SD. | Level |
|---|---|---|---|
| 1. Hotel Inspiration | 4.32 | 0.65 | highest level |
| 2. Research | 4.02 | 0.64 | high level |
| 3. Booking | 4.11 | 0.68 | high level |
| 4. On location | 4.35 | 0.61 | highest level |
| 5. Service | 4.28 | 0.58 | highest level |
| 6. Post Stay/ Loyalty | 4.15 | 0.62 | high level |
| Total | 4.21 | 0.63 | highest level |

From **Table 4.3**, it was found that hotel guest customer journey overall was at the highest level (Mean = 4.21, SD. = 0.63). This could be sorted from high to low when considering the aspects: On location (Mean = 4.35). Hotel Inspiration (Mean = 4.32). Service (Mean = 4.28). Post Stay / Loyalty (Mean = 4.15). Booking (Mean = 4.11). Research (Mean = 4.02).

**Table 4.4** Mean and Standard Deviation of Hotel Inspiration

| Hotel Inspiration | Mean | SD. | Level |
|---|---|---|---|
| 1.1 Advertising by Hotel can inspire me to travel. | 4.35 | 0.64 | highest level |
| 1.2 Review from Influencer can inspire me to travel. | 4.08 | 0.66 | high level |
| 1.3 Review from user can inspire me to travel. | 4.44 | 0.64 | highest level |
| 1.4 Recommend from my friend or known people can inspire me. | 4.33 | 0.63 | highest level |
| 1.5 The hotel has the beauty of the architecture and building. | 4.38 | 0.67 | highest level |
| Total | 4.32 | 0.65 | highest level |

From **Table 4.4**, it was found that Hotel Inspiration was at the highest level (Mean = 4.32). When considering each item can be sorted in descending order as follows: Review from the user can inspire me to travel (Mean = 4.44). The hotel has the beauty of the architecture and building (Mean = 4.38). Advertising by the hotel can inspire me to travel (Mean = 4.35). Recommend from my friend or known people can inspire me (Mean = 4.33). Review from Influencer can inspire me to travel (Mean = 4.08).

**Table 4.5** Mean and Standard Deviation of Research

| Research | Mean | SD. | Level |
|---|---|---|---|
| 2.1 I have to studied about the place before choosing. | 4.08 | 0.64 | high level |
| 2.2 Bad review can affect my decision. | 3.91 | 0.61 | high level |
| 2.3 Clearly specified price. | 4.07 | 0.71 | high level |
| 2.4 Various type of room and price for choosing. | 3.98 | 0.61 | high level |
| 2.5 The hotel offers discounts during high season or low season when tourists are less. | 4.06 | 0.61 | high level |
| Total | 4.02 | 0.64 | high level |

From **Table 4.5**, it was found that Research was at a high level (Mean = 4.02). When considering each item can be sorted in descending order as follows: I have to study about the place before choosing (Mean = 4.08). Clearly specified price (Mean = 4.07). The hotel offers discounts during the high season or low season when tourists are less (Mean = 4.06). Various type of room and price for choosing (Mean = 3.98).  A bad review can affect my decision respectively (Mean = 3.91).

**Table 4.6** Mean and Standard Deviation of Booking

| Booking | Mean | SD. | Level |
|---|---|---|---|
| 3.1 There are many channels for me to booking. | 4.08 | 0.71 | high level |
| 3.2 The hotel rooms are sold through tour company or tour agency. | 4.21 | 0.70 | highest level |
| 3.3 The hotel room are distributed through online distributors that have good personality such as Agoda.com, Booking.com, Traveloka, etc. | 4.11 | 0.64 | high level |
| 3.4 Website of the hotel has a room reservation system where guests can reserve a room by themselves. | 4.12 | 0.65 | high level |
| 3.5 The hotel support booking by offline channel. | 4.08 | 0.68 | high level |
| **Total** | 4.11 | 0.68 | **high level** |

From **Table 4.6**, it was found that Booking was at a high level (Mean = 4.11). When considering, each item can be sorted in descending order: The hotel rooms are sold through a tour company or tour agency (Mean = 4.21). The hotel's website has a room reservation system where guests can reserve a room by themselves (Mean = 4.12). The hotel room are distributed through online distributors that have good personality such as Agoda.com, Booking.com, Traveloka, etc. (Mean = 4.11). There are many channels for me to booking (Mean = 4.08). The hotel support booking by offline channel respectively (Mean = 4.08).

**Table 4.7** Mean and Standard Deviation of on location

| On location | Mean | SD. | Level |
|---|---|---|---|
| 4.1 Early/ late check in – check out have impact my satisfaction | 4.35 | 0.59 | highest level |
| 4.2 The hotel has the beauty of the architecture and building. | 4.44 | 0.58 | highest level |
| 4.3 The hotel has good rooms and clean. | 4.31 | 0.64 | highest level |
| 4.4 The hotel has a complete facility. | 4.32 | 0.64 | highest level |
| 4.5 The hotel has good security | 4.31 | 0.62 | highest level |
| Total | 4.35 | 0.61 | **highest level** |

From **Table 4.7**, it was found that on location was at the highest level (Mean = 4.35). When considering each item can be sorted in descending order: The hotel has the beauty of the architecture and building (Mean = 4.44). Early/ late check in – check out has impact my satisfaction (Mean = 4.35). The hotel has a complete facility (Mean = 4.32). The hotel has good rooms and clean (Mean = 4.31). The hotel has good security respectively (Mean = 4.31).

**Table 4.8** Mean and Standard Deviation of Service

| Service | Mean | SD. | Level |
|---|---|---|---|
| 5.1 Employees are capable of solving problems well. | 4.26 | 0.62 | highest level |
| 5.2 Employees provide detailed and complete information. | 4.32 | 0.64 | highest level |
| 5.3 Employees are courteous, beaming, speaking, polite. | 4.29 | 0.54 | highest level |
| 5.4 Employees have knowledge and understanding about the service. | 4.22 | 0.52 | highest level |
| 5.5 The hotel has a good quality of service. | 4.31 | 0.59 | highest level |
| Total | 4.28 | 0.58 | **highest level** |

From **Table 4.8**, it was found that service was at the highest level (Mean = 4.28). When considering each item can be sorted in descending order: Employees provide detailed and complete information (Mean = 4.32). The hotel has a good quality of service (Mean = 4.31). Employees are courteous, beaming, speaking, polite (Mean = 4.29). Employees are capable of solving problems well (Mean = 4.26). Employees have knowledge and understanding about the service respectively (Mean = 4.22).

**Table 4.9** Mean and Standard Deviation of Post Stay/ Loyalty

| Post Stay/ Loyalty | Mean | SD. | Level |
|---|---|---|---|
| 6.1 I will review my experience. | 4.12 | 0.61 | high level |
| 6.2 I will recommend my friend if I like the hotel. | 4.18 | 0.58 | high level |
| 6.3 I will come back again if I have good vacation. | 4.15 | 0.62 | high level |
| 6.4 I will never return if I have a bad vacation. | 4.18 | 0.64 | high level |
| 6.5 Memberships provide many privileges and promotions | 4.13 | 0.63 | high level |
| Total | 4.15 | 0.62 | high level |

From **Table 4.9**, it was found that Post Stay/ Loyalty was at a high level (Mean = 4.15). When considering each item can be sorted in descending order as follows: I will recommend my friend if I like the hotel (Mean = 4.18). I will never return if I have a bad vacation (Mean = 4.18). I will come back again if I have a good vacation (Mean = 4.15). Memberships provide many privileges and promotions (Mean = 4.13). I will review my experience respectively (Mean = 4.12).

**4.4 The individual interviews**

For qualitative data collection done by the interview, the sample population or interviewees are people who are FITs customers in Kaeng Krachan hotel, which is mainly focused on their pain points, decisions and needs while travelling.

**Table 4.10** Interview form customer in Kaeng Krachan Resort

| Interview Question | Interviewee | | | | | |
|---|---|---|---|---|---|---|
| | A | B | C | D | E | F |
| Gender | MALE | MALE | FEMALE | FEMALE | FEMALE | MALE |
| Age | 31 | 28 | 36 | 26 | 24 | 41 |
| Status | Single | Single | Married | Single | Single | Married |
| How long you spend on your trip | 2 nights | 1 night | 1 night | 2 nights | 1 night | 1 night |
| Why do you choose this hotel | Hotel promotion | Environment Of the Hotel | Interesting, Want to com | Vote from friend | Saw form influencer | Recommend from friend |
| How you know this hotel | Hotel Ads from Facebook | Hotel Ads from Facebook | Travel event | Review form friend | Review of Influencer | Recommend from friend |
| How you book this trip | Hotels Facebook | Hotels Facebook | Travel event | OTAs Agoda | Hotels Facebook | OTAs Agoda |
| Purpose of this trip | Relax with friends | Couple Trip | Family trip | Relax with friends | Travel with friends | Family trip |
| Favorite Destination theme | Beach nature | Beach Mountain | Mountain nature | City, Other country | Beach | No have favorite |

From **table 4.10** show that interviewee spends 1-2 night on their trip, with a different reason why choosing this hotel. They know this hotel from Ads on the Facebook page, Influencer, recommendations from a friend, and Travel events. The booking came from three ways: Facebook Fan page, Agoda (OTAs), and Travel event. Three of them travel with a friend, two travels with family, and the last one has a couple trip. The favorite destination theme is similar, which is the beach, mountain, and nature. But one of them is interesting on city theme and other countries.

**Table 4.11** Interview form customer in Kaeng Krachan Resort

| Interview Question | Interviewee | | | | | |
|---|---|---|---|---|---|---|
| | A | B | C | D | E | F |
| What factor can inspire you to want to travel | Hotel room, environment promotion | Environment, Hotel room | Promotion, Hotel room | Activity | Influencer Review | Review form friend or another user |
| How do you get more information about the hotel | Social Media Website, Internet | Website Internet | Brochure, Website | Facebook page, Review on Agoda | Facebook Website | Website, Review on internet |
| If you want to booking which way you like the most | Normally I compare the price on different place, up to promotion | I book from Facebook fan page because can ask some information before choosing | I like to buy voucher from travel event some time book from hotel fan page | Agoda because there are a lot of hotels there, I want to look and compare different hotel | On social media because I want to ask some information before booking | I want to book by myself, so mostly book from Agoda or on website |
| What you want when you on your location | Hangout and relax | Relaxing | Relaxing | Photo corner | Private zone for chill out with my friend | Peace place for relax |

**Table 4.11** Interview form customer in Kraeng Krachan Resort (cont.)

| Interview Question | Interviewee | | | | | |
|---|---|---|---|---|---|---|
| | A | B | C | D | E | F |
| What did you mostly do on your trip | Up to person I come with, but normally go to see landmark of that location | Stay in hotel and spend time with girlfriend | I like to go to temple, almost every trip I will went to temple | I like to go café and taking a photo | Normally find some activity to do with my friend and taking a photo | Spend time with my family |
| Is service important to you, what kind of service you want | Yes, service mind of stuff is very important this have affected to my satisfaction | Not really but normally I use a room service | Yes, I think that hotel should prepare for any expected situation | Yes, I think that service and hotel need to come together | Not really | Yes, sometime I need help but there are no one help me there |
| If you have a good time on your location, would you review your trip | Not at all | Not sure depend on situation | Yes, I always post on my Facebook | Not review but I post and check-in sometime | No but I would like to talk with my friend | Yes, If I have time or someone ask me |

       **Table 4.11** showed the factor that can inspire customers to be interested in travel is a hotel room, environment, promotion, activity, and review from influencer or user. For more information, the customer will research from social media, Website, or even brochure. The customer has various ways to booking their trip up to different

use and information they want. Most of them are travel to relax and hang out with their friend or family. The service is important for some of them. Some of them will review their trip, but some not sure.

## 4.5 Prototype

The researcher generates a strategy by analyzing the result from quantitative and qualitative data that correct from the sample and interviewee for the prototype. From the stage of the customer can be divided into 3 phases as follow:

Phase 1, the channel before departure. Is the time when tourists find out about tourist attraction, including accommodation. The result of the study can generate strategies as follow:

1) Hotel presents a good image through customer reviews.

2) Hotel present the room and architecture.

3) Hotel has various channels for customers to find more information and booking.

Phase 2, the period of stay. During the time of the customer stays in the hotel. The service and accommodation of the hotel should be emphasized primarily. The result of the study can generate strategies as follow:

1) Hotel has room, architecture, and building similar as they present.

2) Hotel provides an early check-in and late check-out to a customer.

3) Hotel has a good standard including staff and service.

Phase 3, after stay. It is the behavior of customers after their stay in the hotel. The result of the study can generate strategies as follow:

1) Hotel offers a next-time discount for a good review.

2) Hotel can calm you down when it has any unexpected situation.

**4.6 In-depth Interview**

This interview aims to know the customer's satisfaction level after proposing a strategy on the customer journey. There are ten interviewees, which are the target group. The interview conducted through phone and video call, and the information is present as the followed table.

**Table 4.12** Personal Information

| Interviewees | Personal Information | | | |
|---|---|---|---|---|
| | Gender | Age | Occupation | Living area |
| A | Male | 31 | Company worker | Bangkok |
| B | Male | 28 | Freelance | Bangkok |
| C | Female | 36 | Company worker | Bangkok |
| D | Female | 26 | Student | Bangkok |
| E | Female | 24 | Student | Bangkok |
| F | Male | 41 | Business Owner | Bangkok |
| G | Male | 23 | Student | Bangkok |
| H | Female | 23 | Student | Bangkok |
| I | Female | 24 | Student | Bangkok |
| J | Female | 23 | No job | Bangkok |

**Table 4.12** is all about personal information from the interviewee. With are 4 male and 6 female.

**Table 4.13** Level of satisfaction

| Interviewees | Phase 1 | | | Phase 2 | | | Phase 3 | |
|---|---|---|---|---|---|---|---|---|
| | 1.1 | 1.2 | 1.3 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 |
| A | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🔴 | 🟢 |
| B | 🟡 | 🟢 | 🟡 | 🟢 | 🟢 | 🟡 | 🟡 | 🟢 |
| C | 🟢 | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 | 🟢 | 🟡 |
| D | 🟡 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟡 | 🟢 |
| E | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 |
| F | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| G | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| H | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| I | 🟡 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 |
| J | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | 🟡 | 🟡 |

**Table 4.13** show the feedback of interviewee and their satisfaction level of strategy that researcher provides. Green stands for satisfaction, yellow for moderate, and red for dissatisfaction. Interviewees B, D, and I have the same level on strategy 1.1. They said the review from others didn't impact them much, but the less of them were satisfied. For strategy 1.2, all interviewees have the same satisfaction, and strategy 2.2, so the hotel can mainly focus. Interviewees B, E, and G have the same opinion on various channels to booking that they are always booked at the same channel, so this does not affect them. Only interviewee F and H have an all-green level on every strategy. Lastly, the result show on all most every strategy is on the green level. Only strategy 3.1 makes interviewee A dissatisfied.

# CHAPTER 5

# CONCLUSIONS AND RECOMMENDATIONS

## 5.1 Conclusion

The conclusion of the research has been divided into four topics as following.

### 5.1.1 Demographics Information

The results showed that the majority of the sample is male, accounting for 54.5 percent. The sample aged between 31-40 years old accounted for 27.75 percent, the millennials group. Most of them are single. They are graduated with a bachelor's degree, and 28.00 percent are business owners. They earned monthly income around 30,001 - 50,000 THB and 70,001 – 100,000 THB for household income. Most of them living in central Thailand, accounting for 37.00 percent.

### 5.1.2 Customer Behavior Question

The results from the sample showed that 36.00 percent of them are travel lower than 12 times per year and spend two nights per trip. Mostly leisure with friends with are 30.50 percent. 37.00 percent of them have forest, mountain and nature be a favorite destination. The most source to find hotel information is the website on the internet. 35.50 percent willing to spend 1,001 – 2,000 THB per night and reserve their trip by using OTAs (Online Travel Agent), accounting for 25.50 percent and choosing the destination by location, province and district. 27.00 percent choosing a hotel by activity inside the hotel, and want a single bed for 45.25 percent.

### 5.1.3 Hotel Guest Customer Journey Question

Hotel guest customer journey overall was at the highest level (Mean = 4.21). It was found that the stage of on location has the most impact on a customer. This stage is when customers stay in the hotel they choose. Followed by Hotel Inspiration, this stage is the time that makes customers know the hotel or service and inspire them by a different factor. Next is the stage of service when the hotel provides some service or the experience to treat a customer. Post-stay / loyalty is the

stage after customer check-out from the hotel. The good or bad moments can impact customer action differently. Booking is when the customer is ready to purchase the service that the hotel provides. The last stage is research, where customers find out a hotel's information such as price, activity, or review to make a decision on that hotel.

Hotel Inspiration was at the highest level (Mean = 4.32). Each item can be sorted in descending order: Review from the user can inspire me to travel. The hotel has the beauty of the architecture and building. Advertising by the hotel can inspire me to travel. Recommend from my friend or known people can inspire me. Review from Influencer can inspire me to travel.

The research was at a high level (Mean = 4.02). When considering each item can be sorted in descending order: I have to study about the place before choosing. Clearly specified price. The hotel offers discounts during high season or low season when tourists are less. Various type of rooms and prices for choosing. A bad review can affect my decision respectively.

Booking was at a high level (Mean = 4.11). When considering each item can be sorted in descending order: The hotel rooms are sold through tour company or tour agency. The website of the hotel has a room reservation system where guests can reserve a room by themselves. The hotel rooms are distributed through online distributors with good personalities such as Agoda.com, Booking.com, Traveloka, etc. There are many channels for me to booking. The hotel support booking by offline channel, respectively.

On location was at the highest level (Mean = 4.35). When considering each item can be sorted in descending order: The hotel has the beauty of the architecture and building. Early/ late check-in – check-out has impacted my satisfaction. The hotel has a complete facility. The hotel has good rooms and clean. The hotel has good security respectively.

Service was at the highest level (Mean = 4.28). When considering each item can be sorted in descending order: Employees provide detailed and complete information. The hotel has a good quality of service. Employees are

courteous, beaming, speaking, polite. Employees are capable of solving problems well. Employees have knowledge and understanding about the service, respectively.

Post Stay/ Loyalty was at a high level (Mean = 4.15). When considering each item can be sorted in descending order as follows: I will recommend my friend if I like the hotel. I will never return if I have a bad vacation. I will come back again if I have a good vacation. Memberships provide many privileges and promotions, and I will review my experience respectively.

### 5.1.4 The Individual Interviews

From the interview, there is a lot of information. The first thing is customer spend 1-2 nights on this trip, with different reasons for choosing this hotel. They know this hotel from Ads on the Facebook page, influencers, recommendations from friends, and Travel events. The booking came from three ways: Facebook Fan page, Agoda (OTAs), and Travel event. Three of them travel with a friend, two travel with family, and the last one has a couple trip. The favorite destination theme is similar, which is the beach, mountain, and nature. But one of them is interesting on city theme and other countries.

The factors that can inspire the customer to be interested in travel are a hotel room, environment, promotion, activity, and review from influencer or user. For more information, the customer will research from social media, Website, or even brochures. The customer has various ways to booking their trip up to different use and information they want. Most of them are travel to relax and hang out with their friend or family. The service is important for them even one of them says no, but she still uses the hotel's service. Some of them will review their trip, but some are not sure about it.

## 5.2 Recommendations

In this study from the questionnaire was used to design strategies according to the customer journey, divided into 3 phases:

Phase 1, The channel before departure. Is the time when tourists find out about tourist attraction, including accommodation. Therefore, from the result of the study, hotels should implement the following strategies:

1) Hotel should present a good image through customer reviews.

2) Hotel should present the room and architecture.

3) Hotel should have various channels for customers to find more information and booking.

Phase 2, the period of stay. During the time of the customer stays in the hotel. The service and accommodation of the hotel should be emphasized primarily. Therefore, from the result of the study, hotels should implement the following strategies:

1) Hotel should provide a real or natural room, architecture, and building.

2) Hotel provides an early check-in and late check-out to a customer.

3) Hotel has a good standard including staff and service.

Phase 3, after stay. It is the behavior of customers after their stay in the hotel. Therefore, from the result of the study, hotels should implement the following strategies: Recommendation:

1) Hotel should offer a next-time discount for a good review.

2) Hotel must calm customer down when it has any unexpected situation.

As a result, the hotel guest customer journey overall was at the highest level. In addition, the data obtained from this study can be used as a guideline for developing a service strategy that maximizes the satisfaction of the users to attract more tourists. And can compete in the hotel industry in the same region.

1) Location strategy Considered as the top heart of a small hotel business That should be near the tourist center in that province, near the market, near the convenience by the advantages of building a hotel in the tourist area Despite many competitors but it makes it easy for the guests to access. If already competing in the area, developing the quality of service to be better than competitors Inevitably. There is a better opportunity in terms of the rate of stay and the number of guests.

2) Marketing promotion strategy is not meant to cut the stay's price or do promotions, discounts, swaps, or giveaways like products. Rather, it means marketing to reach out to customers. More than 95% of the proportion depends mainly on the Internet in the hotel and tourism business. Should study the use of all forms of internet media to be beneficial, starting from having a website. There are social media networks such as Facebook, Instagram to spread to the target audience.

3) Service Process Strategy It is to deliver the quality of service to customers quickly and create customer satisfaction. This will be linked with employee strategy in the part of the small hotel business. The service delivery process covers the entire booking process via the Internet and book directly with the hotel via phone.

4) Price Strategy as important as service strategy in which the price will vary according to tourists' needs, the location of that hotel, and quality of service.
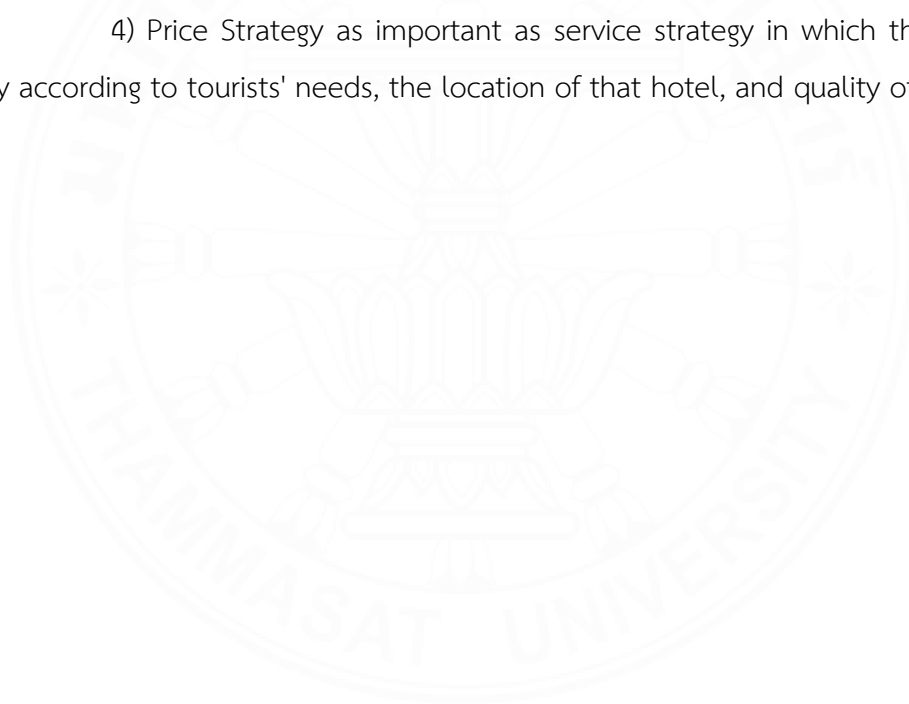
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0%B8%A3%E0%B8%B7%E0%B8%AD,%E0%B8%A7%E0%B8%AA%E0%B8%B4%

E0%B8%87%20%E0%B8%AB%E0%B8%A3%E0%B8%B7%E0%B8%AD%20%E0

%B8%99%E0%B8%B1%E0%B8%81%E0%B8%97%E0%B9%88%E0%B8%AD%E

0%B8%87%E0%B9%80%E0%B8%97%E0%B8%B5%E0%B9%88%E0%B8%A2%E

0%B8%A7%E0%B8%AD%E0%B8%B4%E0%B8%AA%E0%B8%A3%E0%B8%B0

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APPENDICES

# APPENDIX A
# RESORT & RECREATION POSITIONING STRATEGY OF
# FREE INDIVIDUAL TRAVELER (FITs) FOR THE HOTEL BUSINESS IN
# KAENG KRACHAN, PHETCHABURI, THAILAND

This Survey is conducted for the purpose of data collection for an Independent Study that is part of the degree of master of science design, business and technology management faculty of architecture and planning Thammasat university. The aim of this Survey is: 1) To study marketing strategies for F.I.T (Free Individual Traveler) in choosing and 2) To propose marketing strategies for Kaeng Krachan resort for F.I.T (Free Individual Traveler)

This survey will only take 5 minutes to complete.

**Part 1: Demographic Questions**

Please select only one answer that describe your personal information,

**1. Gender**

    a. Male

    b. Female

**2. Age**

    a. Below 18

    b. 18-30

    c. 31-40

    d. 41-54

    e. More than 54

**3. Educational level**

    a. Lower than Bachelor's degree

    b. Bachelor's degree

    c. Master's degree

    d. Doctorate degree

**4. Marital Status**

     a. Single

     b. Married

     c. Divorced

**5. Occupation**

     a. Student

     b. Work in public companies

     c. Work in government companies

     d. Work in private companies

     e. Business owner

     g. Others. Please specify………………

**6. Personal income**

     a. Below 15,000 THB

     b. 15,001-30,000 THB

     c. 30,001-50,000 THB

     d. 50,001-80,000 THB

     e. 80,001-100,000 THB

     g. Over 100,001 THB

**7. Household income**

     a. Less than 40,000 Baht

     b. 40,001 - 70,000 Baht

     c. 70,001 - 100,000 Baht

     d. 100,001 - 130,000 Baht

     e. 130,001 - 160,000 Baht

     f. More than 160,000 Baht

**8. Living area**

     a. Bangkok and Vicinity

     b. Central Thailand

     c. Northern Thailand

     d. Eastern Thailand

     e. Northeastern Thailand

     f. Southern Thailand

**Part 2: Customer Behavior Question**

**1. How often do you travel**

     a. Lower than 12 per year

     b. 1-2 per month

     c. 3-4 per month

     d. Over 5 per month

**2. How Long do you spend on one trip?**

     a. 1 night

     b. 2 nights

     c. 3 nights

     d. 4-6 nights

     e. More than 7 nights

**3. Purpose of travel**

     a. Leisure alone

     b. Leisure with friends

     c. Leisure with family

     d. Leisure with loved one

     e. Business

     f. Education

     e. Others. Please specify.................

**4. Favorite Destination Theme**

      a. Beach, Sand and Ocean

      b. Forest, Mountain and Nature

      c. Historical Places

      d. City and People

      e. Others. Please specify………………

**5. When you plan to travel, which sources do you use to find hotel service information?**

      a. Friends/Acquaintances

      b. Website on the Internet

      c. Social Media

      d. Review on influencer

      e. Others. Please specify………………

**6. How much do you willing to spend on hotels for one night?**

      a. Lower than 1,000 THB

      b. 1,001-2,000 THB

      c. 2,001-4,000 THB

      d. 4,001-6,000 THB

      e. 6,001-10,000 THB

      f. Over 10,000 THB

**7. How do you book or reserve for hotel service**

      a. direct call to hotel

      b. Hotel website

      c. Social Media (e.g., Facebook, Instagram)

      d. travel event (e.g., ททท)

      e. OTAs Online travel agent (e.g., Agoda, Booking.com)

      f. Walk in

      g. Others. Please specify………………

8. **How do you choose the destination?**

      a. Location, Province, District (e.g., Beach in Hua-Hin, Natural in Kanchanaburi)

      b. Tourist Attraction

      c. Hotels (e.g., Unique hotels, nice and beautiful)

      d. Others. Please specify………………

9. **If you want to travel to Kraeng Krachan what most factor that impact on you to choosing hotel.**

      a. Connect with river

      b. mountain view

      c. Activity in hotels

      d. Have water activity

      e. Camping, Tent

      f. Others. Please specify………………

10. **the type of room you want.**

      a. single bed

      b. double bed

      c. Bunk bed

      d. Others. Please specify………………

**Part 3: Hotel guest Customer journey question**

      Your opinion on how the following factors importance and influence your decision making.

The scale of   :      1 = Not at all agree   2 = Slightly agree

                         3= Moderately agree  4 = Very agree

                         5 = Extremely  agree

| Customer Journey | Level of decision Making | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Hotel Inspiration | | | | | |
| 1.1 Advertising by Hotel can inspire me to travel. | | | | | |
| 1.2 Review from Influencer can inspire me to travel. | | | | | |
| 1.3 Review from user can inspire me to travel. | | | | | |
| 1.4 Recommend from my friend or known people can inspire me. | | | | | |
| 1.5 The hotel has the beauty of the architecture and building. | | | | | |
| Research | | | | | |
| 2.1 I research about the place before choosing. | | | | | |
| 2.2 Bad review can affect my decision. | | | | | |
| 2.3 Clearly specified price. | | | | | |
| 2.4 Various type of room and price for choosing. | | | | | |
| 2.5 The hotel offers discounts during high season or low season when tourists are less. | | | | | |
| Booking | | | | | |
| 3.1 There are many channels for me to booking. | | | | | |

| Customer Journey | Level of decision Making | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Booking | | | | | |
| 3.2 The hotel rooms are sold through tour company or tour agency. | | | | | |
| 3.3 The hotel room are distributed through online distributors that have good personality such as Agoda.com, Booking.com, Traveloka, etc. | | | | | |
| 3.4 Website of the hotel has a room reservation system where guests can reserve a room by themselves. | | | | | |
| 3.5 The hotel support booking by offline channel. | | | | | |
| On location | | | | | |
| 4.1 Early/ rate check in – check out have impact my satisfaction | | | | | |
| 4.2 The hotel has the beauty of the architecture and building. | | | | | |
| 4.3 The hotel has good rooms and clean. | | | | | |
| 4.4 The hotel has a complete facility. | | | | | |
| 4.5 The hotel has good security. | | | | | |
| Service | | | | | |
| 5.1 Employees are capable of solving problems well. | | | | | |

| Customer Journey | Level of decision Making | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| **Service** | | | | | |
| 5.2 Employees provide detailed and complete information. | | | | | |
| 5.3 Employees are courteous, beaming, speaking, polite. | | | | | |
| 5.4 Employees have knowledge and understanding about the service. | | | | | |
| 5.5 The hotel has a good quality of service. | | | | | |
| **Post Stay/ Loyalty** | | | | | |
| 5.1 I will review my experience. | | | | | |
| 5.2 I will recommend my friend if I like the hotel. | | | | | |
| 5.3 I will come back again if I have good vacation. | | | | | |
| 5.4 I will never return if I have a bad vacation. | | | | | |
| 5.5 Memberships provide many privileges and promotions. | | | | | |

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| | |
|---|---|
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