A SURVEY RESEARCH OF TOURISTS SATISFACTION AND BEHAVIORS OF INTERNATIONAL TOURISTS IN BANGKOK CHINA TOWN

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Abstract - The aim of this research was to study Tourists's satisfaction strategies case of Tourists who attended and shopped Bangkok China town in order to improve service operation of Bangkok China town to serve tourist's need to impress them. The researcher used the marketing mix as a main factor that affect to tourist satisfaction. This research was emphasized as quantitative research as ***400*** of questionnaires were used for collecting the data from international tourists in Bangkok China town that questionnaires divided in to ***3*** parts as a personal information part, satisfaction of marketing/ services and facilities and suggestion part. After collecting all the data that would be processed in statistic program of SPSS to use for analyze the data later onThe result is described that most of international tourists satisfied Bangkok China town in the level of ***4*** as more satisfaction for example friendly staff, Bangkok China town information, price of product, facilities and service by the way, the environment of Bangkok China town is the most satisfaction level.

Index Terms - China town, Satisfaction, tourism managemen

I. INTRODUCTION

Yaowrat is the home of Bangkok's sizable Chinese community and one of the oldest in Thailand. The story of the Chinese in Bangkok began in the late 1700s, when poor peasants from China's Chaozhou region began to settle in Rattanakosin. Many came to Siam to find work in Thonburi, situated on the other side of the Chao Phraya River. The Chinese were later requested to move outside Rattanakosin when King Rama I, in 1782, set to establish the Grand Palace and Rattanakosin as the new capital. Many of the Chinese resettled in the area now known as Yaowarat, which is today Bangkok's own Chinatown.
The Chinese neighbourhood of Yaowaratwas Bangkok's main centre of commerce for the following two centuries. Formerly impoverished peasants had worked their way up to become the backbone of trade in Siam. It was also became known as a seedy area thriving on brothels, gambling houses and opium dens, though these activities are illegal nowadays and no longer to be found.[1] Modern-day Yaowarat now covers a large area centringaroundYaowarat Road and Charoen Krung Road. Occupying the area are small streets and alleys, home to shops and street vendors selling various merchandise.

Yaowarat is centred, as could be expected, aroundYaowarat Road, a big road bursting with neon signs. North of it is Charoen Krung Road, which is also one of Bangkok's major traffic thoroughfare. Running parallel to the south of Yaowarat Road is Sampeng Lane, which is also known as SoiWanit 1, a narrow pedestrian-only lane with many small department stores. Crossing these streets is the pedestrian-only TrokIssaranuphap, an interesting lane for shopping and having small snacks. Another small lane crossing Yaowarat Road is SoiPhadung Dao, the place to go when you get hungry.

The objective of research
A survey research of tourists satisfaction with Bangkok China town having objectives of this research as follows:

1. To study the history and physical characteristics of tourists that effect to selling in Bangkok China town.
2. To find out the satisfaction of tourists that relate to the services and facilities available and staff Bangkok China town.

II. RESEARCH METHOD

The samples of the research were 400 tourists shopping at BANGKOK CHINA TOWN during 1-31 January 2017. This research was quantitative research [6]. A questionnaire was constructed, used as a tool to collect data and combined with three parts as follow:

Part 1: Personal data: sex, age, nationality, income and travelling expense
Part 2: Satisfaction towards the using product and service of BANGKOK CHINA TOWN, facilities, staffing during they took the time in BANGKOK CHINA TOWN.
Part 3: Opinion and suggestion to improve the shopping period.

The data from the questionnaire was to verify the authenticity and integrity [7]. The researcher analyzed data by importing the data into the code to process the data from the computer by using a statistical program used to calculate the static and hypothesis testing as prescribed. The confidence level of 95% is using the

hypothesis in the analysis of correlation coefficients Pearson (Pearson's Correlation) [8].

III. RESULT

The research revealed that there were 200 male and 200 female answering for the questionnaire. Most of them were more than 25 years old and lived in Europe and USA [9]. They had got information about Bangkok China town as the place that combines the reasonable price of shopping product. The research showed that the tourists' satisfaction was at high level in all aspects. However, some suggestions such as less English information used in the area of Bangkok China town, no English leaflet, inadequate information during the shopping time. [10] The result will help to improve operation service of Bangkok China town strategies to serve tourists' satisfaction and therefore improve Thailand tourism policy.

The results of the data analysis are presented that the data were collected and then processed in response to the problems posed in chapter 1 of this study. Then the results will be seen as the bellowing.

Table.1 Gender of international tourists.

	Frequency	Percent
Male	227	55.1
Female	173	44.9
Total	400	100.0

As show in the table 1, there were male tourists212 people as 55.1% and 173 female tourists as 44.9%

Table 2: Age range of respondents

	Frequency	Percent
Below 20	158	37.1
20 - 30	47	12.2
31 - 40	60	15.6
41 - 50	19	4.9
Above 50	116	30.1
Total	400	100.0

As show in the table 2: the most respondents were below 20 years old as 37.1% and then above 50 years old were 30.1 % whereas the least were 4.9 % as the age during 41-50

Table 3: Age range of respondents

	Frequency	Percent
Below 20	158	37.1
20 - 30	47	12.2
31 - 40	60	15.6
41 - 50	19	4.9
Above 50	116	30.1
Total	400	100.0

As show in the table 2: the most respondents were below 20 years old as 37.1% and then above 50 years old were 30.1 % whereas the least were 4.9 % as the age during 41-50

Table 4: the nationality of respondents

	Frequency	Percent
Chinese	66	13.2
English	42	10.9
Japanese	41	10.6
Russia	39	10.1
German	38	9.9
American	37	9.6
India	34	8.8
Korean	31	8.1
Hollander	25	6.5
Switzerland	24	6.2
Italian	23	6.0
Total	400	400

As show in the table, Chinese tourists were the most respondents as 13.2% then English 10.9%, Japanese 10.6%, Russia 10.1%, German 9.9%, American 9.6%, India 8.8%, Korean 8.1% Switzerland 6.2% while the least respondents were Italian tourists as 6%

Table 5: the education of respondents

	Frequency	Percent
PRIMARY SCHOOL	88	22.9
SECONDARY SCHOOL	15	3.9
HIGHSCHOOL	176	41.8
BACHELOR DEGREE	37	9.6
MASTER DEGREE	80	20.8
Other	4	1.0
Total	400	100.0

As show in the table, high school group was the most respondents as 41.8% and then primary school 22.9%, master degree 20.8%, bachelor degree 9.6%, secondary school 3.9% and other 1%

Table 6: the occupation of respondents

	Frequency	Percent
GOVERNMENT OFFICER	173	44.9
OWN BUISINES	2	.5
STUDENT	147	38.2
PRIVATE COMPANIES	32	8.3
Other	31	8.1

As show in the table, government officers were the most respondents as 44.9% and then student 38.2%, private companies 8.3% other 8.1% and own business 0.5%

Table 7: income of respondents

	Frequency	Percent
No	8	2.1
Yes	392	97.9
Total	400	100.0

As show in the table 6, 40% of respondents didn't want to tell their income on the other hand, their were 38.2% of respondents who got more than 5,000 US dollar a month, 14% of respondents who got during 3,001 – 5,000 US dollar, 3.6% of respondents who got 1,001 – 3,000 US dollar and below 1,000 US dollar a month.

Table 8: respondents knew Bangkok China town before

	Frequency	Percent
No reply	171	40.5
Below 1,000	14	3.6
1,001 - 3,000	14	3.6
3,001 - 5,000	54	14.0
More than 5,000	147	38.2
Total	400	100.0

As show in the table 7, 97.9% of respondents knew Wang Lang market on the other hand, 2.1% of respondent didn't know about Bangkok China town.

Table9: Sources of information about Bangkok China town

	Frequency	Percent
Brochures/ advertising/ billboard	25	6.5
Radio/ TV	104	27.0
Internet	253	61.8
others	18	4.7
Total	400	100.0

As show in the table 8, internet is the most respondents use information as 61.8%, and then radio/TV as 27%, Brochures/ advertising/ billboard as 6.5%, other sources as 4.7%

Table10: Frequency of coming to Bangkok China town

	Frequency	Percent
Never	340	84.4
1 time	26	6.8
2 times	23	6.0
3 times	4	1.0
More than 3 times	7	1.8

As show in the table 9, 84.4% of respondents is the first time, 1 time as 6.8%, 2 times as 6%, 3 times as 1%, more than 3 times 1.8%.

Table 11: Satisfaction ofBangkok China town product and service

	N (Statistic)	Mean (Statistic)	Std.Deviation (Statistic)
friendly (staff)	400	3.88	.559
Enthusiastic (staff)	400	3.92	.440
question (staff)	400	3.73	.766
information	400	3.69	.777
recommendation	400	3.89	.640
systematic	400	3.85	.867
period	400	3.99	.398
translation	400	3.93	.702
Environment	400	4.31	.762
price	400	3.86	.926
Tstaff	400	3.79	.594
Tprocess	400	4.09	.755
Tfacilities	400	4.31	.671
Tservice	400	4.01	.623
Valid N (listwise)	400		

CONCLUSIONS

From the all results they can be seen that were more male international tourists than female[11]. Moreover, both age as below 20 and above 50 years old were the most tourists in BANGKOK CHINA TOWN as totally 68.2%. it assume that they were family group because they might be parents and kids came together to visit BANGKOK CHINA TOWN. Anyway, the age during 41 – 50 years old, there were just 4.9% who came to visit BANGKOK CHINA TOWN [12] so that BANGKOK CHINA TOWN team should more focus on this group and increase more advertising to motivate this group come BANGKOK CHINA TOWN.

Chinese, India, Korean and Japanese tourists were the most Asian tourists came to visit BANGKOK CHINA TOWN totally[13] as 40.7% whereas, there were 6 European nations as English, German, Switzerland, Hollander, Russia, Italian that totally was 49.6%. Obviously, [14] BANGKOK CHINA TOWN was well known and famous for European tourists. Furthermore, there were just 9.6% of American tourists hence[15], management team of BANGKOK CHINA TOWN should motivate more in American tourists group.

In term of educational, [16] the most tourists graduated high school as 41.8%. moreover the tourists graduated bachelor and master degree 30.4%. it mean that most of international tourists were high educational[17].

It is interesting that most of international tourists

were government officer and students visit to BANGKOK CHINA TOWN [18] then it assume that most of them were high educational and had got BANGKOK CHINA TOWN information before they came to visit on the other hand there were just 0.5% as the tourists who has got there old business. It might be that they have no enough time to travel.

To sum up, [19] it can be expended that most of international tourists satisfied BANGKOK CHINA TOWN in the level of 4 as more satisfaction for example friendly staff, BANGKOK CHINA TOWN information, price of product, facilities and service by the way, the environment of BANGKOK CHINA TOWN is the most satisfaction level. Eventually, BANGKOK CHINA TOWN management team should increase more information and media to motivate international tourists especially, American tourists and the tourists who have their own business. It lead BANGKOK CHINA TOWN to be more famous for international tourists than this time.

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