

THE SELECTIONS OF THAI HANDICRAFT SOUVENIRS FOR THE NORTHERN & CENTRAL EUROPEAN TOURISTS.

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ABSTRACT

The purpose of this research was to study the selections of Thai handicraft souvenirs in the satisfaction of the Northern & Central European. It was divided into basic information from various documents and the field survey data with questionnaires and interviews of 650 tourists who shopped at Rattanakosin area and Bangkok City in 2018. It found that the top 3 most Thai handicraft souvenirs in accordance with the satisfaction of the Northern & Central European tourists were Thai foods and fruits, souvenirs in Thai domestic animal forms and Thai architectures and vehicles. The most satisfaction in the styles of the products was Thai classical style. Secondary was Thai country & folk style and Thai modern style, respectively. The most satisfaction with colors were natural color scheme and warm colors scheme and texture groups were smooth as silk texture, warm and soft texture, respectively. For ordinal importance in the factors of the souvenir product selection were aesthetic, Thai identity, colour tones, functions, size and weight, reasonable price, attack look products, and delicates, respectively.

Keywords: Handicraft souvenirs, Northern & Central European tourists, Rattanakosin area

INTRODUCTION

Since the Great economic crisis, Tom Yum Kung, in 1997, Thailand government recognized the distribution of income and enhanced the economy by bringing local wisdom and philosophy of sufficiency economy into development to support communities and SMEs to produce their own products. Each products were differentiated by lifestyle and community culture. However, since these handicraft products lacked the design or development of the products, they had the right form and met the needs of the consumers. Therefore, it was important to study the handicraft products to get the right model for the user. Good products should be international and represent the identity and image of Thailand. Especially souvenir products that reflect Thai identity, they also serve as tourist ambassadors to help impress and reinforce the good feeling of Thailand. In addition to the issue of value adding, resource wasting was another issue that this study would help to select souvenirs that meet the needs. [1].

European tourists are the main target group of handicraft products, especially the western & northern European tourists, who were very potential to buy and spend the most expense. Moreover, they were a group of tourists who had the most passion for Thai culture. [2].

Form selections of souvenirs were studied as important information that designers, manufacturers and people involved in souvenir products could use. It was also a database for the development and design of souvenir products that meet the needs of the target group. The results of this research would be the starting point to help the right product model and added

value to the product, which would generate revenue into the country and also helped to reduce losses of natural resources in design that consisted with Boonpracha ' s study. [3].

OBJECTIVE

1. To guidelines for selection in Thai handicraft souvenirs for the Northern and Central European tourists.
2. To be a useful database for designing Thai handicraft souvenirs.

METHODOLOGY

A. Methodology

Both primary and secondary data were collected, including field surveys for educational purposes. They were divided into the following major steps. 1) Data collection and literature / related research. 2) Study the souvenirs to be used as a guide to study the patterns of handicraft souvenirs in accordance with the preferences of the Northern&Central European tourists . 3) Analyze preliminary data from sections 1and 2 to compile and provide recommendations on Thai handicraft souvenirs.

B. Scope of the Study

Population of the study included the Northern & Central European tourists in Rattanakosin Area and inner Bangkok Zone who used to buy community souvenir products. The sample in this study was 650 customers of the mentioned group derived by accidental sampling technique at the community product shops and attractions in Rattanakosin area and inner Bangkok zone. They were collected during December 2017 to May 2018.

C. Research Instrument

Questionnaires were used to ask the sample group consisting of 2 parts. Part 1 was about the personal information of the informants. Part 2 was about the tourists' opinions on the application and an evaluation form to measure the effectiveness of Thai handicraft souvenirs.

D. Data Analysis

The data were analyzed by computer program to find percentage, arithmetic mean, and SD with the 5 rating scale range below.

4.210 – 5.000	Very high	2.610 – 3.409	Moderate	1.000 – 1.809
3.410 - 4.209	High	1.810 – 2.609	Low	

The interpretation of SD Between 0.00-0.999 refer to no significant difference. More than 1.000 refer to significant difference.

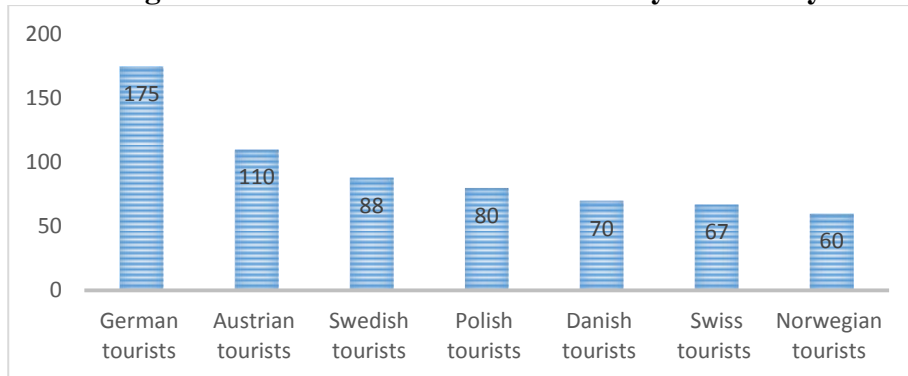
RESULTS

The results were divided into 2 parts. The first part was the result of analysis and processing on the basis of the general and the second part was the Thai souvenirs in accordance with the satisfaction of the sample.

In the first part, Data were collected from 650 tourists including 284 males, 356 females and 10 persons. accounting for 43.7% ,54.8% and 1.5%, respectively. The age range was 16-25 years, 26-40years and 41-60 years, 35.2%, 32.8% and 19.8%, respectively. The sample consisted of 175 German tourists or 26.9%, followed by 110 Austrian tourists or 16.9%, 88

Swedish tourists or 13.5% , 80 Polish tourists or 12.3%, 70 Danish tourists or 10.8%, 67 Swiss tourists or 10.3 % , and 60 Norwegian tourists or 9.2 % , respectively. (shown in the Fig.1.)







Figure 1
The diagram shown the number of tourists by nationality.



For the total travel expenses per time, the average value is about 148,058 baht with the highest concentration of travel expenses between 100,000-120,000 baht. The minimum/maximum travel expenses per time were 60,000 baht and 500,000 baht, respectively and the average spending for souvenir product group was 11-20 percent of total expenses.

In the second part were the elements of Thai souvenirs in accordance with the satisfaction of the target group to be shown in the table.1-5. Factors that influence satisfaction and purchase the product were shown in the table.6 and the ordinal importance about Thai attractions were shown table.7.

Table 1
The mean - standard deviation of satisfaction in the categories of Thai souvenirs

No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Houseware & stationery 	3.21	0.860	Moderate	6. Thai architectures & vehicles 	3.68	0.938	High
2. Thai foods & fruits 	3.86	0.839	High	7. Faith & Philosophy 	3.42	0.869	High
3. Thai drama & music 	3.52	0.858	High	8. Natural & scenery 	3.50	0.927	High





No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
4. Thai culture & lifestyle 	3.54	0.882	High	9. Domestic animals 	3.72	0.895	High
5. Thai ornaments products 	3.57	0.849	High	10. Selected materials & Thai wisdom 	3.52	0.970	High

Table 2
The mean - standard deviation of satisfaction in the styles of the products





No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Thai classical style 	3.79	0.878	High	3. Thai contemporary 	3.45	0.869	High
2. Thai country & folk style 	3.60	0.872	High	4. Thai modern style 	3.43	0.823	High

Table 1 was presented as the evaluation of satisfaction in the categories of Thai souvenirs. The top 3 categories were souvenirs about Thai foods & fruits, souvenirs in Thai domestic animal forms and Thai architectures and vehicles were the most satisfaction with a high score level and the mean score of their categories were 3.86, 3.72 and 3.68 with a standard deviation of 0.839, 0.895 and 0.938, respectively. In Table 2 presented the evaluation of satisfaction in styles of the products. The top 3 styles were Thai classical style, Thai country & folk style and Thai contemporary style. They were the most satisfaction with a high score level and the mean score of their categories were 3.79, 3.60 and 3.45 with a standard deviation of 0.878, 0.872 and 0.869, respectively.

Table 3
The mean - standard deviation of satisfaction in the colour schemes




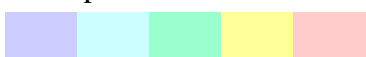



No.	Mean	Standard deviation	Level
1. Cool 	3.74	0.873	High
2. Warm 	3.62	0.932	High
3. Dull 	3.17	0.845	Moderate
4. Soft / pastel 	3.37	0.800	Moderate
5. Classic 	3.38	0.867	Moderate
6. Vivid 	3.45	0.932	High
7. Natural tone 	3.74	0.942	High

Table 3 presented the evaluation of satisfaction in colour schemes of Thai souvenirs. The top 3 categories were a cool tone, a natural tone and a warm tone were the most satisfaction with a high score level and the mean scores were 3.74, 3.74 and 3.62 with a standard deviation of 0.873, 0.942 and 0.932, respectively.

Table 4
The mean - standard deviation of satisfaction in textures of the products

No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Smooth as silk	3.94	0.830	High	3. Hard and Heavy	3.23	0.935	Moderate
2. Soft touch materials	3.52	0.876	High	4. Warm and nature	3.72	0.835	High

Table 4 presented the evaluation of satisfaction in textures of the products. The top 3 categories , smooth as silk , warm and nature and soft touch material ,were the most satisfaction with a high score level and the mean scores were 3.94,3.72 and 3.52 with a standard deviation of 0.830,0.835 and 0.876 , respectively.

Table 5
The mean - standard deviation of satisfaction in use of the products

No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Display and Decoration	4.03	0.876	High	3. Chanceable use	3.14	0.842	Moderate
2. Special occasions	3.44	0.848	High	4. Everyday use	3.07	0.911	Moderate

Table 5 presented the evaluation of satisfaction in use of the products. The most use of the products were display & decoration with a high score level and the mean score was 4.03 with a standard deviation of 0.876. Secondary was use of the products in the special occasions with a high score level and the mean score was 3.44 with a standard deviation of 0.848.

Table 6
The mean - standard deviation of factors that influence satisfaction and purchase the Thai souvenirs.

No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Beauty	4.22	0.942	Very high	5. Size & weight	2.90	0.897	Moderate
2. Function	3.39	0.903	Moderate	6. Delicate	2.64	0.992	Moderate
3. Thai identity	3.84	0.910	High	7. Price	2.86	0.941	Moderate
4. Colour tone	3.41	0.997	High	8. Attack look	2.78	0.983	Moderate

Table 6 presented factors that influence satisfaction and purchase the Thai souvenirs. The top 5 categories in the ordinal importance were beauty, Thai identity, colour tone, function and size & weight, respectively. Categories in beauty was the most satisfaction with very high score level and the mean score was 4.22 with a standard deviation of 0.942. Secondary were Thai identity and colour tone with high score and the mean scores were 3.84, 3.41 with a standard deviation of 0.910, 0.997 and functional factor including size & weight with moderate level and the mean scores were 3.39, 2.90 with a standard deviation of 0.903 and 0.897, respectively.

Table 7
The mean - standard deviation of satisfaction in the ordinal importance about Thai attractions.

No.	Mean	Standard deviation	Level	No.	Mean	Standard deviation	Level
1. Natural & scenery	3.79	0.917	High	5. Health services	3.05	0.963	Mode rate
2. Custom-shows	2.81	0.910	Mode rate	6. Entertainment	3.01	0.932	Mode rate
3. Thai foods & fruits	4.04	0.600	High	7. Shopping	3.03	0.915	Mode rate
4. Thai architecture & art	3.48	0.862	High	8. Thai festivals	2.96	0.957	Mode rate

Table 7 presented the satisfaction in the ordinal importance about Thai attractions. The top 3 categories were Thai foods & fruits, natural & beautiful scenery and Thai architecture & art with a high score level and the mean scores were 4.04, 3.79 and 3.48 with a standard deviation of 0.600, 0.917 and 0.862, respectively.

CONCLUSION AND FUTURE WORK.

According to this study, we recognize the importance of the study to find a way in the development and selection of souvenirs that met Northern & Central European tourist group's satisfaction. The evaluation of satisfaction in the categories of Thai souvenirs. The top 3 categories were souvenirs about Thai foods & fruits, souvenirs in Thai domestic animal forms and Thai architectures and vehicles to be the most satisfaction with a high score level and the highest satisfaction in the styles of Thai souvenirs were Thai classical style, Thai country & folk style and Thai contemporary style, respectively. In the most satisfaction of colour schemes and textures of the products were a cool tone, a natural tone and smooth as silk texture and warm and nature texture, respectively. Satisfactory for use of the Thai souvenirs were display & decoration and use in special occasions. Factors in purchase the Thai souvenirs were beauty, Thai identity, colour tones, function and size & weight, respectively. In the most satisfaction about Thai attractions were Thai foods & fruits, natural & beautiful scenery and Thai architecture & art. This results would help to create stories to further develop the souvenir product range and other tourism products. This results were consistent with Chandhasa's study that discusses consumer demand for the trademark and packaging of community enterprises [4] and Ushakov's study and staff that discusses destination branding as a tool for sustainable tourism development in Bangkok [5] and identity was important for expressing oneself and for promoting a positive image that consistented with Dupandung's study [6]. This study showed that Thai souvenirs should have a beautiful, unique appearance and should look at premium products that suitable for this target.

Suggestions for Future work.

1. The results of this study provided an information into the direction of the products. So, this information can be used as a basic concept for design and production. However, this data was the average data. If you would like to apply for a niche group, you would search additional information to suit your specific target audience and would be applied to suit each area again.

2. For more benefits, we may develop a product to be a series collection to attract tourists who want to accumulate a souvenir at each festival or season as appropriate with the event.

ACKNOWLEDGEMENTS

This paper was successful due to co-operations of many people such as product designers, community enterprises, lecturers and students from industrial design department, so researchers would like to thanks everyone for participation in this research. Last, we would like to show our deepest gratitude to Suan Sunandha Rajabhat University for giving the opportunity and scholarship to do this research. .

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