

TOURISM ADMINISTRATION AND MANAGEMENT OF NAM DON FLOATING MARKET, SAM PHRAN DISTRICT NAKHON PATHOM.

Miss U-sa Tevarattikal

Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: uhsateva@gmail.com

ABSTRACT

Tourism industry is one of the most vital Industries to the success and the growth of Thai economy. Don Wei floating market is the popular tourist destination and have a tendency to be a national success story of tourist destination. Therefore, it is vital to conduct a study of the efficacy of tourism management to investigate the current situation and provide some valuable suggestions to enhance the efficacy of tourism management of Don Wei floating market. The sample group was about 329 tourists who provided useful information and suggestions. For data collection, Likert five scales was designed and developed for this study as the research tools. Statistical analysis was done with the use of SPSS which include mean, standard deviation, t-test, f-test and one way ANOVA. Test of content validity and test of reliability were performed with a highly successful confidence. The findings of this research revealed that there were three groups of issues that had been problematic for the Don Wei floating market. First, the management of tourism was ranked at a high level. Second, the issue of management of budget and the full cooperation with other networks. Third, the services and problem solving for tourists was rated at a high level. In other words, the overall situation of management was good.

INTRODUCTION

Since Thailand is located in the southern of Asia and in the middle of AEC community. Thai tourism is known for great foods, martial arts, beaches, night entertainment, and many Baddish temples. In addition, Thailand is also well-known for high quality and reasonable price for good foods and good hotels and resorts. Tourism industry is now one of the most important industries that bring both international tourists and foreign currencies into the economy of Thailand. Tourism is also the best way to promote the distribution of income as quickly as possible. It is estimated from Tourism Authority that tourism industry earned as much as 2.52 trillion baht or about 71.4 billion US dollars. In other words, tourism industry helps to create local jobs and local income all over Thailand since there are tourist destinations all over Thailand and every major cities in Thailand. Tourism is often considered as the best way to stimuli the Gross Domestic Products and enhance the employment rate as well as enhance the quality of life of Thai people. There are many formats of tourism in Thailand such as art, culture, history, shopping, natural beauty, festivals, and so forth. In fact, Thai tourism industry is one of the lucrative industries that bring more international tourists from all over the world and the number of international tourists has been increasing every year, especially from China and European countries. The massive Chinese tourist country is one of the most profitable groups since these group of tourists often have money to spend and enjoy shopping in Thailand and have a tendency to love the traditional market in Thailand. There are many forms of traditional markets in Thailand such as a local one hundred year market, Chinese traditional market, local free market, near temple market, and floating market.

Don Wei floating market is one of the famous floating markets in all Thailand and very popular for both domestic tourists and international tourists. It is a vivacious floating

market. In fact, the majority of international tourists often request to visit a floating market in Thailand. It is charming with a lot of boats selling foods, flowers, and fruits. However, the drawback of the floating market is the long distance from Bangkok and the heavy traffic jams. However, the floating market is becoming more and more important tourist destination of Thailand. Therefore, the researcher is interested in study and investigating the current situation of management of Don Wei floating market and provide some suggestions to improve the efficacy of management of Don Wei floating market in the future to be a sustainable successful tourist destinations of Thailand.

METHODOLOGY

The purposes of this study were to study and investigate the current situation of the efficacy of management of Don Wei floating market at Nakorn Pratom Province and to use the demographic information to compare the difference in terms of statistics as well as to provide some valuable suggestions from the sample groups. Population of this study included all tourists who were visiting Don Wei floating market at Nokorn Pratom province. By using infinite population with the 95 percent of confidence level, the sample of 329 was confirmed. The sampling technique was done by using convenience accidental sampling technique. Likert five scales was designed and developed for this study as the research tools used for data collection. Statistical analysis was performed with the use of SPSS which include mean, standard deviation, t-test, f-test and one way ANOVA. Test of content validity and test of reliability were performed with a highly successful confidence.

FINDINGS

From the research, the findings revealed that the majority of respondent were female with the age above 41 years old, undergraduate degree, and had an income more than 15,000 baht per month. The overall level of management of Don Wei floating market at Nokorn Pratom province was in a high level. In term of management, the local tourism management was ranked as number one, solving problems for tourists and providing services for tourists was ranked as number two. Then, the budget issues and cooperation with other networks was ranked as number three.

There were three groups of issues that had been problematic for the Don Wei floating market. First, the management of tourism was ranked at a high level. The tourists had been very happy with most of the products and prices. There were many variety of products, however, the quality of the products may not be high due to the low price. Second, the issue of management of budget and the full cooperation with other networks. In fact, the revenues of the Don Wei floating market come from three sources: donations, rents, and festival organization. However, the spending of the budget were about maintenance of the temple, market, parking, and surrounding areas. Third, the services and problem solving for tourists was rated at a high level. The location of Don Wei had been a strategic advantage for tourism and had a good surrounding areas of many small tourist destinations. More importantly, the management was very effective in taking care of both domestic tourists and international tourists.

SUGGESTIONS

First, the future research in this areas of floating market should cover the business strategic management and how to have a competitive edge of Don Wei floating market. Second, the future study should focus more on the perspectives of sellers in many different

floating markets in Thailand and find the different perspectives that can be used to improve the efficacy of management of Don Wei floating market. Third, it is important to promote Don Wei floating market with both Thai, Chinese, and English with information on paper and online. Fourth, it is important to upgrade the standard of services and safety of the domestic tourists and international tourists. Fifth, it is imperative to provide more information sign and direction to the Don Wei floating market to easily reach the destination. Sixth, it is vital to make sure the use of the land is effective and equity. The benefits of the growth of the floating market should be focus on the local community and people whose live depend on the growth and the successful of the market in the long run.

ACKNOWLEDGEMENT

I would like to thank Graduate School, Suan Sunandha Rajabhat University for their support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

REFERENCES

- [1] Bitner (1987), Contextual Cues and Consumer Satisfaction: The role of physical surroundings and employee behaviors in service settings. Unpublished Doctoral Dissertation, University of Washington. Cited in Peyton, R.M., Pitts, S., and Kamery, H.R. (2003). "Consumer Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", Proceedings of the Academy of Organizational Culture, Communication and Conflict. Vol. 7(2). p.42.
- [2] Bitner, M (1987). "Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviors in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- [3] Carlsmith, J. & Aronson, E. (1963). "Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations", Journal of Abnormal and Social Psychology, 66(2), pp.151-156.
- [4] Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests' Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. International Journal of Hospitality Management. 20: pp. 277-297.
- [5] Dawes, R., D. Singer & Lemons, P. (1972), "An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude." Journal of Personality and Social Psychology, 21(3), 281-295.
- [6] Edvardsson, B., A. Gustafsson, et al. (2000). New Service Development and Innovation in the New Economy. Lund, Studentlitteratur.
- [7] Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. Consumer Psychology of Tourism, Hospitality and Leisure. Cambridge, MA: CABI Publishing, pp. 189-202.
- [8] Cardozo, R. (1965). "An experimental Study of Customer Effort, Expectation, and Satisfaction", Journal of Marketing Research, 2(8), 244-249. Managing Service Quality, Vol.15, 3, p.263.
- [9] Halir Nadiri & Kashif Hussain (2005) "Diagnosing the Zone of Tolerance for Hotel Services", Managing Service Quality, Vol.15. No.3.

- [10] Kano, N., N. Seraku, et al (1996). "Must-be Quality and Attractive Quality". *The Best on Quality*. 7: 165.
- [11] Oliver (1980) "Theoretical Bases of Consumer Satisfaction Research: Review, critique, and future direction. In C. Lamb & P. Dunne (Eds), *Theoretical Developments in Marketing* (pp.206-210). Chicago: American Marketing Association.
- [12] Saleh, F. and Ryan, C (1992), "Client Perceptions of Hotels – A Multi-attribute Approach", *Tourism Management*, June, Vol.13, No.92. pp.163-168.
- [13] Satisfaction/Dissatisfaction (CS/D): A Review of the Literature Prior to the 1990s", *Allied Academies International Conference, Proceedings of the Academy of Organizational Culture, Communications and Conflict*: 7(2). p. 43.
- [14] Schall, M. (2003). *Best Practices in the Assessment of Hotel-guest attitudes*. The Cornell Hotel and Restaurant Administration Quarterly. April: pp. 51-65.
- [15] Teas, K.R. (1994), "Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment", *Journal of Marketing*, Vol.58, Jan, pp.132-139.
- [16] Teery G. Vavra (1997). *Improving your measurement of customer satisfaction: a guide to creating, conducting, analyzing, and reporting customer satisfaction measurement programs*. American Society for Qualit. p.47.
- [17] Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Low-cost and Full Service Airlines" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (187) 2017.
- [18] Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case Of Bangkok, Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.
- [19] Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty programs Development: the Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (175) 2016.
- [20] Wongleedee, Kevin (2016). "Important Motivation Factors For Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (180) 2016.