

MUANG PATTAYA TOURISM LOGISTICS MANAGEMENT

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ABSTRACT

The objectives of this study were 1) to study the logistics situation for tourism in Pattaya Chonburi province 2) to study the satisfaction of tourists towards the components and the logistics management for tourism in Pattaya Chonburi province 3) to study the logistics management for tourism in Pattaya Chonburi province from the perspective of tourists 4) to collect data to be a guideline for the development of the logistics management for tourism in Pattaya Chonburi province. The sample group used in the research was 400 tourists in Pattaya. The tools that were used for data collection were questionnaire and statistics used for data analysis: frequency distribution, percentage, mean, standard deviation, t-test and F-test by using One-Way ANOVA. The benefit from this article can be used to improve the tourism logistics management for function and department concern.

Keywords: Tourism Logistics Management, Pattaya, Chonburi Province

INTRODUCTION

In 2021 - 2023, After COVID 19 crisis, the Thai economy expanded in the period of the years, driven primarily by both external and domestic demand. But in the second half of the year, the export demand of foreign demand clearly decreased Especially the product export sector of Thailand since beginning to be affected by the trade war between the United States and China And the economic slowdown, the trading partners that come from other factors And it is expected that the effects of the trade war will become clearer Which is an important factor that pressures the growth of the Thai economy this year (Sirawit Woramongkol, 2019) which the tourism sector gradually recovered. Thailand's tourism sector, which has expanded well in the first half of 2021 - 2023, had to stumble from a boat crash in Phuket in July 2018 which affected confidence. The safety of Chinese tourists severely.

The tourism sector began to signal. The recovery continues after the government has accelerated the promotion of tourism safety standards. Including using various stimulus measures Resulting in Chinese tourists beginning to have signs of improvement. In addition, tourists from other countries continued to expand well and should have continued growth in the year 2019, but the problem of excess usage of various airports. Is still a significant supply constraint to the Thai tourism sector (Sirawit Woramongkol, 2019) Tourism Authority of Thailand (TAT) announced the direction of tourism promotion for the year 2021 - 2023, emphasizing that TAT will adjust the marketing plan to focus on reducing serious inequality and pushing the distribution of income to travel provinces to travel in every season Increase the target from tourism income to grow at least 11.5 percent by mentioning the national strategy which is Long-term national development framework in order for the country to achieve its goals. Covering from 2017 - 2037 in the tourism industry the target is to be a world-class travel destination. Or is a world-class tourist magnet by the concept of creative economy which this year 2021 - 2023 TAT has set a target for revenue of both foreign and domestic tourists to increase by not less than 11.5 percent by setting the growth target of international markets 12 percent and domestic 10 percent, up from year 2021 which will not focus solely on increasing

economic income in a specific area but will give importance to income distribution to reduce inequality and at the same time having to consider the environmental and community impacts quality tourism emphasizing the environment and safety while promoting secondary cities and communities (Tourism Authority of Thailand, 2021)

Tourism in Pattaya in Pattaya Chonburi province is a special administrative area established under the Pattaya City Administration Regulations, dated 29th November 1978, equivalent to the municipality of Chonburi province. Considered as a world-renowned international tourist destination, especially the beaches that stretch along the coastline. Organized as beautiful in Thailand, Pattaya is also a popular tourist destination for both Thais and foreigners. In which tens of millions of tourists visit Pattaya each year Because Pattaya has everything that a tourist needs Since the accommodation which has sufficient tourist support and there are many styles to choose from the travel is convenient. Whether private cars, buses or taxis from Bangkok to Pattaya, because the distance is not very far. (Tourism Authority of Thailand, 2021)

In 2021 - 2023, TAT Pattaya Office has set a target for total revenue of 2021. There are 17.4 million tourists in Pattaya and Chonburi, increasing by an average of 2.4 billion baht, an increase of 16%. The numbers will increase both the income and the number of tourists. Year 2018 will increase by not less than 7% in 2019. As for the growth of tourism revenue, will try to maintain 16% of the number of tourists each 14.7 million people are Thai people. Nearly 9 million members and more than 6 million foreigners. Consisting of the top 5, namely China, Russia, Korea, India, Germany will accelerate the engine to grow more than 10% or more depending on the future situation next year which we will see that If the logistics management system is good, it will be able to service tourists to tourist destinations in different regions of Thailand in many directions and also able to accommodate the number of both Thai and foreign tourists visiting Chonburi causing tourists to be impressed with good management. Generate income from tourism in the province, increasing the proportion of tourism income to gross domestic product (GDP) at the national level.

From a study of past research data about tourism in order to use the results to develop the tourism industry to be sustainable Able to generate income for the country That province and locality There must be something that can attract tourists to visit and make tourists satisfied while traveling. Until after traveling back, there is still a need to visit again next time Those attractions often include various tourist attractions or various activities which helps to encourage tourists to travel, such as accommodation availability local food, excellent service friendliness of the local people. These are what make the tourists satisfied in using the service and causing tourists to come back and travel repeatedly many times.

The researcher is therefore interested in studying the situation of the tourism logistics management system of Pattaya in Chonburi province to study an overview of the logistics management system for tourism in Pattaya in Chonburi province. Currently, studies on tourist satisfaction have also affected the various aspects of tourism logistics management systems to encourage repeat visitors. A study of the concept of developing a logistics management system for tourism in the perspective of direct tourists. Therefore, it is very important in the planning of sustainable tourism development in Pattaya in Chonburi province.

RESEARCH OBJECTIVE

Research on tourism logistics management for muang Pattaya in Chonburi province have established important objectives as follows.

1. To study tourists' satisfaction with components and logistics management for tourism.

2. To study tourism behavior in Pattaya Chonburi province from the perspective of tourists.
3. To study and compare the satisfaction of tourists with the logistics management for tourism classified by personal factors.
4. To study the guidelines for the development of logistics management systems for tourism in Pattaya Chonburi province.

LITERATURE REVIEW

In this research, the researcher studied about logistics management concepts, tourism and types of tourism, concept of tourism logistics management, concepts, and theories about tourist satisfaction.

Logistics management concepts.

Logistics management (Stock & Lambert, 2001) is the process of moving goods and services in both the manufacturing and service sectors. In the service sector, there are government sectors, hospitals, banks, wholesale and retail trade. Which must consider the final management, eliminate the transformation, the logistics management has a higher scope of responsibility. Which is not only related to the production process, but the logistics activities will be relevant in every activity.

Logistic management is an element of supply chain management in planning. Storage control Operation Procurement activities Moving collection and the distribution of raw materials, finished product services Efficiency and effectiveness There is coordination in the operation of information linking. Each step systematically under the appropriate total cost from the beginning to the end of consumption by considering the satisfaction and needs of customers is important.

In summary, logistics management refers to a storage control plan. And then proceed with the procurement operations and distributing raw materials, finished products efficiently and a systematic procedure from the beginning of work until the end of work.

Tourism and types of tourism

Chalongsri Pimonsompong (2007) said that when taking the definition of tourists and tourism Come together "Tourist" means a person who travels from a normal place of residence to another location. Temporarily voluntarily and for any purpose that is not a career or to earn more than 24 hours round trip (must stay overnight in the destination or tourist attractions), which is a journey that has 3 important conditions, which are 1) Travel on a voluntary basis. 2) Traveling temporarily from a normal place of residence to another location. 3) Travel for any purpose, but not for a career or income.

Office of Tourism Development (2009) said that the definition of tourism as World Tourism Organization (WTO) means travel with 3 conditions which are 1) Travel means a trip that is not forced or rewarded. By planning travel from one location to another and use vehicles for a short distance or Can be a long distance. 2) Destinations means having a destination to temporarily stay Then have to travel back to the original address or original copy as a place that tourists choose to visit and spend a period there where there are facilities and sufficient services to meet the needs and satisfaction for tourists visiting. 3) Purpose means any purpose or purpose for traveling who is not for a career or to earn income with the intention of traveling more than one time.

Chantouch Wanthanom (2009) said that tourism is a journey from normal housing. To be temporarily elsewhere for the purpose of resting, enjoying, or for any non-occupation purpose.

In summary, tourism is any activity related to travel movement. Of a person from a normal place of residence temporarily for any purpose which is not for earning money. In which such activities causing phenomena and relationships resulting from interaction between persons traveling (tourists or visitors) businesses in the tourism industry that manufacture products and services to meet the needs of tourists' government that oversees tourism and communities in the tourist area.

Concept of tourism logistics management

Conceptual framework used to determine the causal relationship between logistics management. With loyalty to tourist attractions, it is an assessment of the satisfaction of tourists received from the logistics management of tourist attractions in 3 points (Thakerngsak Chaichan, 2012) as follows 1) Financial Flows: Financial management, payment, currency exchange and various forms of tax refunds. 2) Physical Flows are operations in relation to tourism management of tourists. Accommodation management, baggage, security tour program for convenience and the safety of tourists. 3) Information Flows is the management of information. From the information that makes decisions about choosing a tourist destination to the information received when arriving at various attractions Which tourists should access information conveniently, quickly, and correctly receiving information.

Butsaba Sittikarn & Siriwattana Chaima (2009) have the idea that various tourism resources categories that can attract tourists to travel to that tourist destination Should have characteristics of at least 6 elements or 6As. 1) Attraction means tourism resources that help attract Causing tourists to be interested or to make it look attractive, attractive, and has a unique charm Mainly due to the beauty of nature such as on the beach, coral reefs are colorful Including various fish species Or caused by the beauty that humans have created, such as lakes or resorts in the valleys. 2) Accessibility means to make tourists interested in traveling to travel Which if tourists traveled to travel comfortably Because if the tourist attraction is beautiful, but the travel is difficult It's difficult for tourists to travel. Therefore, the agency responsible for tourist attractions should create comfortable travel. 3) Amenity means that tourists travel to various locations. What tourists want from tourism is the convenience of traveling. By agencies involved in tourism Will construct the facilities which the infrastructure such as electricity, water supply, roads, communication systems. 4) Accommodation means the place to stay for tourists. Because traveling may sometimes have to stay overnight in the tourist location. Therefore, as a facility Therefore has a place to stay for tourists. 5) Activity means activities that are organized in tourist attractions, such as organizing festivals, rafting, hiking, boating, etc. 6) Ancillary Service in tourist attractions requires various services. To facilitate tourists such as banks, hospitals, tourist service centers and petrol stations etc.

Concepts and theories about tourist satisfaction

Service satisfaction is the highest and most important goal of service work. Creating satisfaction for users until feeling good. Impressed and returned to use the service again Considered to be a true success of the service. Therefore, studying the satisfaction of users is important. Those relevant persons, whether service providers or operators, must always be aware of Because that means sustaining existence and the importance of satisfaction with service users that the service organization must give priority (Chittinan Dechakup, 2008) as follows 1) The satisfaction of users determines the features of the service. Corporate executives and service workers need to survey the satisfaction of users. Regarding the products, services, and the nature of the presentation of the services that users are satisfied and liked. Because the said information shows the evaluation of the feelings, and the opinions of the users Want to show the response to the needs of each user desire This is good for service providers to be

aware of the needs of users. And can make it match the needs of users.
 2) Customer satisfaction is an important variable in evaluating service quality. Offer good quality services that match the needs and expectations of users. This results in the user being satisfied with the service and is likely to return to use again including locations good personality of the staff the reliability of the service which will make the service able to build trust and understanding with others.

Lovelock & Witz (2011) discusses the importance of customer satisfaction, which provides many benefits to service organizations. And the satisfaction of users at a high level will lead to corporate loyalty in the long run. If better retain users, than to incentivize or develop new users to replace those who have passed away. Users with the highest satisfaction will spread the word positively, becoming advertising to service organizations. This will reduce the cost of finding new users. This is very important for service providers. Because reputation and spreading are important sources of news for new users. Service quality is important to make users happy. And the benefits of satisfaction will positively impact the service organization.

RESEARCH METHODOLOGY

1. Population and the sample selection are Tourists in Pattaya Chonburi province 400 people by accidental selection method with a simple sampling method.

2. The instrument used in this research was questionnaire and interview information which has general information for tourists who came to travel in Pattaya is divided into 4 parts as follows: 1) General information about respondents. 2) Information about tourism behavior resulting from tourist satisfaction. 3) Information about tourist satisfaction with the components of logistics system for tourism. 4) Other suggestions.

3. In this research, the researcher has compiled data from data sources as follows:
 1) Primary data from the survey questionnaire from tourists in Pattaya Chonburi province.
 2) Secondary data obtained from research in some journals, research articles related from various government agencies, including from various websites.

4. Data Processing, the researcher will investigate all issues and queries that have been selected to complete a questionnaire to 400 samples and analyzed using computer software.

5. Data analysis and statistics will use are percentage (Percentage), score average (Mean), standard deviation (S.D.), t-test and F-test by using one-way ANOVA defining the significance level at 0.05.

Independent Variables		Dependent Variables
Logistic elements - Physical flow - Information flow - Service process aspect - Location - Marketing promotion - Personnel - Regarding returning / sharing experiences - Expenses	Tourist Satisfaction level	Development guidelines logistics management for Muang Pattaya in Chonburi province

Table 1 : The conceptual framework of the study

EXPECTED BENEFITS

1. Able to bring logistic management factors that tourists are satisfied with in order to improve it until it has the potential to help attract more tourists to come to Pattaya.
2. Introduce logistics management guidelines to develop readiness to support tourists in Pattaya Chonburi province.
3. The data studied will be able to become a database of public and private sectors. In order to develop the entrepreneur efficiently as well as a guideline to promote new entrepreneurs.

RESULTS

Research on Logistics management for tourism in Pattaya Chonburi Province The research results can be summarized as follows.

1. General information of the tourist sample of respondents A sample of 400 respondents responded to the questionnaire, with slightly more females than males. Most of them are 18 - 30 years old, single status, company employees. Average monthly income 15,001 – 20,000 baht. Bachelor's degree education. In terms of travel behavior Most of them came to Pattaya for the second time, spent one day traveling, visited 2 places, and received travel information from friends and family. Travel by private car or rental car. Plan travel expenses per trip at 2,001 - 5,000 baht. The main objective of the trip is to relax the form of travel is personal travel. and come with friends Spend in cash and almost all of them want to come back and visit Pattaya again.

2. Satisfaction: Satisfaction that tourists have with the components of tourism logistics. Tourists are at a high level of satisfaction with the overall logistics component of tourism. When considering each aspect Physical flow components had the highest average values. Satisfaction is at a high level. while the cost aspect has the lowest average. But satisfaction is still at a high level as well. And when considering the sub-items of each aspect of the component, various levels of satisfaction were obtained as follows:

2.1 Overall physical flow There is a high level of satisfaction. The average level of safety in camping sites was the highest. Satisfaction is at the highest level. And safety at tourist attractions has the lowest average. But there is still a high level of satisfaction as well.

2.2 Overall information flow There is a high level of satisfaction. The average of the data on tourist attractions had the highest average. There is a high level of satisfaction. and travel data has the lowest average But there is still a high level of satisfaction as well.

2.3 Overall service process There is a high level of satisfaction. The average of the subjects with responsibility for providing information to tourists had the highest average. There is a high level of satisfaction. and the matter of having a system to evaluate tourist satisfaction in order to improve it to have the lowest average But there is also a high level of satisfaction as well.

2.4 Overall location There is a high level of satisfaction. The average for tourist attractions not far from community areas has the highest average. There is a high level of satisfaction. and basic utilities It is of good quality and usable with the least average value. But there is still a high level of satisfaction as well.

2.5 Overall marketing promotion There is a high level of satisfaction. By the average of having other additional activities Interestingly, tourist hotspots have the highest averages. There is a high level of satisfaction. and public relations through word of mouth (talking about it) had the lowest average. But there is still a high level of satisfaction as well.

2.6 Overall personnel aspect There is a high level of satisfaction. The average number of people in the area providing polite and friendly service was the highest. There is a high level

of satisfaction. and local people give advice or answering questions clearly with the lowest average but there is still a high level of satisfaction as well.

2.7 In terms of returning to travel again/sharing overall experiences There is a high level of satisfaction. The average of wanting to come back and visit again was the highest. There is a high level of satisfaction. and exchanging experiences of traveling in Pattaya with others had the lowest average. But there is still a high level of satisfaction as well.

2.8 Overall expenses There is a high level of satisfaction. The average of appropriate travel expenses has the highest average. There is a high level of satisfaction. and the collection of fees for visiting tourist attractions is appropriate and has the lowest average value. But there is also a high level of satisfaction as well.

3. Comparative analysis of personal factors and tourist satisfaction towards the elements of tourism logistics At the significance level of 0.05, the overall results are summarized as follows. The variable that gave different results was age. The variables that gave the same results were gender, average monthly income, and education.

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