

THE SATISFACTION OF TOURIST TOWARD LOGISTICS MANAGEMENT FOR TOURISM KHIRI WONG KOT VILLAGE.

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ABSTRACT

Research satisfaction of tourist toward logistics management for tourism Khiri Wong Kot Village. The purpose Study of tourist behavior and satisfaction on logistics management. And tourism in various aspects of the Khiri Wong Kot Village. Amphoe Na Yung. Udon Thani. Province This research 400 samples were used. Processed using statistics Frequency Percentage average Standard Deviation T-test One-Way Analysis of Variance (f-test) And Chi-square. The research found that 1. Tourists have tourist behavior, Khiri Wong Kot Village tour, Khiri Wong Kot Village Most of them came to visit Khiri Wong Kot Village twice. The purpose of this trip for recreation And travel to the Khiri Wong Kot Village tour of the Khiri Wong Kot Village by private car. There are 3 to 7 members traveling together. Most of them have a family relationship. All expenses in travel. (Average per person per person) Up to 600 Baht Tourists were satisfied with the Khiri Wong Kot Village tours of the reservoir at a moderate level.

Keyword: Logistics, Tourist

INTRODUCTION

Today, the tourism industry is an important part of the economy of every country around the world. The tourism industry has been developing and expanding steadily. And quickly becoming the main product for international trade and investment Important in levels 1-3 in the top 10 of the major industries, which the context is consistent with the growth of the Thai tourism industry as well. Therefore, the tourism industry in Thailand Is an economic driving force that has played a prominent role over the years As well as being a catalyst for economic growth which leads to employment, career creation, income distribution and investment in related businesses. It creates wealth for the people and the nation and leads to success in improving the quality of life of Thai people. (Tourism Authority of Thailand, 2007 a)

Northeast area Is one region that has Tourists visiting the north-eastern region in the year 2001, there are Thai tourists Northeastern region of approximately 14.15 million people, with the third highest number of tourists, after the number of Thai tourists visiting the central region of 16.2 million people and foreign tourists coming to Thailand 10.6 million people,

and among these There are approximately 100,000 hundred thousand tourists visiting the northeastern region and when considering by province, it is found that the provinces that tourists choose The visit was mainly the province of Nakhon Ratchasima area. Khon Kaen Udon Thani Province Ubon Ratchathani Nong Khai Province And Loei Province Which most of the tourists are Thai tourists While tourists Foreigners are tourists from Europe and Asia (Tourism Authority of Thailand, 2009).

tourism Classified as a type of recreation That will occur during your free time And there may be trips involved as well By traveling from one location to another Which means that traveling from accommodation To another location Regardless of whether the distance is near or far from the accommodation To change the atmosphere and the surrounding environment (Sutdee Chidchob, 2005)

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Throughout the 4th quarter of 2014, overall, domestic tourism tended to increase and grow better. This can be seen from Thai tourists with domestic tourism in the amount of 42.47 million people - an increase of 0.54 percent from the previous quarter, while spending on tourism-related activities also Is at the same level as in the previous period, which is about 133,464.08 million baht. It can be seen that Thailand tourism is creating and able to distribute income to citizens Crash in the economy very much Therefore, it can be considered that tourism plays a very important role in national development, resulting in the Thai tourism sector receiving support from many organizations, especially from the government. In 2015, the government announced that it was "Year Thai Way Tourism "to stimulate the atmosphere of tourism and promote the distribution of tourists into secondary cities under the campaign" Forbidden City ... Pol. The "include measures That continue to apply throughout the year, such as a deduction from tourism expenses This is to help stimulate and expand the tourism base in Thailand in terms of the number of tourists. And tourism income (Market Research - Tourism Research Center Tourism Authority of Thailand, 2015) Udon Thani Province Is a province located in the northeastern region of Thailand. And is the 11th largest province in the country with an area of 11,780.3 square kilometers or approximately 7.362 million rai. Huai Luang Irrigation Reservoir Thale Bua Daeng Na Yung Forest Park Phan Reservoir, Sang Khom District Phu Phrabut Phu Foi Lom Khamchan, historical park, Than Ngam waterfall, Singha cave etc.

The way of life at Baan Kirikluek, Na Yung District, Udon Thani Province is suitable for tourists who like to travel and enjoy good weather, beautiful scenery, quiet, must try to experience the atmosphere and way of life at Baan Kirikluek, Na Yung District, Udon Thani Province, to Although the distance from the city to Ban Kiri Maze, Na Yung District is far more than a hundred kilometers, but if you come to travel here, you will definitely want to come back again. There are tourists visiting the village all year round. There are both overnight and round-trip trips. Kiri Maze House can be considered as an ecotourism. With the atmosphere surrounded by mountains With abundant nature Wherever you look, it's all green. The air is fresh Watch the sunrise And in some seasons there is a sea of mist for viewing There is a strawberry garden that villagers have planted for tourism. And in the cold season it will be as cold as the northern region And people in the area who are hospitable, friendly, provide good service, and have activities to get close to nature in the house style Ride the E-Box car along the path that has to wade through the water to see nature through streams, rice fields and forest on both sides. In order to eat in the natural atmosphere That cooks rice and cooks from bamboo tubes Sitting and eating in the middle of the waterfall Suitable as a place to relax, because the phone signal is rarely there. If tourists like adventures, love nature, want to eat with a change of atmosphere, will be the place Which is more suitable

Current tourism, ecotourism Kiri Maze Village, Na Yung District, Udon Thani Province is likely to expand gradually. Continuous Which aside from being outstanding from the beautiful nature, there are also activities that tourists like to like, such as eating a car, eating rice in a natural atmosphere And cooking rice and cooking from bamboo tubes etc. At present, in year 2018, there are many tourists visiting And causing the surrounding people to have more revenue from tour operations Selling food to tourists And deep sales activities From tourism trends Resulting in the growth of tourism-related goods and services as well From the above information, it is found that the Kiri Maze Village village, Na Yung District, Udon Thani Province is a place with good economic future. Both in terms of opening a market for new tourists, both Thai and foreign tourists And maximizing the value of what is available in the community Including promoting the promotion of domestic tourism However, the problem of promoting and developing tourism sites at Kiri Maze Village To be an important tourist destination for economic development and income security for the local people There are still significant problems at various levels, such as problems in marketing policies. Regarding establishing clear public relations guidelines Systematic development planning Or about creating value added to sustainable tourism destinations Including problems creating an understanding about tourism at Kiriwang Village For a systematic and correct travel experience Therefore, the research team has seen the importance of studying the satisfaction of tourists who travel to Khiri Mlang Village. To upgrade tourism to be an important tourist destination for the economy By studying the context of the tourism overview of Kirikhlong village In collaboration with Tour operators, shops and people involved in tourism at Kiriwang Village In order to have a concrete result

OBJECTIVE

Study the satisfaction of tourists towards management Tourism logistics Of Khiri Khlang Village, Na Yung District, Udon Thani Province Scope of In this research The researcher has specified the scope of the research to be the study of Thai tourists who travel to the area of Kiriwang Village, Na Yung District, Udon Thani Province. Without specifying the travel style With related variables as follows

1. Demographic variables are gender, age range, average monthly income, domicile

2. The tourism behavior variable is the visit to Kiriwangwong Village, Na Yung District, Udon Thani Province This is how much time is spent in tourism. Transportation used to travel Tourism Expense Planning Main reason for traveling People traveling with tourists And an overnight stay

3. Satisfaction variables include physical convenience In receiving information Service Safety for persons and property And spending and finance

TERMINOLOGY

Tourism (Tourism) means travel. From the habitat to the Khiri Maze village For entertainment Which consists of tourist attractions, accommodation, vehicles, recreation activities Or other services related to Khiri Khleng Village, Na Yung District, Udon Thani Province.

Logistics for tourism (Tourism logistics) means the application of the science of logistics. For transportation Can move all the passengers who are tourists From the beginning of the journey to the village of Kiriwong in Na Yung District, Udon Thani Province Until returning Tourist refers to tourists who travel to Khiri Klong Village, Na Yung District, Udon Thani Province.

Tourist behavior refers to actions or things that tourists express themselves physically, thoughts and feelings. In response to tourism incentives such as the number of days of stay of tourists Travel companion Travel style for tourism

Tourist satisfaction refers to the expression of feelings or emotions in response to one thing, covering both the tourist attraction Vehicle accommodation Recreation activity Or other services within the area of Kiriwangkan Village, Na Yung District, Udon Thani Province

RELATED RESEARCH

Panasaya Sira Roongrotekanok (2016) Behavior and satisfaction of Thai tourists towards tourism logistics management: a case study Amphawa water market Samut Songkhram Province From the research, it was found that According to studies, it has been found that The tourists are satisfied with the medium to high level of logistics management. Tourism of Amphawa Floating Market Samut Songkhram province in the overall In most areas such as physical convenience In receiving information Service Security To people and property And expenditures and finances with moderate levels of satisfaction And when analyzing tourists with demographic characteristics different to their satisfaction with logistics management Overall tourism finds that satisfaction with overall logistics management in all aspects In the event that there are differences in age estimate salary And domicile difference statistically significant

Wanwimon Jongcharueksakul (2008) Satisfaction of service of registration and evaluation work From the research, it was found that The results showed that 71 were males (31.28%), female 156 (68.72%, Faculty of Business Administration 173 persons (76.21%), accounting for 45 persons (19.82%), Faculty of Law 9 people (hundred% 3.96 each) student satisfaction in the services of the registration and evaluation work of all faculties Overall satisfaction is at a high level. The standard deviation is within every acceptable threshold. The highest average value is Welcoming hospitality, polite, smiling Faculty of Business Administration The overall satisfaction is at a high level, being hospitable, polite, and smiling. Providing services with knowledge, understanding, giving advice and suggestions, the accounting committee is satisfied at a high level, namely service willingly, willingly, enthusiastically, creating good impressions and understanding for visitors. Faculty of Law Overall satisfaction is at a high level, with knowledge, understanding, and advice. The service is in accordance with the

announced deadlines, fast, accurate, timely, on time, results of comparison of overall satisfaction. Male and female students Differences in satisfaction with the registration and evaluation services At the significant level of .05, male students were more satisfied than female students. Welcoming hospitality, polite, smiling The service is accurate and up to date. Service is provided on time.

Method

1. Types of research

This research is a survey research and data collection using questionnaire from tourists, community groups, entrepreneur groups. And community leaders at Kiriwang Village, Na Yung District, Udon Thani Province

2. Population and sample groups

The population used in this study is divided into 4 groups related to logistics management. For the tourism of Khiri Mood Village, Na Yung District, Udon Thani Province, such as tourists, community groups, entrepreneur groups And community leaders as follows

2.1) Tourists group Refers to tourists who travel to visit Khiri Klong Village, Na Yung District, Udon Thani Province

2.2) People in the community means a group of people who live Kiriwang Village, Na Yung District, Udon Thani Province

2.3) Entrepreneur group means a group of business executives Or agencies that provide services in tourist attractions, food, beverages In the area that is the location of Kiriwangkan Village, Na Yung District, Udon Thani Province

2.4) Community Leaders Group refers to tourism management group leaders, community leaders, department heads and heads of government in the area of Kiriwang Village, Na Yung District, Udon Thani Province.

The researcher therefore uses the formula of W.G.cochran as follows

$$n = \frac{p(1-p)Z^2}{d^2}$$

Where n = the number of samples used in the study

p = the proportion of the population that the researcher wants to randomly assign here Set to be equal to 0.8

d = maximum tolerable value By specifying that the movement will not exceed 5% and therefore equal to 0.05

Z = standard value when normal distribution Here, the confidence level is set at 95%. Therefore, the Z value is 1.96.

Substituting each variable in the above formula will get the sample size as follows

$$n = \frac{(0.8)(0.2)(1.96)^2}{(0.05)^2}$$

Sample size = 245.86 samples

For methods of collecting data from tourists visiting In the Kiri Maze Village, Na Yung District, Udon Thani Province, this time, the researchers used random sampling methods without probability. (Non-probability Sampling) by using the Accidental sampling method, a total of 250 samples

3. Tools for data collection

The instrument used in this research was a questionnaire for the respondents to fill in their own answers. Self-administered questionnaire. The 250 questionnaires will consist of 5 parts as follows

Part 1 demographic data such as gender, age, average monthly income And the domicile of the question. This section uses the Nominal scale and Ordinal scale.

Part 2 is a question about the behavior of tourists towards visiting Khirkamang Village, Na Yung District, Udon Thani Province. Question This section will use the Nominal scale and Ordinal scale.

Section 3 is a measure of the satisfaction level of tourists in various aspects related to tourism logistics management. In which the question types are interval -scale, each question has 6 levels to choose from, with the score range as follows

Satisfaction level Rating

Most Satisfied 5

Very satisfied 4

Moderately Satisfied 3

Less satisfied 2

Very Satisfied 1

No Comments 0

The answers obtained from the tools in Part 3 have the scoring criteria. By setting the importance of satisfaction by categorizing the average score as follows

Mean 4.51-5.00 means the highest level of satisfaction

Mean 3.51-4.50 means a high level of satisfaction.

Mean 2.51-3.50 means a medium level of satisfaction.

Mean 1.51-2.50 means low level of satisfaction.

Mean 0.51-1.50 means the least satisfaction level

Average 0.00-0.50 means no comment

Part 4 Suggestions for the development and improvement of Kirikluek Village, Na Yung District, Udon Thani Province Question: This section will use the Nominal scale.

4. Data collection

In this research, the researcher has compiled data from data sources as follows

4.1. Primary data is used to collect data as a quantitative data. By using questionnaires and analyzed for conducting studies

4.2. Secondary data is used to study data from books, articles, journals, research published from both domestic and foreign websites from both public and private agencies concerned.

5. Data analysis

The researcher analyzed data from questionnaires by using statistical computer software for research. Statistical package for science: SPSS 22 by statistical methods which are

5.1. Descriptive statistics is an analysis of general information and behavior of tourists, problems, obstacles and recommendations. By descriptive analysis including Percentage, frequency, mean, and standard deviation (SD) to summarize the initial data from the collected questionnaires

5.2 Inference statistics is an analysis of data by applying the probability theory as follows:

5.2.1 T-test for the analysis of differences of mean values for tourism behavior on Kiri Wattan Village, Na Yung District, Udon Thani Province Classified by gender, domicile and analyzed for differences, mean satisfaction in different areas Of tourists classified by gender and domicile by analyzing whether the mean of the following variables will be different among all groups of independent variables or not

5.2.2 One way-ANOVA test by means of analyzing the difference of the behavioral meanings towards tourism at Kiriwamut Village, Na Yung District, Udon Thani Province, classified by gender, age range, income Average per month and domicile and analyze the differences, the average satisfaction in various aspects of tourists classified by gender, age range, average monthly income and Information is Lmena using the F-Test test results were made known to the average of all groups that are different or not.

RESEARCH RESULT

From the analysis results Most tourists who travel are male. 53 percent and aged between 15-30 years, accounting for 44.5 percent and have a bachelor's degree Which accounted for 30.25 percent and are employed by private companies Which is 30.25% and monthly income is between 8,000-12,000 baht, accounting for 31.25% and single status Which accounted for 51 percent

Most of the tourists have tourism behaviors at Khiri Mao Village. Most of them have visited the Khiri Maze Village previously 2 times or more, accounting for 31 percent and with the objective of tourism for recreation. Which accounted for 56% and there are ways to travel to the Kiri Maze Village attractions By traveling by private car Accounting for 66% and the number of members traveling together with 3-7 people, representing 44% and most of them having family relationships With 39 percent accounting for all expenses (Average per visit per person) Not more than 600 baht, representing 52 percent

The tourists have suggestions. And ways to solve problems related to Kirikhavong Village Tourism That the entrance road should be improved by 31% and there should be signs By 25 percent and should have a basic nursing staff Which accounted for 17 percent and additional parking places By 14 percent and adding garbage collection to the beach By percentage 9 and additional waste storage in the reservoir With 3 percent and others as 1 percent

Tourists who are satisfied with the tour of Kiriklom Village have a high level of satisfaction ($\bar{X} = 3.67$ and $S.D. = 0.49$). When considering each side, it is found that Local people, shops, restaurants and beverage stores Has a high level of satisfaction As for the Providing services of government agencies Is at a moderate level of satisfaction

Tourists who are satisfied with the Kiri Wathom Village Tour in the aspect of location are very satisfied ($\bar{X} = 3.77$ and $S.D. = 0.49$). When considering each aspect, it is found that the attraction of tourist attractions Natural beauty Safety of tourist attractions And a variety of activities Is at a moderate level of satisfaction And the convenience of traveling to reach tourist attractions Is at a moderate level of satisfaction

Tourists They were satisfied with the tour of Kiriwang Village. The service side of Government agencies as a whole are at a moderate level of satisfaction ($\bar{X} = 3.75$ and $S.D. = 0.56$). When considering each aspect, it is found that Road side Route to travel Tourist attractions In making clear signs Traffic management within tourist attractions Suggestions or information about tourist attractions And overseeing the safety of government officials Is at a moderate level of satisfaction at all

Tourists were satisfied with the tour of Kiriwang Village. As for the local people, the overall level of satisfaction was very high ($\bar{X} = 3.78$ and $SD = 0.5$). When considering each aspect, it was found that the friendliness and kindness to tourists and travel advice Go to nearby attractions Is at a very high level of total satisfaction

The tourists are satisfied. The overall tour of Kiriwang Village is for shops, restaurants and beverage shops in the overall level of satisfaction ($\bar{X} = 3.86$ and $SD = 0.58$) and when considering each aspect, the shops are clean. Various shops have set reasonable selling prices. There are a variety of products. And there are enough shops for the number of tourists Very satisfied

DISCUSSION

Logistics Situation for Tourism at Kiriwangwong Village, Na Yung District, Udon Thani Province In which the overall picture from perspective The 4 sample groups can be discussed as follows Tourist groups are the most interesting groups. Because it is a client To increase motivation Tourists decide to travel with to come to travel again Is a very important issue, and when visiting, traveling, to make the impression of tourists And resulting in satisfaction in the surroundings That experience until causing the trip back Again or many times That is an important point. Which is consistent with the service development plan Tourism to support tourism liberalization And the industry for the year 2012-2017 to enhance the competitiveness of the Thai tourism industry under the liberalization of tourism services Therefore, in order to prepare for the future tourism market expansion Therefore, the government should give Important to tourism services in order to create maximum satisfaction for tourists (tourism service development plan to support the liberalization of tourism services for the year 2012-2017, online, 2011) which is in line with the Cee Goossens study. (2000) regarding tourism information and tourism incentives, said that aside from beautiful tourist attractions, there must be some basic elements Facilities such as road conditions, transportation, transportation and parking management Is an important factor Community groups have the opinion that having tourist destinations in the community has resulted in development in many areas of the components of logistics for tourism. And saw that the system readiness

Logistics for tourism is currently at a low level of satisfaction, suggesting improvements. In order to allow tourists to enter the tourist attractions conveniently, quickly and more safely This is consistent with the research of Busaba Sittikarn and the faculty (2008) that tourism management must be based on the needs of people in the community and participation in tourism development. Is a very important factor To tourism management that generates income and sustainability for people in the community as well as strengthening for the people in the community

Entrepreneurs perceived that the components and the logistics management for tourism at Kiriwang Village, Na Yung District, Udon Thani Province. At present, there is very little readiness, therefore, suggesting to improve the transportation and travel to tourist attractions like in the previous 2 groups. And the additional would like to add more Meaning that the package needs to be organized Tourism tours by collaborating between tourist attractions and tourism tour operators And have higher expectations of good service and tourists' satisfaction in shops, restaurants and beverage shops in the overall level of satisfaction.

The community leaders agreed that The current tourist attractions are ready to support tourism at a certain level. With suggestions for improvements in travel, safety, and utility systems.

Most of the tourists are male, aged between 15-30 years, with a bachelor's degree. Private company employee Monthly income is between 8,000-12,000 baht and single status. 2. Most tourists have tourism behaviors at Khiri Khlang Village, Na Yung District, Udon Thani Province. Have been to Khirabao Village before 2 times or more, with the purpose of this tour. For recreation Have a way to travel

Come to travel to Khiri Wong Village, Na Yung District, Udon Thani Province by private car The number of memberstraveling to visit Kirikawang Village, Na Yung District, Udon Thani Province, 3-7 times, most of them have family relationships. And there is a total cost of tourism (Average per visit per person) Not more than 600 baht 3. Tourists give tourism satisfaction to Kirikumwong Village, Na Yung District, Udon Thani Province as a whole, at a moderate level of satisfaction. When considering each aspect, it was found that the tourist

attractions Local people and shops, restaurants and beverage stores were at a moderate level of satisfaction. As for the services provided by government agencies At a medium level

SUGGESTION

Suggestions for applying research results

From the research, it was found that Most tourists like to travel. Which is the number 1 personal car, resulting in problems of road surface conditions Number of parking spaces And traffic at the entrance Therefore recommend as follows

- 1) Road expansion or traffic surface improvement
- 2) Should expand the parking space to reduce the lack of parking spaces at tourist attractions
- 3) There should be a public transportation system to support tourists in order to travel to Khiri Mlang Village And safety at rural transport stations by mass transportation
- 4) Should improve the infrastructure system And utilities In the composition Of tourism logistics

Suggestions for further research

- 1) should study the subject Perception and information seeking for decision making to travel to Kiriwang Village
- 2) Specific studies should be undertaken In more depth, such as satisfaction with service quality

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