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A STUDY OF THAI HANDICRAFT SOUVENIRS THAT MEET THE WESTERN-EUROPEAN TOURISTS' SATISFACTION IN RATTANAKOSIN AREA AND INNER BANGKOK ZONE

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ABSTRACT

The purpose of this research was to study the Thai handicraft souvenirs that was consistent with the satisfaction of tourists in Western Europe. It was divided into basic information from various documents and the field survey data with questionnaires and interviews of 660 tourists who shop in Rattanakosin and inner Bangkok in 2018. It found that the top 3 most Thai handicraft souvenirs in accordance with the satisfaction of the Western-European tourists were Thai ornament products, 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 color was natural color scheme. Secondary was warm colors scheme and classical colors scheme, respectively. For ordinal importance in the factors of the souvenir product selection were beauty, Thai identity and color scheme and the impression of tourism about Thai attractions were Thai food, natural and beautiful scenery and Thai art & architecture, respectively.

Keyword: Thai handicraft souvenirs, Western- European tourists, Rattanakosin

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 create a pattern that meet the needs. [1].

Foreign tourists are the main target group of handicraft products, especially 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].

Patterns of handicraft 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 Mekhum' s study. [3].

Keywords: Handicraft souvenirs, Western- European tourists, Rattanakosin area

OBJECTIVE

1. To study Thai handicraft souvenirs that meet the Western- European tourists' s satisfaction.
2. To be a useful database for designing 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 patterns of handicrafts and souvenirs to be used as a guide to study the patterns of handicraft souvenirs in

accordance with the preferences of foreign tourists in Western Europe. 3) Analyze preliminary data from sections 1 and 2 to compile and provide recommendations on Thai handicraft souvenirs.

B. Scope of the Study

Population of the study included the Western- European tourists in Rattanakosin Area and inner Bangkok Zone who used to buy community souvenir products. The sample in this study was 660 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 January 2018 to April 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	Very low
3.410 - 4.209	High	1.810 – 2.609	Low		

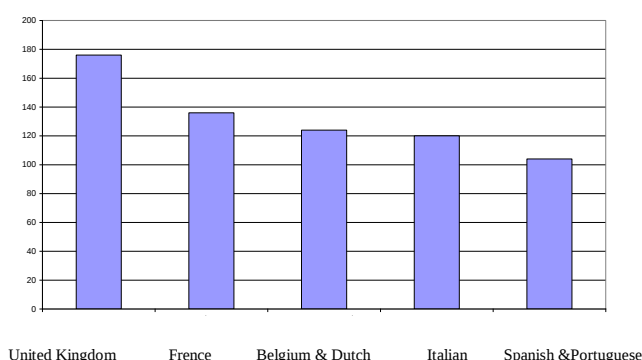
The interpretation of SD Between 0.00-0.999 refer to no significant difference. More than 1.000 refer to significant difference.

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 660 tourists including 344 males and 316 females, accounting for 52.1% and 47.9%, respectively. The age range was 26-40 years, 16-25years and 41-60 years, 41.5%, 27.7% and 25.2%, respectively. The sample consisted of 176 UK tourists or 26.7%, followed by France tourists 136 people or 20.6%, Belgium & Dutch tourists 124 people or 18.8%, 120 Italian tourists or 18.2% and 104 Spanish & Portugal tourists or 15.8 %, respectively. (shown in the Fig.1.)

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



The target group had the average spend at 22.1 percent as a percentage of the total cost of tourism. UK tourists had the highest average spend at 24.8 percent of their total cost of tourism. The Secondary were France, Belgium – Dutch, Italian and Spanish - Portuguese with an average cost of 23.9%, 21.4%, 20.8%, and 19.4%, respectively.

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 	3.46	0.866	High	6. Thai architectures & vehicles 	3.82	0.865	High
2. Thai foods & fruits 	3.73	0.552	High	7. Faith & Philosophy 	3.57	0.825	High
3. Thai drama & music 	3.59	0.815	High	8. Natural & scenery 	3.50	0.603	High
4. Thai culture & lifestyle 	3.59	0.627	High	9. Domestic animals 	3.83	0.626	High
5. Thai ornaments products 	3.87	0.846	High	10. Selected materials & Thai wisdom 	3.69	0.560	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 	4.06	0.958	High	3. Thai contemporary 	3.67	0.854	High
2. Thai country & folk style 	3.71	0.982	High	4. Thai modern style 	3.71	0.988	High

Table 1 was presented as the evaluation of satisfaction in the categories of Thai souvenirs. The top 3 categories were Thai ornaments products , 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 3.87,3.83 and 3.82 with a standard deviation of 0.846, 0.626 and 0.865, 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 modern style. They were the most satisfaction with a high score level and the mean score of their categories were 4.06, 3.71 and 3.71 with a standard deviation of 0.958, 0.982 and 0.988, respectively.

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

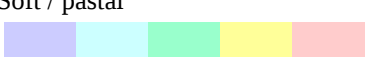
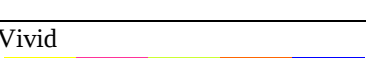
No.	Mean	Standard deviation	Level
1. Cool 	3.83	0.965	High
2. Warm 	3.87	0.918	High
3. Dull 	3.31	0.994	High
4. Soft / pastel 	3.61	0.980	High
5. Classic 	3.84	0.905	High
6. Vivid 	3.71	0.892	High
7. Natural tone 	4.15	0.951	High

Table 3 presented the evaluation of satisfaction in colour schemes of Thai souvenirs. The top 3 categories were a natural tone, a warm tone and a classical tone were the most satisfaction with a high score level and the mean scores were 4.15, 3.87 and 3.84 with a standard deviation of 0.951, 0.918 and 0.905, 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	4.11	0.869	High	3.Hard and Heavy	3.11	0.973	Moderate
2. Soft touch materials	3.78	0.882	High	4. Warm and nature	3.80	0.906	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 4.11,3.80 and 3.78 with a standard deviation of 0.869,0.906 and 0.882, 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	4.18	0.929	High	3. Chanceable use	3.37	0.999	Moderate
2. Special occasions	3.81	0.966	High	4. Everyday use	2.59	0.922	Low

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 4.18 with a standard deviation of 0.929. Secondary was use of the products in the special occasions with a high score level and the mean score was 3.81 with a standard deviation of 0.966.

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	4.54	0.854	Very high	5. Size and weight	3.51	0.916	High
2. Function	4.38	0.882	Very high	6. Delicate	3.69	0.999	High
3. Thai identity	3.77	0.973	High	7. Price	3.19	0.973	Moderate
4. Colour tone	3.70	0.966	High	8. Attack look	3.14	0.906	Moderate

Table 6 presented factors that influence satisfaction and purchase the Thai souvenirs. The top 5 categories in the ordinal importance were beauty, function, Thai identity, colour tone and delicate, respectively. Categories in beauty and function were the most satisfaction with very high score level and the mean scores were 4.54, and 4.38 with a standard deviation of 0.854 and 0.882, respectively. Secondary were Thai identity, colour tone and delicate with high score level and the mean scores were 3.77, 3.70 and 3.69 with a standard deviation of 0.973, 0.966 and 0.999, 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	4.67	0.854	Very high	5. Health services	3.34	0.916	Moderate
2. Custom-shows	3.06	0.882	Moderate	6. Entertainment	3.55	0.999	High
3. Thai food	4.59	0.973	Very high	7. Shopping	3.48	0.973	High
4. Thai architecture & art	4.22	0.966	Very high	8. Thai festivals	3.42	0.906	High

Table 7 presented the satisfaction in the ordinal importance about Thai attractions. The top 3 categories were natural & beautiful scenery, Thai food, Thai architecture & art with a very high score level and the mean scores were 4.67, 4.59 and 4.22 with a standard deviation of 0.854, 0.973 and 0.966. Secondary were entertainment places and shopping with a high score level and the mean scores were 3.55 and 3.48 with a standard deviation of 0.999 and 0.973, respectively.

CONCLUSION AND FUTURE WORK.

According to the study, travelers from Western European countries spend a high proportion of their purchases on average, at an average of 22.1 percent of total travel expenditures. Especially tourists from the UK have the highest number of visitors and the highest average cost, so we recognize the importance of the study to find a way in the development and selection of souvenirs that met Western European group's satisfaction. The evaluation of satisfaction in the categories of Thai souvenirs. The top 3 categories were Thai ornaments products, souvenirs in Thai domestic animals forms and Thai architectures & vehicles were 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 modern style, respectively. In the most satisfaction of colour schemes and textures of the products were a natural tone, a warm tone, a classical tone and smooth as silk texture, warm and nature texture and soft touch material, respectively. Satisfactory for use of the Thai souvenirs were display& decoration and use in special occasions. Factors in purchase the Thai souvenirs were beauty, function, Thai identity, colour tones and delicate, respectively. In the most satisfaction about Thai attractions were natural & beautiful scenery, Thai food 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 consisted 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.

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