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# **GUIDELINES TO PROMOTE KNOWLEDGE AND UNDERSTANDING OF THAI PASSENGER USING THE SERVICES OF DOMESTIC FLIGHT ROUTES TOWARDS PROTECTION OF PASSENGERS RIGHTS**

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## **ABSTRACT**

This research study the behavior of passengers using Thai airlines on domestic routes and study Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights. The study was a quantitative research by using questionnaire with 400 samples of Thai passengers.

The results showed as follows: Most of respondents were female at the age of 30-39 years with the education in Bachelor degree, having the occupation as private company employees. Most of passenger used Thai Air Asia (FD) service.

Suggestion: The airline should clearly information of protection of passenger rights on airline website and mobile application in order that passenger can read before buying a ticket. The content about protection of passenger rights should be available in the Q&A of airline website. Including passenger may complaint about an alleged infringement of the protection of passenger rights to the Department of Civil Aviation in order to investigate the facts and proceed further.

**Keywords:** Domestic Routes, Passenger Rights, protection of passenger rights

## **INTRODUCTION**

Air transport is a form of travel that has become more popular than in the past. Due to the evolution of transportation and technology causing competition in all forms of transportation business including air transport Air freight services or airlines began to adapt and develop services to meet the needs of international and domestic travelers This allows travelers or the public to choose from a variety of transportation services according to their own needs in accordance with their changing lifestyles. Therefore, choosing a travel style to suit the fast-paced lifestyle. It is one of the factors that the air transport business has adjusted its marketing strategy by penetrating more domestic travel segments. And found the needs of middle-income groups. It also caused an increase in low-cost airlines. Make it an alternative to traveling within the country. Domestic airlines: Thai Airways, Nok Air, Thai Air Asia Bangkok Airways Thai Lion Air and Thai Smile

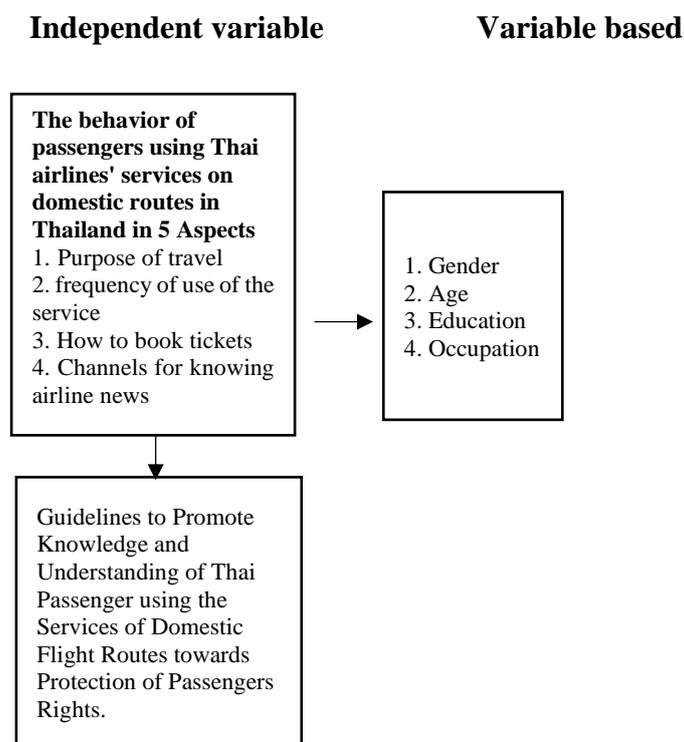
Awareness of the protection of the rights of passengers using Thai airlines on domestic frequent routes will be able to reduce problems that will occur in the service

A study of perceptions of Thai passengers using domestic airlines on the protection of passengers' rights. It will be beneficial to the airline carriers to formulate guidelines to promote the awareness of Thai passengers who use the services of airlines operating domestic flights about the protection of passengers' rights.

### RESEARCH OBJECTIVE

1. To study behavior of passengers using Thai airlines on domestic routes
2. To study Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights

### RESEARCH FRAMEWORK



### RESEARCH METHODOLOGY

This research study the behavior of passengers using Thai airlines on domestic routes and study Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights. The study was a quantitative research by using questionnaire with 400 samples of Thai passengers.

Part 1 General information questionnaire of the respondents, including gender, age, education, occupation.

Part 2 Behavioral questionnaire of the respondents, Purpose of travel, frequency of use of the service, How to book tickets, Channels for knowing airline

Part 3 Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights

## RESULTS

In this research study the behavior of passengers using Thai airlines on domestic routes and study Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights. The study was a quantitative research by using questionnaire with 400 samples of Thai passengers. The research tools that have been validated and data from questionnaires have been analyzed through the Statistical Package for the Social Sciences: SPSS) and used percentage statistics (Percentage), and general data analysis. The analysis topics are divided as follows:

### **Part 1 Analyzes general information of respondents**

Shows the results of the fundamental analysis of the respondents using the services of airlines providing domestic flights regarding the protection of passenger rights. The study found that the respondents mostly female More than males, 272 females, representing 68 percent, and 128 males, representing 32 percent. Age found that most were between 30-39 years old, 156 people, representing 39 percent, followed by age. Between 20-29 years, 120 people, representing 30 percent, 40-49 years old, 90 people, representing 22.5 percent, 50-59 years old, 18 people representing 4.5 percent, 60 years old and over, 9 people Representing 2.3 percent and under 20 years of age, 7 people accounted for 1.8 percent. The level of education found that most had a bachelor's degree of 270 people, representing 67.5 percent, followed by a master's degree of 96 people. Representing 24 percent, education below a bachelor's degree, 19 people, representing 4.8 percent and doctoral studies, 15 people, representing 3.8 percent Occupation: Most of them are employees of private companies, 138 people, representing % 34.5, followed by self-employed or self-employed, 115 people, representing 28.7 percent, government officials or government employees, 85 people, representing 21.3 percent, and 62 students or students, representing 15.5 percent

**Table 1** General information of respondents

Demographic characteristic		Number	Percentage
<b>Gender</b>	Male	128	32.0
	Female	272	68.0
<b>Age (years old)</b>	lower 20	7	1.8
	21 - 30	120	30.0
	31 - 40	156	39.0
	41 - 50	90	22.5
	51 - 60	18	4.5
	61 up	9	2.3
<b>Education</b>	Lower than Bachelor Degree	19	4.8
	Bachelor Degree	270	67.5

Demographic characteristic		Number	Percentage
	Master Degree	96	24.0
	Ph.D.	15	3.8
<b>Occupation</b>	Student	62	15.5
	Government employee	85	21.3
	Private company employee	138	34.5
	Business owner	115	28.7

**Part 2 analyzed from the behavioral data of service users.**

Information on the behavior of passengers using Thai airlines on domestic routes of with the following research results:

The Purpose of travel, 400 respondents found that: The majority of respondents were to travel 71.8%

Followed by to visit relatives 12.8%, ,for business12.5%,for education 3.0%. About frequency of using the service the most found that: less than once a month 69.0%, followed by 1 time per month 13.3% ,more than 3 times a month8.0 % , 2 times a month 6.8%, 3 times a month 3.0%. Methods to book tickets was Online booking 65.3%, book through the application 23.5%, phone booking with the airline company 5.5%, book with air ticket companies 3.3%, and go to contact the airline company 2.5%. Channels to know the news of airlines: internet87.8% ,friend/acquaintance 6.0%, print media 3.5% , television 1.8, SMS 1.0%

**Table 2** The behavior of passengers using Thai airlines on domestic routes

The behavior of passengers using Thai airlines on domestic routes	Number	Percentage
<b>Purpose of travel</b>		
to travel	287	71.8
for business	50	12.5
to visit relatives	51	12.8
for education	12	3.0
<b>frequency of use of the service</b>		
less than once a month	276	69.0
time per month	53	13.3
2 times a month		6.8
3 times a month	27	3.0
more than 3 times a month	32	12
<b>How to book a ticket</b>		
Phone booking with the airline company	22	5.5

<b>The behavior of passengers using Thai airlines on domestic routes</b>	<b>Number</b>	<b>Percentage</b>
Go to contact the airline company.	10	2.5
Online booking	261	65.3
Book through the application	94	23.5
Go to contact the airline company.	13	3.3
<b>Channels for knowing airline news</b>		
internet	351	87.8
SMS	4	1.0
friend/acquaintance	24	6.0
television	7	1.8
radio	0	0.0
print media	14	3.5

**Part 3 analyzed from Guidelines to Promote Knowledge and Understanding of Thai Passenger using the Services of Domestic Flight Routes towards Protection of Passengers Rights data**

It should be clearly stated on the website of each airline. About the conditions and rights of passengers that make it easy to understand or as a Q&A on the website. Passenger rights protection content should be posted on the website for acknowledgment before purchasing a ticket and have such content in the FAQ of the airline website with information and a form to fill online and to conduct a survey of each flight, which can make complaints / report problems of various flights immediately. The airline's website knowledge should be detailed and easy to spot. Including should be available to study at the airline's service counter.

Airlines should send passenger rights protection details by email every time a passenger has completed check in handbook on additional aviation services for passengers to understand regulations or other measures in aviation which passengers should acknowledge and understand in advance before or during the use of aviation and airline services. Make conditions or laws easy to understand with infographics and also not only small letters. There is always a handout in PDF or a print document every time a seat ticket is purchased. There is a QR Code or Link at various service points in the airport or a handout. Attached to the booking form that has already been booked, which corresponds to Theppapuk komolvani (2017) said that the communications skills is the individual skill, the attitude towards the audience, the knowledge about thing to communicate, the social system which includes various aspects of the society and the culture of a particular society.

**CONCLUSION AND DISCUSSION**

Behavior of using Thai airlines' services on domestic routes in Thailand, the study found that most passengers use the services of Thai Air Asia (FD). The purpose of the journey of passengers using Thai Airways services on domestic routes. Most of them have the purpose of traveling for tourism. Most of the passengers use the method of booking tickets via the internet. Passengers get to know the news of the airline via the internet. The protection of passengers'

rights when using Thai airlines' services on domestic scheduled routes, as a whole, was at a high level.

Airline carriers operating the business of providing aviation services on domestic routes Passengers' rights protection details should be informed via channels on the airline's website and mobile application for passengers to know before purchasing tickets. Substantial sections relating to passenger rights should be made available on the Q&A page of the airline's website. Including informing channels for making complaints Inform the problem to the Department of Aviation to verify the facts and proceed, furthermore, take further action which is close to Patcharaphon Chaowapong (2016), said that marketing communication factors, advertising, and the use of electronic media networks are very important. In relation to the decision to buy air tickets of Jet Airways as well as Stopka (2014) suggested that passengers prefer to use mobile applications to know the movements of public transport door to door. Kannaphat Kankaew (2012) stated that the factors affecting the selection of airlines using service marketing mix factors are safety factors. Available flight schedules comfortable spacious seats Price suitable for flight routes Fast luggage delivery Convenience in booking tickets modesty and the professionalism of employees in solving problems In order to conduct business, airlines that look around the service should provide information about the protection of the rights of passengers using Thai airlines on domestic scheduled routes. There is a complaint Complaints can be made to the Department of Civil Aviation for further investigation and further action, which corresponds to Ananchai Sakdejoynt (2010) suggested the establishment of an agency in accordance with the announcement of the Ministry of Transport. Regarding the rights of passengers using Thai airlines on domestic routes, for example, in the United Kingdom, an Air Transport User Council has been established. It is regulated by the Civil Aviation Authority of the United Kingdom or in the United States, a committee for the protection of aircraft passengers has been established. As Steer Davies Gleave (2010) noted, the effectiveness of claims made by airline operators may depend on the agency's policies of the country's civil aviation

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