A MODEL OF BEHAVIOR (GEN-Y TRAVELERS) FOR CHOOSING TO HOTEL IN PATONG BEACH, KATHU DISTRICT, PHUKET PROVINCE

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Abstract - This research has the objective to study the behavior of choosing accommodation in Phuket among Generation Y tourists. In addition, to study the demographic factors affecting the factors of marketing mix in the selection of accommodation in Phuket among Generation Y tourists and to study the marketing mix factors affecting the accommodation choice behavior in Phuket Province. Phuket Province of the Generation Y tourists the questionnaire was used as a tool to collect data from a sample of 156 people. The results of the study of the marketing mix factors affecting the accommodation choices in Phuket of Generation Y tourists were at a very good level. In this regard, the researcher has presented opinions to manage the development of English language skills of the staff and the organization of the website to collect information about accommodation and to provide a variety of all types of hotels in Phuket.

Keywords - Accommodation Selection, Generation Y Tourists, Phuket.

I. INTRODUCTION

[1] The hotel industry is vital to Thailand's economy as a key factor that caters to tourists. There are many factors to support the business growth, with the government taking measures to promote tourism, such as exemptions and reduction of visa fees. In 2016, the hotel business grew by 25.7%, resulting in a high level of room supply and the hotel industry continuing to expand in 2017. The average rate of occupancy and room rate has continued to grow in the country's economy. The highest occupancy rate for tourists in the first half of 2017 was central. In 2017, the number of people in the country was 74.8, 73.6 and 61.2 percent, respectively.

[1] Phuket Province It is Thailand's largest island in 2017, with 12,125,480 tourists arriving, making it a constant investment for investors in Phuket. In addition, investors are also interested in opening. Hotel business in Phuket increased According to the survey, the registered hotel business in Phuket is 422 hotels with a total of 46,370 rooms. In 2017, Phuket generated revenue of 360,974.30 million baht from the hotel industry (Ministry of Tourism and Sports, the hotel business situation in Phuket in 2018 is likely to expand at a lower rate of 3 stars and less than 3 stars hotels due to the oversupply. This was due to the huge growth in the number of rooms in the past 2016, which has led to intense competition, forcing small operators to announce the sale of their businesses with Major operators expanded their investment in 3-star or less-3-star hotels. 4-6-star hotels continued to expand slightly due to the expansion of quality tourists from Europe. However, due to the large number of rooms available, it has increased competition. Causing most operators to have to adjust Including building a base Customers who are loyal to the organization (Loyalty Guest) as well.

For this reason, the researcher realized the importance of studying the factors affecting the accommodation choice behavior in Patong Beach, Kathu District, Phuket Province among Generation Y tourists. Based on the results of this study, the decision of the Generation Y tourists will be informed. In choosing accommodation, entrepreneurs can be used as key information in planning, formulating marketing strategies. Develop and improve business development planning guidelines to meet the needs and expectations of this group of travelers. In addition, the hotel business operator can develop products, products and services that meet the satisfaction of these customers to create repeat purchases. In which government agencies can bring the results of the study to use to set various policies to improve and develop more accommodation in Phuket Which increases hotel revenue even more as a result, the tourism industry has developed potential to serve more in the future.

II. RESEARCH OBJECTIVES

This research is intended

A. To study the behavior of choosing accommodation in Phuket among Generation Y tourists.
B. To study the demographic factors affecting the factors of marketing mix in the selection of accommodation in Phuket among Generation Y tourists.
C. To study the market factors affecting the choice of accommodation in Phuket of Generation Y tourists.

III. LITERATURE REVIEW

A. Tourist information on Patong Beach, Phuket.

[3]Patong Beach in the past was a beach that people do not know. In addition to the hippies who love nature and peace, because the beach is behind a steep hill, it is a difficult journey. Only the People live, and this beach is called Gragoto, meaning the wall edifice that separates itself. Kathu and the beach This Gorge is a short walk through the beach. Over time, people call it Krakraton, and then it becomes Patong beach. After the cut, Phrabaramee Road in 1959 makes it easier to get to Patong Beach. Patong Beach is a world of tourists.

B. Knowledge of the accommodation business.

[5] Accommodation business Hotel, as defined in the Hotel Business Act 2004, Section 4 means a place of stay established for the business purpose of providing temporary accommodation for travelers or individuals. Any other compensation This does not include: -

a) An accommodation established to provide temporary accommodation services operated by a government agency, government organization, public organization or other state agency. Or for charity or education This is not a profit or income to share.[5]
b) Places of accommodation established for the purpose of providing accommodation with a monthly fee or more.[5]
c) Any other accommodation as prescribed in the Ministerial Regulation. There are many types of accommodation businesses such as hotels, motels, guest houses, resorts, apartments, mansions, condominiums, camping, forest department hospice, vacation homes, bungalows, rafts and etc. [5]

C. Service Marketing Concept.

[6] In comparing 4P, 4C and 4S marketing mix, which are different marketing mixes from the viewpoint by marketing mix. 4P enterprise-centric, 4C market segment factors using customer-centric and the 4S marketing compound was invented to e-business environment it was found that the business with content-base products is suitable for use 4P and the second is 4C and finally 4S for the business side facilitate and utilities (utilities and tools) should use 4P or 4S rather than 4C. Finally, the online media business (online service) should use the 4S marketing mix rather than 4P and 4C. Nation's media business, despite its online operations, is inherently focused on the content of the information, which uses online channels to present only. Therefore, the 4P marketing mix was used in this research study.

D. The Service concept.

[2]"Service" is an action and practice activity that the Service Provider provides for the offering and delivers to the service provider or is an activity that is prepared in combination with the sale of goods to meet the needs and immediate satisfaction of the service provider. The characteristics of the service are either shapeless or self-contained. It can't be touched or touched and it's easily degraded, but it can be traded. Each organization is highly competitive in various strategic aspects. Super special promotions or promotions in the end, consumers will choose the service, which is after-sales service, which is what organizations do. Adopted as a strategy for after-sales service and a good option to access the service.

[2] Service refers to the work that is performed or the work that facilitates Interaction between those who wish to use the service with the service provider in the form of activities, benefits or satisfaction provided by the seller to meet the needs of the consumer. And to promote efficiency.

E. Decision theory.

[4] The major theories of decision making can be classified into at least 2 categories:

a. Normative Theory is a decision theory that is characterized by determining how likely a decision is to be or should be. To be able to achieve the desired goal of making decisions.[4]

b. Descriptive Theory Descriptive Theory is a decision based on this theory, trying to avoid the use of any sense of thought or personal values of the person. Decision-making is the basis for the decision. The focus is on making rational decisions. Be accurate and acceptable to the general public.[4]

A decision is the conclusion or final result of a rational thought process to Choose the right approach to the situation, resources and individuals can be implemented and achieve the desired goals and objectives. Decisions are part of the role of executives who Due to the official position and authority, the role of entrepreneur, manager role. Disturbance Handler, Resource Allocator and Negotiator role.

F. Generation Y tourists.

[7] Millennials, also known as Generation Y (Gen Y) populations, are among the populations born in the 1960s. It is unclear, but demographers and researchers determine that generation Y populations were born before the 1980s and ended from the mid-1990s to the early 2000s. The characteristics of the Gen Y population vary depending on social and economic conditions, but the distinctive characteristics of gen Y populations are the increasingly familiar with communication, media, and digital technology.

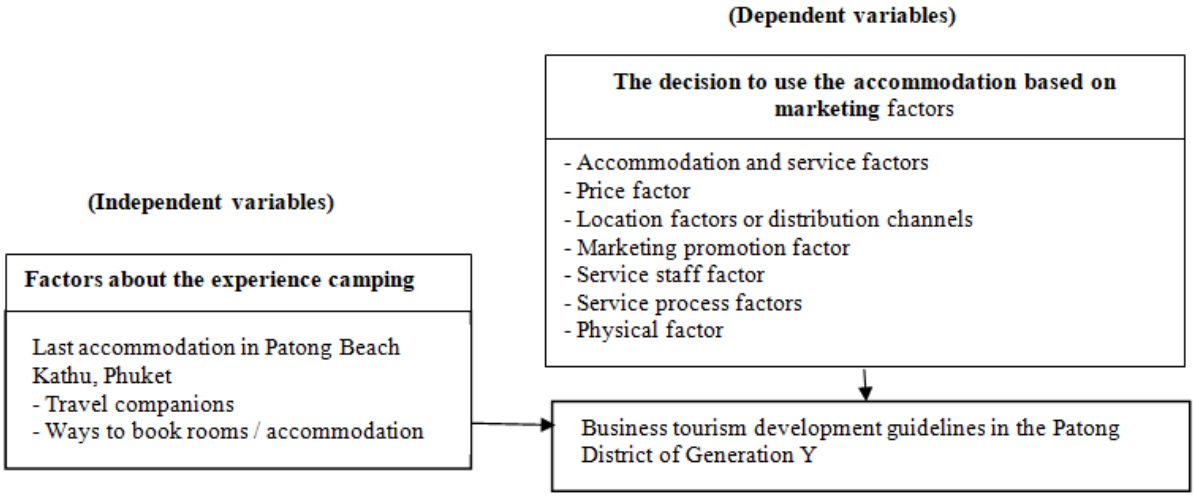

Figure 1 Research Concept Framework

IV. METHOD OF CONDUCTING RESEARCH

A. Population and Sample

The population of this research was the Generation Y tourists who came to travel and spend their accommodation services at Patong Beach, Kathu District, Phuket Province. The sample used for this study was a group of 156 Generation Y tourists who traveled and used accommodation services at Patong Beach, Kathu District, Phuket Province.

B. Research tools

The data collected in this research was a questionnaire consisting of the structured question set is divided into 4 sections:

Section 1, Questions about the general information of the respondents.

Section 2, Questions about the accommodation experience factors

Section 3, The marketing factors affecting the decision of accommodation in Phuket are divided into 5 levels: highest, most, medium, less and least.

Section 4, Questions about the problems and suggestions of generation Y tourists who come to use the accommodation in Phuket.

C. Data collection

Using a sampling method of foreigners traveling in various tourist destinations. In Phuket Province Perform data collection by using the query to ask the samples manually. This data collection uses 156 queries.

D. Educational Resources

a. Primary Data is the data obtained from the collection of 156 sets of survey data with sample groups in Phuket by using the data collection method as described above. Check the completeness and correctness of each questionnaire.

b. Secondary Data is to study and collect information from various related documents.

E. Study results of personal factors

The number and percentage of personal factors showed that the most surveyed tourists were male. Age between 25 and 35 years of age, single status, bachelor's degree, occupation as an employee, private company. Income between 30,001 – 40,000 Baht is domiciled in the United States.

F. The study results of the choice of accommodation

The results of the study of the decision to choose accommodation in Patong Beach in Phuket Province were found that Most of them choose a length of stay from 1 to 2 weeks, traveling with friends by phone booking.

G. The results of the study of marketing factors affecting the decision of accommodation in Phuket

Marketing factors affecting the behavior of choosing a campsite in Patong Beach, Kathu, Phuket Province of Generation Y tourists Overall, there is a high level of importance in order: service, physical characteristics, price, location or distribution channels, promotion, marketing, sales staff, and service, respectively.

H. Summary of additional problems and suggestions

From the study, it was found that the majority of employees commented on improving their English language skills. And organizing a website to collect information about accommodation.

V. DATA ANALYSIS RESULTS

Part 1 General information about respondents

The number and percentage of personal factors showed that the most surveyed tourists were male. Age between 25 and 35 years of age, single status, bachelor's degree, occupation as an employee, private company. Income between 30,001 – 40,000 Baht is domiciled in the United States.

Part 2 Frequency and number Percentage Factors relating to the camping experience

The results of the study of the decision to choose accommodation in Patong Beach in Phuket, found that most of them chose the length of stay 1-2 weeks traveling with friends. How to make a reservation by phone.

Part 3 Mean and standard deviation of the importance of marketing mix factors.

Service factors are important when choosing accommodation for foreign tourists in Phuket. Overall is at a high level. When considering each aspect, it was found that they were found at a high level of 7 aspects, sorted by descending order as follows reputation of accommodation. Most level choice of accommodation level. Condition of the room or accommodation. Cleanliness. The size of the room or accommodation. In-room facilities. And The location of suitable accommodation. Near the tourist/business/community the high level.

The price factor is important when choosing accommodation for foreign tourists in Phuket. Overall is at a high level. When considering each aspect, it was found that they were found at a high level of 5 aspects, in descending order as follows Room price rate correctly most level how does the room/accommodation compare to competitors. Rooms/ Accommodations with value for money price benefits of stay duration and room price rate correctly the high level, location or distribution channel factors are important when choosing accommodation for foreign tourists in Phuket. Overall is at a high level. When considered on each side, it was found that they were found at a high level of 4 areas, in descending order as follows the highest level.

Marketing promotion factors are important when choosing accommodation for foreign tourists in Phuket. Overall is moderate. When considering each aspect, it was found that they were at the moderate level in 5 aspects, which were sorted from descending as follows the package for the tour the high level discount to customer who come regularly a seasonal promotion price reductions on long-term stay or stay as a group and the hotel has a shuttle service between the airport/bus station at the medium level.

The salesperson factor is important when choosing accommodation for foreign tourists in Phuket. Overall is moderate. When considered on each side, it was found that they were at the medium level in 6 aspects, in descending order as follows fast service the high level Have the ability to solve problems have the ability to communicate with foreign language treat all customers equally Service with a friendly smile politely and level of experience and skills in the service at the medium level.

Service factors are important when choosing accommodation for foreign tourists in Phuket. Overall is moderate. When considering each aspect, it was found that they were at the moderate level in 5 aspects, which were sorted from descending as follows the service provider was required to meet the needs of tourists the high level there are enough staff to serve tourists there are tourist information services to provide fast service the reservation providing room and check out and provide how to book and pay for accommodation different services in different ways such as cash/credit card/ bank transfer/internet transfer at the medium level.

Physical factors are important to the decision of the accommodation of foreign tourists in Phuket. Overall is at a high level. When considering each aspect, it was found that they were at the moderate level in 5 aspects, which were sorted from descending as follows dividing the area for tourists. For example, the provision of car parking. Garden, dining Atmosphere surrounding accommodation strength and security of the hotel/accommodation atmosphere in the room/accommodation and readiness of the business center Wi-Fi, meeting room, souvenir shop the high level.

Part 4 Summarizes additional problems and suggestions about the use of accommodation for foreign tourists in Phuket.

Additional information, opinions and suggestions from a group of 5 respondents accounted for 3.22% of all respondents.

Problems that foreign tourists encounter in using the accommodation In Phuket, I found no problem, but I have a suggestion that translates this well research to develop and improve the Phuket hotel industry to be excellent.

VI. DISCUSSION

From the research results, the results can be discussed as follows:

A. Personal factors: number and percentage of personal factors found that most of the tourists who answered the questionnaire were male. Age between 25 - 35 years, the status is single. Bachelor's degree occupation as a private company employee Income between 30,001 - 40,000 bath, domiciled in America.

B. Deciding to choose accommodation for foreign tourists in Phuket, it was found that the decision to choose accommodation in Patong Beach in Phuket Province found that most of them chose a period of stay for 1-2 weeks traveling with friends. How to make a reservation by phone.

C. Marketing factors affecting the behavior of accommodation selections in Patong Beach, Kathu District, Phuket Province of the Generation Y tourists the overall picture is of great importance. In order to be service physical characteristics, price, location or distribution channels, marketing, promotion, sales and service personnel, respectively, can be summarized as follows.

D. The service overall, it is of great importance. When considering each side, it was found that cleanliness and decoration of the rooms and amenities in the room such as tv, air conditioner, mini bar, water heater, etc. are factors affecting the decision of accommodation of foreign tourists at a high level followed by the famous accommodation be accepted there are many styles of rooms. Many types of services are provided such as

restaurants, fitness centers, spas, airport transfers, swimming pools, etc., which is a factor. That affects the decision of accommodation of foreign tourists at a moderate level.

E. The overall price is very important. When considering each aspect, it was found that most of them were of high importance both are cheap when compared to others. There are several price levels to choose from. Room rates and additional services are reasonable. And there are signs showing various service rates clearly. As for the discount for members on special occasions, foreign tourists give a moderate level of attention.

F. Distribution channels in general, it is important to a large extent. When considering each aspect, it was found that foreign tourists pay more attention to their location in the community. Can stay without reservation. And the availability of hotel booking services via the Internet very level as for the location of the accommodation away from the crowd, the quietness and the availability of booking services through agents / tour companies give moderate importance.

G. Marketing promotion overall, the focus was at a moderate level. For individual considerations, it was found that the importance of accessibility of accommodation information was very easy. As for the factor of reducing room rates selling cheap accommodation packages in advance collaborating with partners to provide packages that eat, travel, cheap, have a membership system. Foreign tourists give a moderate level of attention.

H. Sales staff overall, the focus was at a moderate level. To consider each aspect, it was found that there was an emphasis on the factor of willing service employees. Beaming polite have the best human relations the host factor is a friendly welcome. The staff are clean and tidy. And the service is fluent fast. Owner / staff has good language skills. Employees can answer questions or solve problems. There is a high level of importance.

I. Service process overall, the focus was at a moderate level. With a high focus on all sub factors, both impressive hospitalities providing basic information, customer service on demand the procedure for the stay and return is convenient, quick and the convenience of payment.

J. Physical characteristics in general, it is important to a large extent. With an emphasis on beautiful accommodation decoration fresh, cool air around the accommodation is clean, tidy, hygienic and has security systems such as fire alarms. Tsunami warning signs, etc. At a larger level, the area around the accommodation is divided into proportion. Create privacy for customers there is a moderate level of emphasis.

VII. CONCEPTUAL FRAMEWORK FOR

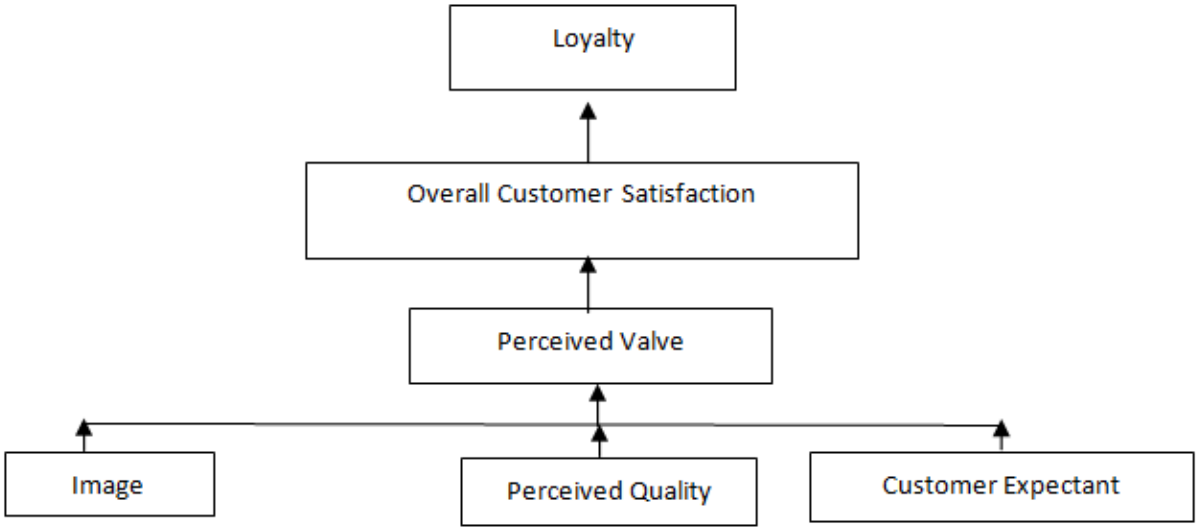

Figure 2 A model of behavior (Gen-Y travelers) for choosing to hotel in Patong Beach, Kathu District, Phuket Province

VIII. SUGGESTION

Factors	Hotel Operator Strategy
Service	Most of the guests who stay are looking for a comfortable stay. Should organize a service system in the room to be strange with all the facilities.

Price	Should adjust the price to have access. There are special privileges for all customers according to the economic situation now.
Attractions	It is an important to associate the attractions with the hotel in order to attract and comfort the customers in all aspects.
Promotion	Special promotions should be provided to customers to reach all levels.
Employee	Training should be held to enable all employees to have good friendship with customers. And having access to customers where customers feel that the hotel has support for tourists in all aspects
Physical characteristics	It is an important to pay attention to the decoration of the property, to keep the air cool and fresh around the property, to be hygienic and secure such as fire alarms, tsunami alarms, etc.

IX. SUGGESTIONS FOR THE NEXT RESEARCH

A. There should be a study of the satisfaction of the accommodation of foreign tourists and Thai tourists to improve the location of the property to increase the customer base and to attract the next stay. Impress customers to maintain their existing customer base and add a new customer base.

B. It is important to study the needs of other tourist accommodation to compare how they are similar or different in order to gain more attractiveness among the group of tourists.

C. Qualitative information such as interviews, group discussions should be added to provide insights to improve and develop accommodation to meet the needs of tourists.

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