

Tourism Logistics Management at the Ancient Markets, Chachoengsao in Thailand

Ladawan Sawangarom

Master of Technology Program in Logistics Technology Management,
Faculty of Engineering and Technology,
Siam Technology College, Bangkok, Thailand
ladawan4903@gmail.com

Received: 19/11/2019

Accepted: 9/12/2019

Abstract - The purposes of the research are: 1) To study the demographic information classified by gender, age, education, occupation, average monthly income and the domicile of Thai tourists that affect tourist satisfaction at the Ancient Markets in Chachoengsao, 2) To study the relevance of the obtained value from the tourism logistics management and the tourist satisfaction at the Ancient Markets in Chachoengsao, and 3) The results of the research are for the improved and developed the processes of the tourist satisfaction at the Ancient Markets in Chachoengsao. This research is a quantitative research by using questionnaire and analyzed by SPSS. The sample group used in the research were 400 Thai tourists visiting 4 Ancient Markets in Chachoengsao such as Talad Banmai, Nuengnakorn Ancient Market, Talad Kao Klongsuan 100 years, Bangkla floating market. In addition, quota sampling, and convenient sampling methods were used for this research, and the used statistics were data analysis were frequency, percentage, mean, standard deviation, one-way analysis of variance, LSD pair testing, and Pearson's product moment coefficient of correlation. The results of the research are the tourist satisfaction at the Ancient Markets in Chachoengsao was in high level generally, and the comments of the tourist satisfaction at the Ancient Markets in Chachoengsao compared by gender and average monthly income were different that were not the determined statistical significance level at 0.05, but when compared by age, education, occupation, and the domicile of the tourists

were different that were the r+determined statistical significance level at 0.05. The obtained value of Thai tourists from the physical circulation management was in high level generally and positive relevance of the tourist satisfaction in high level at the Ancient Markets in Chachoengsao that were the determined statistical significance level at 0.05. The obtained value of Thai tourists from the information circulation management was in medium level generally and positive relevance of the tourist satisfaction in low level at the Ancient Markets in Chachoengsao that were the determined statistical significance level at 0.05. The obtained value of Thai tourists from the financial circulation management was in medium level generally and positive relevance of the tourist satisfaction in low level at the Ancient Markets in Chachoengsao that were the determined statistical significance level at 0.05.

Keywords - Logistics Management, Satisfaction, Ancient Market

I. INTRODUCTION

The tourism industry is considered an important industry for the global economy and Thailand. The tourism industry is thriving and the primordial importance. The tourism industry income is usually at the first or second [1]. Thai government and Tourism Authority of Thailand recognize the importance of the tourism industry and promote Thai people to travel more and more in Thailand. The domestic travel is important for economic

system. The tourism industry income is distributed to people of all levels and relevant business sectors [2]. Chachoengsao or Muang Padriew is a province located less than 100 kilometers from Bangkok. Therefore, it is the charming and worth visiting province. In addition, it is one of the province in Eastern Economic Corridor (EEC). There are a lot of attractions as the cultural ecotourism that is popular in Thailand such as 4 Ancient Markets in Chachoengsao such as Talad Banmai, Nuengnakorn Ancient Market, Talad Kao Klongsuan 100 years, Bangkla floating market [3]. Because of the high competition in the tourism industry, the new effective managements are necessary in order to offer customers the developed quality of the services and valuable. In addition, it is able to make the most tourist satisfaction for customers and relationship of them in long-term [4]. Therefore, the researcher appreciates that the tourism logistics management is important tool that is able to help more effective tourism industry management and can help entrepreneurs and various departments who concern about the research increase their potential.

II. OBJECTIVES

1) To study the demographic information classified by gender, age, education, occupation, average monthly income and the domicile of Thai tourists that affect tourist satisfaction at the Ancient Markets in Chachoengsao.

2) To study the relevance of the obtained value from the tourism logistics management and the tourist satisfaction at the Ancient Markets in Chachoengsao.

3) The results of the research are for the improved and developed the processes of the tourist satisfaction at the Ancient Markets in Chachoengsao.

III. RESEARCH METHODOLOGY

These are the frameworks of the research “Tourism Logistics Management at the Ancient Markets in Chachoengsao”.

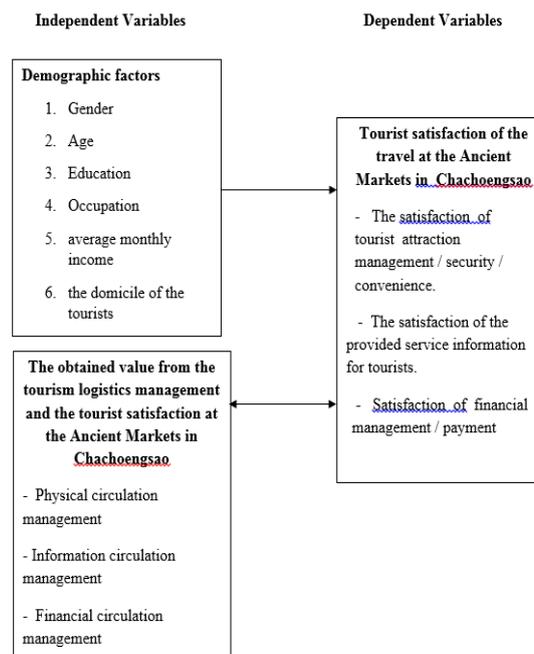


Figure 1. The Framework of the Research Research Scope

This is the research of Tourism Logistics Management at the Ancient Markets in Chachoengsao studied by questionnaires. The sample group used in the research were 400 male and female Thai tourists visiting at the Ancient Markets in Chachoengsao. Quota sampling, and convenient sampling methods were used for this research. The 100 questionnaires for each place were distributed to Thai tourists at 4 Ancient Markets in Chachoengsao such as Talad Banmai, Nuengnakorn Ancient Market, Talad Kao Klongsuan 100 years, Bangkla floating market. Duration of the survey from May - June 2019.

IV. RESEARCH RESULTS

These were the results of the research. The obtained value from the tourism logistics management and the tourist satisfaction at the Ancient Markets in Chachoengsao for Thai tourists was in high level generally. The most valuable factor was the valuable physical circulation management with the issue of the highest average score was security. The next value was the tourist satisfaction at the Ancient Markets in Chachoengsao with the issue of the highest average score was security. The valuable physical circulation management with the issue of the highest

average score was the convenient travel. The value of satisfaction of financial management with the issue of the highest average score was the convenience for financial transactions. The obtained value from the physical circulation management showed the positive relevance in high level for the tourist satisfaction at the Ancient Markets in Chachoengsao. If it was considered in each field, the satisfaction of the financial tourism logistics showed the least level of the relevance. The obtained value from the information circulation management showed the positive relevance in medium level for the tourist satisfaction at the Ancient Markets in Chachoengsao. If it was considered in each field, the satisfaction of the financial tourism logistics showed the least level of the relevance. The obtained value from the financial circulation management showed the positive relevance in medium level for the tourist satisfaction at the Ancient Markets in Chachoengsao. If it was considered in each field, the satisfaction of the information tourism logistics showed the least level of the relevance.

V. DISCUSSION

The tourism logistics management at the Ancient Markets in Chachoengsao showed a high level of overall opinion. That meant Chachoengsao province provided the tourism logistics management. There were planning, determined policies, every field of the tourism logistics management. The physical field was emphasized the importance of transportation, facilities, safety and cleanliness. The information and technology field was emphasized the importance of the ability to search for travel information by, ordinary people as well as publicized tourist information from various media such as websites, Facebook, and television programs. The financial field was emphasized the importance of the convenience in doing financial business, the safety of transactions, the convenience of the payment with credit card, and the worth expense of the tourism.

REFERENCES

(Arranged in the order of citation in the same fashion as the case of Footnotes.)

- [1] Homsood, N., Pudtasee, P., & Roojing, S. (2012). Expectation and tourist satisfaction Influence the Ayodhya Floating Market. National academic conference in Business and economy. The 5th Annual 2012 (Page 12). Khon Kaen: Khon Kaen Business School.
- [2] Taweewongolan, P. (2010). The Thai tourists' satisfaction visiting Ayudhya. Individual education Master of Business Administration Bangkok University.
- [3] Chachoengsao Provincial Office. (2016). Walking and shopping 4 Ancient Markets "Chachoengsao". Retrieved from <http://www.chachoengsao.go.th>. Accessed 24 January 2019.
- [4] Zineldin, M. (2004). Co-opetition: the organization of the future. *Marketing Intelligence and Planning*, 22(7), 780-787.