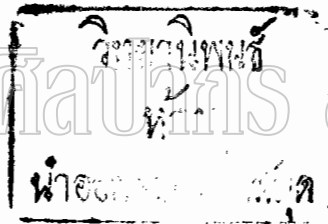


THE DEVELOPMENT OF VAT PHOU PACKAGE RELATED
TO CULTURAL TOURISM CASE STUDY IN LAOS



By

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มหาวิทยาลัยศิลปากร ส่งวนลิขสิทธิ์

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ABSTRACT

THE DEVELOPMENT OF VAT PHOU PACKAGE RELATED TO CULTURAL TOURISM (CASE STUDY), LAOS

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Silpakorn University International College, 2011

Nowadays, tourism has become a significant global industry. Many countries try to develop their infrastructure (IE: transportation, sanitation, security) and make it desirable for tourists. As we know, security is very important to travelers in this current climate of social tensions that exist at some destinations. Recent conceptual work on tourism destination competitiveness has proposed a comprehensive approach that adds industry-level competitiveness attributes to more conventional tourism destination attributes. This study builds on these ideas by generating sets of both attributes, developing a methodology for assessing their relative importance and examining the degree to which their relative importance varies across locations. Survey data was gathered from tourism industry practitioners in competing destinations in Asia Pacific and were subjected to statistical testing. The results provide strong empirical support for the inclusion of both industry-level and destination attributes in studies of tourism competitiveness. The results also question approaches to competitiveness that assume that the relative importance of attributes is common across locations. The importance of competitiveness attributes may vary

across locations, depending on product mix and target market segments. This applies especially in complex, multifaceted industries such as tourism.

The purpose is to discover the important factors for the traveler when they decide on a destination for their holidays. It also examines other aspects regarding holiday travel and the evaluation of destinations by statistical research from recent tourists. These studies will determine the most significant attributes for selecting destinations of tourism competitiveness. It is very important knowing how to manage and improve the tourist business to be suitable for all tourists whom expected to visit from all over the world. With this information, it would enhance the development of creating a holiday package for the future consumers. The research has used a quantitative methodology approach which is statistically tested.

The examination of this research is based on the tourists at VAT PHOU which is located in Laos. There were two groups of respondents to my research whom I randomly conducted the research and summarized information from the international senior tourists and travel agency. The structured questionnaire survey was done by 30 international tourists and 10 travel agencies. The important factors were then given to the experienced tour guides at VAT PHOU to rank the selected attractions to visit at VAT PHOU and nearby places. Results of these studies will help the company to be able develop VAT PHOU packages that can be very competitive and responsive to all consumers.

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CHAPTER 1

INTRODUCTION TO THE INTERNSHIP

1.1 Internship Experiences

It's challenging to get involved within the tourism field which was a very interesting experience to gain my learning and my knowledge through my internship. I believe that it wouldn't be easy to experience it in a regular class room. I was so grateful to have an opportunity to work at Mekong Cruises Company. I had the opportunity to travel to Laos for business purposes. Indeed, learning the Laotian language and lifestyle had been a great way to understand and immerse into the Laotian culture during my overseas internship. I did not just gain deeper knowledge within the field of conducting tourism related research but I also met great people at the work place which made me feel warm, comfortable and feeling to be part of the company. The empowerment of teamwork is bringing the company to success.

1.1.1. Objective and Expectation

My objective during my internship was to apply my knowledge as much as possible to assist the company I work for. I am to eager learn new things from the work place to gain my knowledge. Moreover to apply the product mix of marketing strategy to suit the target consumers to be the outstanding tourist company in the industry. Depth of understanding of cultural differences have influence on the consumer lifestyle and the impact on how to decide the vacation and selecting travel packages.

1.1.2 The Host Company and Period of internship

First of all I would like to introduce the company I was working for my internship, Mekong Cruises Services.

Mekong Cruises

Mekong Cruises spirit for travel and adventure has been capturing the hearts and imagination of passionate travelers since the 1990's, by providing comfortable and breathtaking journeys along the Mekong River. In Laos, Mekong Cruises has slowly but steadily built a collection of travel gems into some of the most stunning destinations in this region. These include a journey northwards aboard the Luang Say Cruise boat, exploring the unique scenes of life along the Mekong up to the hidden oasis and pristine beauty of Luang Say Lodge. Alternatively the Vat Phou Cruise unveils the exotic and mystical nature of the Mekong River in Southern Laos. Ultimately, Mekong Cruises is all about combining nature and culture, recreating stories of the past and ensuring that travelers will return home, rejuvenated, enthralled and with some tales of their own.

1.1.3 Mekong Cruises present three products to serve the valued customer.

- **The Luang Say Lodge and Cruises**

The Luang Say Lodge and Cruises is a journey through remote mountainous stretches of the Mekong River between the northern of Thai border at Houei Sai and Luang Prabang, aboard a purpose-built 34 meter luxury river barge. Long scenic

stretches of breezy, sun soaked river cruising are punctuated by visits to riverside hill tribal villages and the magical Tham Thing Caves of a Thousand Buddha's.

In between the two or three days on the river, the Luang Say Lodge at Pakbeng offers a charming and serene riverside stay: a perfect romantic interlude in this unspoiled wilderness setting.

The Luang Say Boat features:

- Modern safety equipment and lifejackets.
- A capacity of 40 seats with a open air vista and lounge furniture.
- Ample luggage space and porters.
- Games and reading materials.
- Immaculately clean western style toilets.
- A fully-stocked bar.

The Luang Say Lodge features:

- 17 pavilions with a total of 20 rooms.
- 180 degree open-shutter window views of the lush riverside gardens and Mekong valley.
- In suite shower bathrooms with western toilets and hot water.
- Individual fans and mosquito netting.

•The Luang Say Residence is based on the track of the Mekong's pioneers, the historical context, the discovery of Laos, and the life of the French explorers are grounded to retrace the tone of the early 1900's during the colonialist era.

The Luang Say Residence in Luang Prabang reflects the work of these influential figures by creating an atmosphere of this bygone era, portraying the colonialists' way of life and their adventurous, lavish lifestyles.

The Luang Say Residence aims to obtain the feeling of the atmosphere of during this period, respecting architectural references as well as the way of life of the French colonists who settled in Indochina. The property re-creates a vast and comfortable colonialist environment, consisting of a Residence and 5 pavilions in a landscaped park with lush vegetation.

Each pavilion stays personalized according to the French explorers' concept. As a matter of fact, in paying homage to the explorers of the high Mekong area who played a special role in the discovery and in the development of Luang Prabang, each pavilion will bear the name of one of these adventurers from the end of the 19th century. The bedrooms will offer a large terrace. This exterior lounge will offer a view on the mountains and on the garden. The bathrooms, opened on an intimate private garden, are spacious. Their sliding bay window will optimize natural light.

The Luang Say Residence offers first class facilities including 20 Pioneer Suites and 4 other Explorateur Suites in 5 colonial pavilions and a main residence building. The hotels lobby, spacious 'La Belle Epoque' restaurant, '1861' terrace bars, and library Fumoir all combine to guarantee a memorable stay in one of South East Asia's most appealing destination.

- The Vat Phou Cruises

The Vat Phou boat has 12 elegant twin shared cabins. Each has a view over the southern Mekong River in Laos. Every cabin is fully air-conditioned and also has a fan for optimum temperature control. The cabins are fitted with dressing tables

and a wardrobe closet so you can unpack easily and relax. The private bathrooms have a hot shower and a western style toilet for your convenience. A boutique river-borne hotel is the setting for this journey through the timeless landscapes of Southern Laos. Here, the river is accentuated by the stunning “4,000 Islands”, and further down, Southeast Asia’s largest waterfalls at Pha Pheng.

Discover the beauty and power of the Mekong and the exotic mystique of ancient Khmer ruins in Southern Laos. The mythical World Heritage site of Vat Phou. The awe-inspiring pre-Angkorian Vat Phou dates back over a thousand years and is considered the birthplace of Khmer architecture.



1.2 Department Responsibility

I was assigned to work in the department of marketing and sales as a trainee started from December 2010 to May 2011 .My responsibilities were

- Conducting sales calls
- Arranging appointments with journalists for my supervisor
- Representing the company in Laos through sub-travel agency

- Providing support as an assistant to create social media visibility, which includes Facebook, Pantip and Travel fish
- Acting as an assistant to create a booklet and other sales kits such as CD, travel brochures while monitoring my data collected
- Assisting with EDM(email direct marketing) to launch new products to sub-agency companies
- Assisting as a purchasing agent
- Helping corporate branding and corporate identity in order to retain brand image and also created new image using every available innovative methods

1.3 Achievement

I was given an opportunity to complete my internship at Mekong cruises in a position which utilized both my interest in education and in tourism management as a marketing assistant. My duties were assisting administrative jobs related to marketing fields, something that I that I was interested in obtaining in depth experience. I was very confident how I felt I could contribute to help the company in designing a program across the globe to work on effective destination development. This included effective management and promotion of responsible business tourism. The destination management approach is a holistic framework for improving a long-term viability or competitiveness of a destination in order to establish a successful, sustainable, and memorable experience to the target consumers. The objective accomplished was to understand how to increase the volume of tourists, benefit the owner's wealth and maintain the balance of economic, socio-cultural and

environment impacts on travelers. Moreover, with the recent trends toward social accountability and responsible representation for tourism, it is critical for tourism companies to ensure long-term viability for their business, to differentiate and be responsive to local communities. It was very challenging for me to work as an intern student and explore my knowledge throughout the real business day to day environment. I am expected to improve my skills and encouraged to continue seeking a career as a leader within the tourism field. I was challenged to think both critically and creatively as I sought to understand this project and solve problems. This experience gave me a new perspective on myself and my goals.

1.4 Laos

Geography information about Laos: Laos is situated in the middle of South East Asia. The country is landlocked, so it has no direct access to the sea. China,

Vietnam, Cambodia, Thailand, and Myanmar share the same border with Laos. Laos is located in the center of the Indochinese peninsula. Vientiane is the name of Laos's capital and is located in the middle of the country near the Thai border.

The Mekong River flows through around 1,900 kilometers of the Laos region from the North to the South and is the main characteristic geographical feature of Laos. The Mekong forms a natural border with Thailand on over 800 kilometers. In the present day there are only 3 bridges over the Mekong from Thailand to Laos. Laos has total area of 236,800 square kilometers. Three distinct regions were divided, considering geographic definitions of mountains, plateaus and plains along the Mekong region. Around three-quarters of Laos are actually made of mountains

and plateaus especially in the areas of the North and South-East. Northern Laos is dominated by rough mountains, jungles and agricultural areas. The plain region is located along the Mekong River and forms the other quarter of the country (<http://www.trekking-in-laos.com/information/about-laos/geography-and-climate/>).

1.4.1 Champasak Province

Champasack is a province in the southwestern part of Laos, near the borders with Thailand and Cambodia. The population in this province is 500,994 (2001 estimate). The river Mekong flows through the province. The capital of the province is Pakse, Champasak plays a central role in the history of Siam and Laos, with frequent battles taking place in and around this province. It lies 500 km south-east of the capital, Vientiane, on the west bank of the Mekong River which contains the Vat Phou temple complex, a major example of both early and classic Khmer architecture of the 7th-12th centuries. Recent research has shown that this complex is the focal point of a sophisticated cultural landscape centered on the Champasak Plain, taking in the Phou Kao (mountain) to the west and the banks of the Mekong River to the east. Between them are temples, shrines, water tanks, water channels, quarries, historic field systems, settlement sites and an ancient road to Angkor.

Pakse is the meeting point for welcoming tourists in Champasak. It can be reached from Thailand through the Chong Mek border crossing, at Vang Tao, from where the highway leads east towards the city of Pakse. It is possible to obtain a Lao visa from this border post, and Thai baht and American dollars are widely accepted

for purchases on the Lao side of the border. The tourist can get on Vat Phou Mekong Cruises where itineraries start and finish in Pakse. The itineraries offer cruises downriver starting at the Vat Phou ruins, continuing to the Oum MOUNG ruins, 4,000 Islands and finishing at the Pha Pheng waterfall are available. The cruise up the river does not match exactly the same cruise in reverse, starting at the Pha Pheng waterfall, continuing upriver to the 4000 Islands, Oum Muong Ruins and finishing at the Vat Phou ruins. (http://en.wikipedia.org/wiki/Champasak_Province)



View from the top of Vat Phou

1.4.2 The Vat Phou Cruises

The Vat Phou Cruises is situated along Mekong River, at 4,180 kilometers the longest river in the world. The Mekong has its source in the icy wastes of the eastern Tibetan plateau. It flows from South and East, through China, Myanmar, Thailand, Laos, Cambodia and Vietnam, emptying into the South China Sea through a wide delta south of Ho Chi Min City (Saigon).

The Vat Phou is a floating hotel, in which you can relax in comfort as you enjoy the always changing pageant of the river scenery and life as you pass smoothly by. The boat has ten comfortable cabins, each with twin beds and a high end-suite bathroom with hot showers .All cabins and the lower deck restaurant are air-conditioned. The open, shade upper deck is equipped with rattan armchairs, sofas, coffee tables and loungers for absolute comfort. The galley produces the finest of Laotian, Vietnamese and Thai dishes, lovingly prepared and beautifully presented.

1.4.3 Itinerary of The Vat Phou Cruises.

Day1:Pakse→Champassak→VatPhou

After meeting at the Sinouk Coffee House in central Pakse at 9:30am, we transfer you to a longtail riverboat for your 2.5 hour journey to Champassak. Upon arrival at the Vat Phou boat, we help you to your cabins to unpack then serve lunch on deck. The highlight of the afternoon is the Vat Phou ruins - the majestic pre-Angkorian 10th century temple complex and boat's namesake. You have time to visit the museum at the ruins site, walk up to the highest temple and take as many photos as you would like. As dusk falls, we transfer you back to the Vat Phou boat for a chance to enjoy the tropical sunset on the deck. Dinner is served on board, while the boat docks for the night alongside a remote Laotian village.

Day2:HueiThamo→OumMuongTemple→KhongIsland

Breakfast is on board as we set sail for the village of Hue Thamo. This is a small village a few minutes walk away from the mysterious hidden forest temple of Oum

Muong. Afterwards we rejoin the boat to continue our cruise southwards. Lunch is on the deck, while leisurely sailing closer to the wild paradise of the "4,000 Islands". Late afternoon we disembark from the boat to walk through Ban Deua Tia, a small Laotian Village where the traditional way of life has not changed in centuries. Our day's cruise finishes at the most northern tip of Don Khong, the largest inhabited island in the river archipelago. After this you choose your method to relax and enjoy.

Day3:DonKhone→PhaPhengWaterfall→Pakse

While you enjoy your breakfast on the deck, the Vat Phou boat cruises the Mekong to the small village of Ban Veuthong, where you board a small boat to meander among the 4,000 Islands to Khone Island. You will visit the old French railway and walk across the bridge that links Khone and Det Islands. We continue on the boat back to the mainland for lunch at a local restaurant in a small fishing village, Xieng Di, on the banks of the Mekong. A bus transfers you to the historically significant Pha Pheng waterfall, "the Niagara of the East", close to the Cambodian border. We then bring you back to Pakse for the end of the cruise experience, arriving around 4.00pm.

Source: www.vathou.com

1.5 Tourist Attractions for VAT PHOU package:

● *The Vat Phou* is at the foot of a curiously shaped 1,416 meter mountain with a flat narrow peak and steep, forested sides. On the summit is a 15 meter high monolith, the main reason for the site of the temple. It is a natural “lingam”- the symbol of the Hindu God Shiva-a phallic symbol, and the temple area used to contain many smaller, carved linga, now mostly removed. Carved representations of the female sex organs, called yoni, can also be found.

● *The Oum Muong ruins* are a short walk through the jungle and rain forest from a small village on the East bank of the Mekong River, Huei Thamo.

Named for the stream running behind the ruins, Oum Muong is a small temple built in the 9th century in dedication of Rudani, a consort of Shiva. The most predominant feature of the ruins is the unusual lingam with four faces at the tip. In this village there is a French colony lost in the jungle, there are the ruins of several formerly splendid French colonial houses, an old customs post, a stone quay and the rusting remains of cranes and other machinery of a by-gone age.

● *Khong and four thousand islands* is the South of Champassak the Mekong River splits into many channels, separated by sandbanks and islands of various sizes, some inhabited, some the haunt only of wild animals and birds. This untamed and remote region is known as the wide “paradise of 4,000 Islands”

● *The Pha Pheng Waterfalls* reside in the border area between Laos and Cambodia. These waterfalls separate the upper Mekong from the lower Mekong, completely sealing off the two sections for navigation and the transport of goods, and creating a separate history for each. A huge mass of water roars across a wide ledge, a kilometer in width, dropping vertically 30 meters into the lower basin. This is not only a breathtaking sight, but also a place of great geopolitical significance.

● *Ban Deua Tia*: located on the mainland of the West bank of the Southern Mekong River. The inhabitants are Lao Loum (the ethnic majority of Laos), lowland Lao people who traditionally live near rivers and areas of abundant water. The village is an older village and has had people in the area for over 200 years. There are at the last count 616 people in 110 families and 96 houses in this village. There is one school (elementary school level) and one temple. They have electricity in the village but do not have water supplies. They pump their water up from the Mekong River.

1.6 SWOT Analysis

Strength

-Comfortable accommodations in a relaxed hotel cruise along the Mekong river with romantic settings and a high standard of service. This is suitable for relaxation and a slow life style as opposed to an intense and turbulent busy life that is day to day chaotic city living.

-Responsible/Ecotourism image and value: contribution to society, environmentally friendly, local community integration, community social responsibility. The company contributed to the poor village and assisted local people in building the school and also donates to area poor people.

-Unique product offering: One of a kind in the competitive market because The Vat Phou cruise was made from a local cargo boat altered as an accommodation. This floating hotels outside appearance and look of the cruise has a true Laosian flavor.

Weakness

-Too long of a distance before boarding the boat, it took 2.5 hours to board the long tail boat. This could be problematic to older passengers. For the most part this is the less convenient and least comfortable aspect of the tour.

-Cramped staff living conditions: which is limited space of cabin: there are not enough areas for the staff on board to sleep at night time. Male and female staff have to stay overnight in the same room, this situation causes a significant inconvenience of living on board.

-Overlaps of time causing dissatisfaction from customers: when new customers arrive, previous staying customers have to be ready for packing and making the room vacant in order to let housekeeping prepare the room for new customer check in. This problem is not unique to this property.

-Uncomfortable atmosphere in the night, there are too many insects in the winter season.

-Lack of fluent English guides: The education of local people is developing. However there are not enough educated local people in the tourism industry in Laos, and therefore there is a shortage of proficient English speaking guides and staff members.

-Lack of human resource in organization: because the current problem is frequency of resignation and when new employees are hired they take time to be trained.

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Opportunity

-Expanding market segment: using a low cost strategy for the budget traveler or specific group of interest. To expand to new market groups of different nationalities, customized programs might to apply to a specific strategy to suit groups when practical.

-Increasing population of seniors from baby boomer era: these seniors can become our valued customers. The trend of senior travelers is growing because they have leisure time after retirement, tend to spend freely and a desire to gain knowledge and experiences (Andrew Mungall et al2010). In terms of travel modes and travel party size, package tourists tend to be older or retired groups opposed to other groups (Joanne Jung-Eun Yoo et al, 2008).

Threat

-Flood season: that causes damage to river banks, cruise boats and also creates fear of staff and customers during the months of October and November. This may lead to unimpressed customers and fewer return chances in the future.

-Dry season: it is difficult to navigate the low water level of the Mekong cruise on the river. Therefore in this low season from November to April, properties cannot generate adequate revenue causing loss of capital.

-Land transportation: growing infrastructure development projects may offer a convenient option for travelers in this area. One example is travel by van which is faster and more convenient than by boat travel, however lacks the river travel experience..

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1.7PEST Analysis

Political

- Government policies are determined by the party through the all-powerful eleven members Politburo and the 55 member Central Committee. Important government decisions are vetted by the Politburo.

- Laos has enacted a number of new laws in recent years, but the country is still governed largely through the issuance of decrees.

- More than 1,000 former fighters and family members were estimated to have surrendered to Lao authorities, and there were no credible reports of clashes in 2010.

The United States opposes any acts of violence against the Lao Government, as well as many other countries.

-Limited attention: from the Government to plan and market tourism opportunities.

Expanded Government focus on tourism will allow for the dedication of resources and will improve the overall infrastructure of Laos.

Economic

-Laos is a poor, landlocked country with an inadequate infrastructure and a largely unskilled work force.

-Domestic savings are low, forcing Laos to rely heavily on foreign assistance and concessional loans as investment sources for economic development.

- In 2010, donor-funded programs accounted for approximately 8.5% of GDP and 90% of the government's capital budget. In 2010, the country's foreign debt was estimated at \$5.8 billion.

-The economy of Laos is essentially a free market system with active central planning by the government. China is now the largest source of foreign direct investment (FDI) in Laos.

-Tourism remains a bright spot of the Lao economy, offering real future potential, solid growth, and substantial job creation.

-International index reviews rate Laos poorly on transparency and ease of doing business.

-Endemic corruption and poorly developed commercial law continue to hamper economic development.

- Laos has begun the World Trade Organization accession process, with the intention of joining that organization as soon as possible.

Socio-Cultural

- Most people live in the valleys of the Mekong River and its tributaries. Vientiane is the capital and largest city and had about 740,010 residents in 2008.

- About half the country's people are ethnic Lao, the principal lowland inhabitants as well as the politically and culturally dominant group.

-The Lao are descended from the Thai people who began migrating southward from China. They were known as Lao Sung or highland Lao. Some Vietnamese and Chinese minorities remain.

-The predominant religion is Theravada Buddhism. Animism is common among the mountain tribes. Buddhism and spirit worship coexist easily. There also are small numbers of Christians and Muslims.

-The official and dominant language is Lao, a tonal language of the Thai linguistic group. Minorities speak an assortment of Mon-Khmer, Hmong-Yao, and Tibeto-

Burman languages. French, once common in government and commerce still exists but on a far smaller scale.

-The language of the Association of Southeast Asian Nations (ASEAN) has increased in recent years. The government is encouraging officials and students to learn English.

Technology

-Travelers use more technology than ever and often the tourism industry has taken advantage of this desire (need) to stay in touch with its clientele.

- Technology has become a mixed bag for the tourism industry. It creates a great

deal of conveniences while at the same time has been used as a way to increase revenues and to lessen customer service. It can be a great help in increasing our communication and security. Individuals decide how much or how little technology is right for them, whether as a traveler or travel support organizations. The amount of technology used varies greatly often influenced by age, available technology and amount of self planning people are willing to do.

-No matter how good your technology may be, technology does not provide human warmth to enhance take-home experiences. Be mindful that tourism is about the selling of memories and then ask yourself at what point are you willing to sacrifice memories for efficiency.

Situation Analysis in Marketing Department

Strengths: Unique range of nature based and cultural attractions, fascinating indigenous cultures and traditions.

Weaknesses: Lack of knowledge of how to improve the marketing strategy and how to implement the marketing plans to improve the long-term of the company's profitability.

CHAPTER 2

THE BUSINESS IMPROVEMENT PROJECT

2.1 Sales Situation analysis

FIGURE 1: HISTORICAL DATA

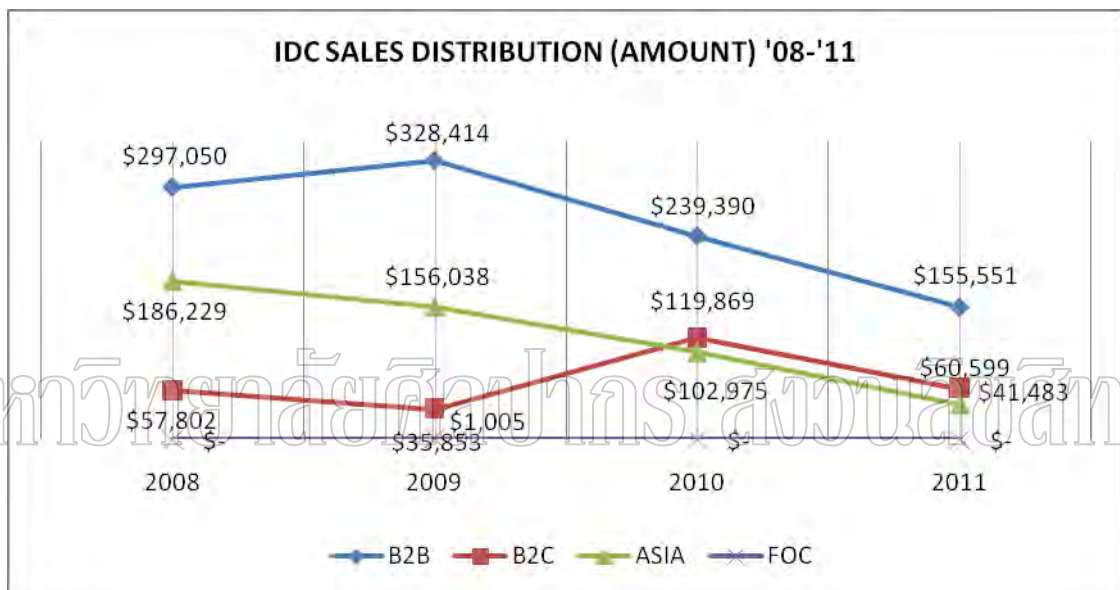
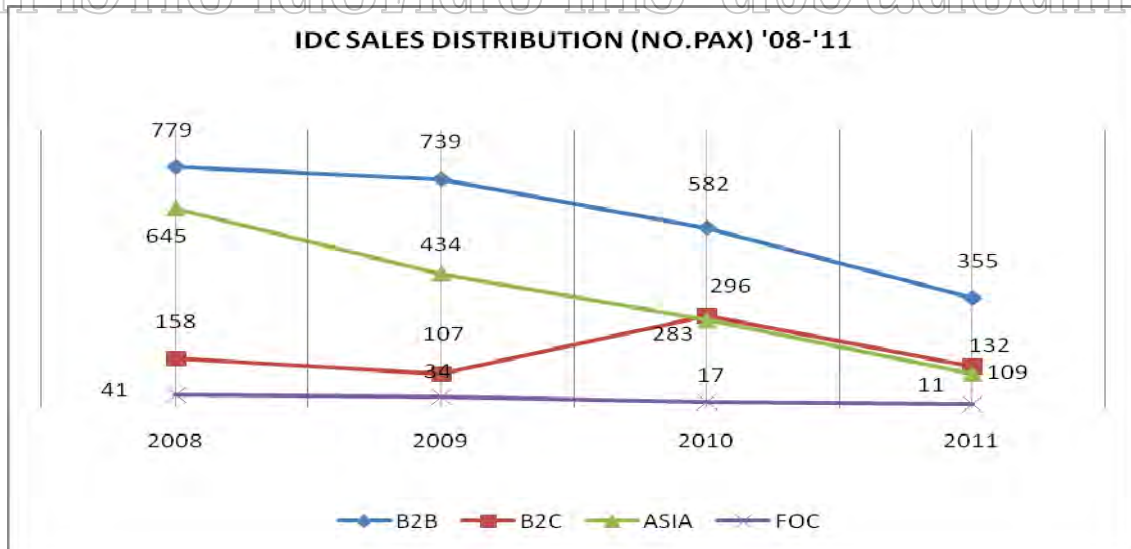


Figure 1 has shown declining sales revenue from 2008-2011. In 2008 the amount of revenue was USD \$297,050, in fiscal 2009 the amount of revenue was \$328,414 which was increasing but in year 2010 the amount of revenue was \$239,290 and continued decreasing through the year 2011. The amount of revenue for 2011 was \$155,511. The result has shown that in 2011, the amount of revenue clearly shows that revenue is declining. There are variable impact factors that can lead in declining of sales in recent years. The internal situation could be from the

company's weaknesses and the tourism packages that were offered is not suitable for consumer's expectations. The external situation could be another reason that has a high impact on how to encourage the tourists on their spending. The impact of global economy associates with tourism activity in a region to identify changes in sales, tax revenue, income, and jobs that relate to tourism activity. Fiscal impact can be changes in demand for government utilities and services that have occurred as a result of some tourism-related action, and estimate the revenues and costs to local government of providing these services. The surrounding environmental impact is a proposed action on changes in social, cultural, economic, biological, physical, and ecological systems.

FIGURE2: Historical Data



As the figure 2 has shown the number of customers were declining during 2008-2011. At the year end of 2008 there were 779 customers. The following year

of 2009 there were 739 customers, at the year of 2010 there were 582 and year 2011 there were 355. The figure obviously shows that the amounts of customers are decreasing. The number of visitors and the associated sales are generally based on historic trends and vary in reaction to key demand determinants such as population size, distance to markets, income levels, and measures of quality. The demand is treated as exogenous or fixed, and the analysis simply predicts impacts if a given number of visitors are attracted to the area. The tourism interests can often convince decision-makers to allocate more resources for tourism or to establish policies that encourage tourism. The economic contribution of expanded tourism offerings can be compared to that of alternatives such as resource extraction activities (mining, timber harvesting), or manufacturing. These tools also make it possible to compare diverse tourism development proposals: a tourism strategy that proposes outdoor recreation and camping development can be weighed against one which proposes a factory outlet mall in terms of potential economic impacts. Primary tourism sectors, such as lodging, dining, transportation, amusements, and retail trade, are affected directly.

FIGURE3 Historical Data

IDC	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	AVG	Y-O-Y
IDC 2008														
OCC %	82%	65%	79%	75%	67%	45%	21%	0%	23%	31%	23%	36%	52%	
No.Pax	255	202	267	215	208	133	45	0	55	74	56	113	1623	
Capacity	312	312	336	288	312	312	216	0	240	240	240	312	3120	
AVG Pax	20	16	19	18	16	16	5	0	6	7	6	9	12	
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
IDC'08 Result	86,373	73,717	88,587	76,483	65,734	44,999	11,569	\$ -	14,175	21,520	14,919	43,005	544,081	
IDC 2009														
OCC %	78%	45%	76%	75%	40%	30%	9%	0%	24%	21%	20%	25%	42%	82%
No.Pax	244	139	255	216	126	93	23	0	46	46	43	83	1314	81%
Capacity	312	312	336	288	312	312	264	0	192	216	216	336	3096	99%
AVG Pax	19	11	18	18	10	7	2	0	6	5	5	6	10	83%
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
IDC'09 Result	99,449	62,168	105,039	86,255	52,543	39,060	7,515	\$ -	7,807	12,378	13,486	35,609	521,310	-4%
IDC 2010														
OCC %	78%	45%	76%	75%	40%	30%	9%	0%	24%	21%	20%	25%	38%	90%
No.Pax	226	198	247	174	75	0	0	0	47	83	65	63	1178	90%
Capacity	288	336	312	288	312	312	264	0	216	264	192	312	3096	100%
AVG Pax	19	14	19	15	7	0	0	0	5	7	8	5	8	82%
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	
IDC'10 Result	92,714	85,061	103,395	74,724	28,100	\$ -	\$ -	\$ -	11,853	23,665	19,446	23,275	462,234	-11%

Figure 3 reflects the selling percentages from 2008 to 2010. The total percentage of year 2008 from November to October was 52% and the total amount of revenue was USD\$541,081. In 2009 from November to October the total percentage was 42% and the total amount of revenue was \$521,310 which was a decrease of 4 %. For 2010 the total percentage from November to October was 38% and the total amount of revenue was \$462,234, which was a decrease of 11%. Therefore the figures presented that the potential of sales for this particular product definitely declined in demand.

Direct effects are production changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly increase room sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages, salaries, taxes, supplies and services are direct effects of the tourist spending.

Indirect effects are the production changes resulting from various rounds of re-spending of the tourism industry's receipts in backward-linked industries (e.g. industries supplying products and services to hotels). Changes in sales, jobs and income in the linen supply industry, for example, represent indirect effects of changes in hotel sales. Businesses supplying products and services to the linen supply industry represent another round of indirect effects, eventually linking hotels by varying degrees to most other economic sectors in the region. *Induced effects* are the changes in economic activity resulting from household spending and how much can be allocated for vacation expenditures.

2.2 Problem Statement

From initial analysis historical data shows decreases in sales and downgrading in revenue. This issue has had a tremendous impact on the company's revenue in recent years. The package of Vat Phou has not been modified for segments targeting consumers for years. There are several factors that would have an impact on targets.

The package of Vat Phou in the present day has decreased in revenue. To solve this situation, redesigning a package tour program would develop to increase sales. Besides looking at incremental sales revenue that may have been generated by marketing strategy such as gauging consumer changes in brand awareness or their attitudes toward corporate brands, can yield significant indicators of corporate long-term success. Consumer changes in purchasing patterns are also strong indicators to brand identity and packaging design, which are components of this marketing mix. There are some intangible factors that fluctuate in the marketplace which clearly impact the valuation of a company's brand as well as marketing ROI (return on investment). These factors include perception of overall value of the company and its marketing efforts. There has to be an alignment between corporate goals and marketing goals which lies between the marketing department and corporate management with all personnel within the marketing department providing critical input. Thoughtful blending of marketing ideas and corporate parameters will get everybody "on the same page" and offer Vat Phou the opportunity to offer innovative packages that will entice target consumers and as a result the byproduct of increased sales will increase revenue that is profitable.

Therefore statement of problem is “How to increase revenue of Vat Phou program package from 3 days 2 nights to 2 days 1 night aiming to suit customer’s need.”

2.3 Research Question

To investigate factors on selecting tourist destinations while lead to future itinerary improvements for Vat Phou program.

Every company is in the tourism business which involve with customer satisfaction must represent an extension of the brand assets of that company. If the brand identity and package design is in line with the marketing initiatives, the end result is packaging that contributes to marketing ROI in a substantial way. Brand value allows for pricing consideration and up-sales.

In fact, bottom-line pressure is growing on marketing departments to create more profitable customer relationships by mining their brand values with existing customers. Marketing departments are charged with the responsibility to retain existing customers, while gaining new ones. But again that question arises: how should all of these intangibles—brand awareness, brand trust, and consumer brand relationships be quantified?

From the interview of the head of marketing and sales, demographics of most of our customers is senior tourism from all over the world. The average age of the customers is above 50. Therefore, this research’s target group will be senior traveler that has 50 years of age and above. This research will find out the important factors of senior traveler in selecting a travel destination. Therefore, appropriate packaging will be revised for the company to launch exciting new offerings that will interest the target group

CHAPTER 3

LITERATURE REVIEW AND RESEARCH METHODOLOGY

3.1 Literature review

Tourism is a big growing industry. It is one of the world's largest industries and in many regions the single largest source of investment and employment. (Mary A.Littrell 2004) Tourism provides products and services for people participating in activities in places other than their residence. According to Leiper (1979), the tourism industry consists of all those firms, organizations and facilities that are intended to serve the specific needs and wants of tourism. A more precise way of describing tourism is 'representing the sum of those industrial and commercial activities producing the goods and services wholly or mainly consumed by foreign visitors or by domestic tourist' (Ritchie and Goeldner,1994)

However, tourism has unique characteristics that differentiate it from other industries. Unlike other industries, which have their own distinct products or services and often involve several suppliers. For example, a vacation package may include services provided by travel agents, airlines, restaurant, hotel and other related services.

Tourism has become a popular global leisure activity. In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US\$944 billion (euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. As a result of the late-

2000s recession, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the boreal summer months. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4% in 2009 to 880 million international tourists arrivals, and an estimated 6% decline in international tourism receipts.

Tourism is vital for many countries, such as Egypt, Greece, Lebanon, Spain, Malaysia and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives, Philippines and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres (<http://en.wikipedia.org/wiki/Tourism>)

3.2 Types of tourism

Health Tourism – Even though health tourism existed long before, it gained importance during the eighteenth century. This tourism is associated with spas, places with health-giving mineral waters treating diseases from gout to liver disorders and bronchitis. As a number of doctors have highlighted the benefits of bathing in sea water, even this has become a part of health tourism.

Winter Tourism – Winter sports contribute to winter tourism. Many water sports holiday packages are available at places in many countries apart from Ski and Snow festival tours organized annually. Skiing is extremely popular in the mountainous areas. Ski festivals have variety of events like ski and sled competitions, ski and snow board lessons, performances and recreational activities.

The majority of the event participants are from countries with a warm climate.

Mass tourism - Mass travel is possible with improvements in technology allowing the transport of large numbers of people in a short period of time to places of leisure interest. Through this, greater numbers of people enjoy the benefits of leisure time. The increase in the speed of railways, better sea travel options, and the increase in the number of improved air travel services, mass travel has grown and developed internationally.

Niche Tourism - Physical activity or sports-oriented niche tourism includes adventure tourism such as mountaineering and hiking (tramping), backpacker tourism, sport travel for golf and scuba diving, attending a sports event and extreme

tourism for people interested in risky activities abound. There are many types of niche tourism. Some of them are given below.

(<http://info.newkerala.com/top-travel-destinations-of-the-world/main-types-of-tourism.html>)

Cultural tourism- Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.

Cultural tourism is the one type of tourism concerned with a country or region's culture, specifically the lifestyle of the people in specific geographical areas, the history of peoples, art, architecture, religion, and other components that helped form the way of people's lives. Cultural tourism includes tourism in urban areas, particularly historic or large cities and also cultural property such as museums and theaters. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities such as festivals and rituals, displaying unique values and lifestyles of the area.. According to (Mary A.Littrell et al, 2004) Cultural tourism consists of involving cultural or ethnic festivals, visiting galleries or museums and attending theater or concerts. Also related activities focused on eating food characteristic to the region and exploring archeological ruins add to the allure. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that

cultural tourism can play in regional development in different world regions.

(http://en.wikipedia.org/wiki/Cultural_tourism)

3.2.1 Review on Cultural tourism

As the VAT PHOU program is being considered as a cultural tourism package, this research will review this type of tourism in greater detail. The travelers who prefer to travel through cultural tourism are more likely to be interested in different cultures. These people show agility to gain individual learning and experiences. They enjoy trading their culture to explore various cultures, such as some people like to try international food all over the world or some people prefer to go to a museum on holiday to acknowledge the host country and lifestyle of the local people. Because museums often tell the story of each country, tourists (who participate in this type of tourism normally have no experience with the host culture) are looking for the uniqueness and authenticity in culture tourism. Domestic tourists focus on unique places that reflect the identity of the area. Foreign and domestic tourists both perceived host culture as an attractive and unique destination. They tend to become dependent on the destination and tend to borrow host culture to define their individuality (Jing-Shoung Hou. ChungHsien Lin and Duarte B.Morais2005).

Tourism is the world's largest industry and generates the largest income in Asia Pacific. This is because the growth in tourism is intrinsically linked to a parallel growth in museums and cultural attractions of all kinds. As people travel more they don't travel aimlessly. Mostly they travel to understand a particular place

in a meaningful way through the power of cultural tourism to satisfy their travel desire. Specific trends, such as the increasing influence of the Internet and the impact of blockbuster and special events, present new opportunities to communicate and reach potential cultural tourists. Others, such as the growth of younger and more diverse cultural tourists and the increasing popularity have an impact on the types of packaging and partnering initiatives that can be presented to cultural tourists in order to strategically capture the market. I will also suggest that while significant opportunities for cultural tourism emerge from identified trends and patterns, opportunities must be considered in expectations, experiences and sustainable in environment.

A Cross-Cultural Comparison of Trip Characteristics: International Visitors to Hong Kong from Mainland China and USA. (Joanne Jung-Eun Yoo et al, 2004)

stated that:

Hong Kong is the one of the more popular travel destinations in Asia. The objective of this study to investigate the relationship of culture to the international visitors' trip characteristic. This research concentrated on two groups of international travelers which are Mainland Chinese and Americans. The methodology of this research used a descriptive research design and adopted a quantitative approach involving secondary data analysis.

The results show that in terms of travel motivations.

1. Mainland Chinese visited Hong Kong for business and meetings as a main purpose whereas American travelers are likely to visit Hong Kong for vacation and leisure trips.

2. Most of travelers from both Mainland China and America are more likely to travel as independents without traveling by tour package.

3. American travelers were traveling on a fully package tour more than Mainland Chinese.

4. American travelers like to travel in pairs, whereas Mainland Chinese like to travel in groups.

The study learns that there were considerable differences between the Mainland Chinese and American travelers silting both cultural and physical distance in affecting trip characteristics of the culturally different group.

There are many factors involved while forming tour packages and consideration of these important factors will be discussed in the next chapter.

3.3 Summary of journals regarding important factors in selecting destination

Journal 1: Factors Affecting the Selection of Tour Destination in Bangladesh: An Empirical Analysis

Feroz Ahmed, Md Shah Azam, Tarun Kanti Bose. 2010

In Bangladesh there are many attractive places of natural variations for travelers to visit: hilly areas, longest sea beaches of the world, mangrove forests and many historical places. These can be leveraged to create advantage scenarios of tourism sectors in this country. These attractive places cannot meet the satisfaction of both domestic and foreign tourists. Bangladesh has inadequate infrastructural development at several tourist spots, deficiencies of proper facilities for the tourist also lack of professional tour services and promotional programs to create desire in

tourists. Therefore, these travel places are not blooming to match the expectations of the country's tourism sector.

The methodology used 150 questionnaires to determine survey results. 146 questionnaires were received as complete. The data was collected from different types of tourists in Bangladesh. The research areas contributing questionnaires were Dhaka, Rajshahi, Khulna and Sylhet.

This research intended to study factors to select the different tour destinations. All researchers agreed that service quality is importance for tourist perception and for their revisit .There are 10 factors that related to positive perceptions of tourists to revisit. Those factors are service, quality, natural beauty, convenience of disembarking facility, adventure, security, efficient transportation, safety/security, quality of food and shopping facilities. Data showed that shopping facilities have lowest scores while service and quality have highest scores. The study finds that Bangladeshis were not interested in shopping, they prefer to spend money just only for tourism purposes. The domestic tourists prefer to visit destinations in which there are not enough shopping facilities to arouse them to spend money on shopping due to their limited income.

Bangladeshis are trying to develop their tourism sector in the country where there are many attractive destinations for tourists to travel such as historical places, holy places, indigenous cultural centers, natural beauty (sea beach, hilly areas etc.). Therefore this research can be a guideline and will help determine future identifications of what are the factors that relate to tourists intention of their visit and subsequent revisits. This research paper has recommended that the government of Bangladesh should provide a positive look at developing human resources and also

develop infrastructure in the country to attract tourists to travel for both domestic and foreign interests.

Journal 2: Tourist revisits behavior in Singapore.

Tak-Kee Hui, David Wan and Hsunan-Yi Cheng 2010

This study evaluated the image of Singapore as a travel destination. In Singapore there is good quality infrastructure and also good places for meetings, but it is not sufficient. Researchers used questionnaires to interview tourists who came to visit Singapore in which a total of 452 questionnaires were contributed at Changi International airport. There were 431 of questionnaires usable for the analysis while twenty-one were unusable.

The results of the research show that there were 5 factors affecting tourist selection to choose destinations to travel, with the highest score of 38.7% sitting variety and safety. These characteristics also related to great variety of food, quality of food is satisfactory, great variety of commodities in department stores, quality of products is satisfactory and safe place to visit. The second factors 8.2% were attraction and culture. This characteristic of factors related to attractive urban sightseeing, interesting night life, attractive natural and scenic spots, mixture of oriental and western cultures, interesting culture events, climate and weather is acceptable and people are friendly and courteous. The third factor 6.2% were hotel services. This characteristic of factors related to whether hotel accommodations are comfortable, hotel services are satisfactory and hotel facilities are satisfactory and hotel/restaurant/retail labor force helpfulness and efficient. The next factors 5.3% were prices. This characteristic of factor related to prices for hotel accommodation

are reasonable, prices of commodities are reasonable, prices of food are reasonable and prices of air tickets are reasonable. For the last factors 4.75 were people and convenience, this characteristic of factor related to immigration/custom/police and whether they are helpful, clean and tidy, immigration and custom procedures are simple, shopping centers are conveniently located and transportation is convenient.

The researcher also divided groups to research as the Asia group and Non-Asian groups. This there is one different perception of them in the price factor, the regression analysis shows that with The Asian group, the price is more sensitive related to in term of expensive for hotel, food and ticket effect their decision to travel. Singapore should be considered in the future to make more promotions, campaigns or some package to attract the Asian groups and make them feel their money is worth to pay for a holiday in Singapore by not lowering the quality of service. Prices are all found to be important attributes affecting tourist' overall satisfaction levels, so price is not just the one factor that can attract tourist but also service too to ensure tourist revisits and recommendations to their friends and relatives by word of mouth

Journal 3: The influence of the internet on destination satisfaction

Castaneda, J. Alberto, Frias, Dolores M, Rodriguez, Miguel A. 2007

The objective of this study is to provide an understanding that effective sources of information on the internet affect the satisfaction with the selected destination of tourists. Some tourists may wait for information from the internet that would be positive and important and could influence the destination decision.

Researchers conducted a structured questionnaire to tourists of different nationalities which were 279 of questionnaires completely answered.

The results have shown that what information the tourists find out in the internet related to their travel experiences, which consist of 2 variables, the tourist's previous experience of the destination and the tourist's experience of the internet.

These conclusions may hold importance for focus on using the internet in promotion of tourism destinations in the future. This research supported that the internet was an important source of promotion on tourism destinations, which can get attraction from new visitors.

Journal 4: Price value perceptions of travelers

Steven, Blair F. Journal of Travel Research 1992

In this research has analyzed Canadian and foreign travelers' insight of Canadian prices and quality of products such as accommodation, transportation, meals, gasoline, and alcoholic beverages, which those prices of products were influential in the insight of making decisions on Canadian vacations, the study discovered that qualitative factors such as scenery, quality of accommodation, and different cultures are more significant than price when the tourist first makes decisions to select a travel destination.

This study found that car travelers are the most price-sensitive and Canadians are more price sensitive than Americans and other international travelers. Canadians are more critical about travel costs in their own country, but other international tourists found that the price is worth it for quality; potential tourists

always expect for the high quality, the key to revisit again is service and quality value for the money.

The results are the perception of tourists about prices is important but it is not the crucial factor to select destinations in initial stages. Quality and other products are much more influential for Canadians, from the interview of the tourists who have been to Canada felt that the prices are high but also a value for the money in terms of quality and service are acceptable.

Journal 5: Conceptualizing tourist satisfaction at the destination level

Tanja Dmitrovic, Ljubica Knezevic Cvelbar, Tomaz Kolar, Maja Makovec Brencic irena Ograjensek and Vesna Zabkar. 2008

The purpose of this research is to conceptualize a model of tourist satisfaction; to understanding the key factors of destination competitiveness and quality improvement and evaluation of complaint and customer loyalty. The linkages for tourist satisfaction show that quality, image and cost and risks affect perceived value of tourists and two outcomes were constructed, which are complaint behavior and loyalty. Therefore, satisfaction demonstrated itself in repurchase behavior ((loyalty), an intention to pay higher prices, increase brand equity. Hence, satisfaction of traveler is an emphasis in terms of retaining a long term relationship with customers. It is an important factor that leads to enhancing repurchase, gaining reputation and receiving recommendations from others (word of mouth). Therefore satisfied customers may lead to an increase of revenue and profits for the service provider.

Journal 6: Exploring communication and marketing strategies for senior travelers

Andrew Mungall, Roland Schegg and Francois Courvoisier 2010

This study aimed to develop guidelines for the communication and marketing policy of Swiss tourism service providers. The objective of the study is what can be found for the trend of consumer behavior in senior citizens and baby boomer generation in Switzerland, and what would be proper marketing strategies for the senior traveler in the baby boomer generation.

This study based on a two step qualitative approach. The first step is analysis of current behavior of senior travelers when they are searching for information and planning a holiday. The second part is comprised of a Delphi study. The Delphi study was conducted to define the future trends. The results show that information in the search process influenced the decision making process. Internet is increasingly used as a travel destination tool to gain more information regarding the destination. The main result has shown that important factors to senior citizens in choosing a holiday package are; 1) to gain a learning experience through holidays, 2) to look for comfort, 3) to search for a secured destination, and 4) to gain personal experiences. For travel products for senior citizens should be based on individual offers focusing on nature, culture, wellbeing, and health.

TABLE1 Summary of the six journals: Factors Affecting the Selection of Travel Destination

Factors	Andrew Mungall,Rol and et al ,2010	Tak-Kee Hui,Davi ,et al,2010	Tanja Dmitrovic, et al, 2008	Castaneda et al,2007	Steven,BlairF et al,1992	Feroz Ahmed et al,2010
1.Quality of products and services	√	√	√			√
2.Internet	√			√		
3.Promotion	√	√				
4.Safety		√				√
5.Attraction & Culture		√			√	
6.Prices		√	√		√	
7.People&Convenience		√				
8.Image			√			
9.Value			√			
10.Different Culture					√	
11.Convenient loading	√					
12,Known Destination	√					√
13.Efficient Transportation	√					√

According to a literature review summary, there are lists of important factors that affect the selection of travel destinations. This will be discussed in detail in the next section.

3.4 Description of selected Factors:

Quality of products and services: it is the main goal of a provider to satisfy requirements, needs and expectations of customers to retain higher customer satisfaction. Both products and services can be separated from each other. The products can be classified in terms of tangible goods such as transportation, food and flight tickets. Whereas the services that can be classified in terms of intangibles meaning they cannot be touched. Service is action to assistance at the time of need. Tourism services are consumed by the customer at the time of production. Hence, at time of providing the service the company has to be certain of the quality of employees through providing training to gain the quality assurance at the time of delivery (Evan et al, 2008).

- The quality of products and services mainly influenced customer loyalty through the customer's satisfaction (Lien-Ti Bei, Yu Ching Chiao 2001). Quality of service emerged as an important factors affecting the tour intention of Bangladeshi tourist. The service quality issue was significant because it dealt with the tourists perception of the pleasure experienced (Feroz Ahmed, Md Shas Azam, Tarun Kanti Bose 2010). The quality of tourist offers at the destination level affects tourist satisfaction (Tanja Dmitrovic, Ljubica Knezevic Cvelbar, Tomaz Kolar, Maja Makovec Brencic irena Ograjensek and Vesna Zabkar 2008).

●Internet: The Internet, sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). According to a survey conducted by Commerce Net and Nielsen Media Research in early 1997, nearly one out of every four Americans over the age of 16 is an Internet user. And the number of users worldwide is believed to be well into the tens of millions. Other statistics are equally startling. Also according to IBM, 146 countries currently have at least some level of Internet access. The technology research firm IDG estimates that by century's end, one billion people worldwide will have access to personal computers—more than doubling the computer-savvy population of 1996.

Internet is the useful source of information; it is easy to accessible and worldwide, nowadays internet is popular source for tourist. Senior generation also use the internet as a source of tourism information (Andrew Mungall,Roland Schegg and Francois Courvoisier2010). The Internet allows tourists to have a good relationship related to their experience through their holidays (Castaneda, J.Alberto, Frias, Dolores M, Rodriguez, Miguel A 2007). Using the internet as a source of information influences purchasing behavior of tourists(Liping A.call,Ruomei Feng ,Deboach Breiter 2003) .People at the high level of buying decisions are more likely to use the internet as a purchasing tool (Liping A.Cai,Ruomei Feng and Deborah Breiter2003).

●Promotion: Promotion is one of the four elements of marketing mix (product, price, promotion, and place). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. There are different ways to promote a product in different areas of media. Promoters use internet advertisement, special events, endorsements, and newspapers to advertise their product. Many times with the purchase of a product there is an incentive like discounts, free items, or a contest. This is to increase the sales of a given product

. (<http://en.wikipedia.org/wiki/>)

In term of tourism destination, promotion is very important to attract tourists to travel to make them feel value of money towards tourism's products. Individual promotion or tour packaging is required by senior travelers (Andrew Mungall, Roland Schegg and Francois Courvoisier 2010).

● Safety: Safety is a primary concern of travelers of all types. Safety becomes particularly important when traveling abroad and to developing countries. It is important thing that must provide a standard quality of safety and security in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Safety is the important factor for tourists in selecting the destination to travel. Security emerged as the strongest factor in terms of degree and magnitude affecting the tour intention of Bangladeshi tourists. The security issue is significant as people go for tours for pleasure and amusement. The amusement or entertainment

is not possible if the place is not secured. (Feroz Ahmed, Md Shas Azam, Tarun Kanti Bose 2010). For example the problem of political unrest in Thailand has affected travelers who come to travel in Thailand because they feel unsafe, inconvenienced and disorganization. Government opposition groups shut down airport operations at the Bangkok Suvarnabhumi International Airport in December 2008 for several days causing a ripple of travel disruptions across Asia and the world. Hence the safety aspect is very important in every tourism area to provide an appropriate atmosphere for travelers.

- Attraction & Culture: It is considered as an important basic element of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Location is another basic element of tourism. The location may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer nature destination such as mountain, sea, river, waterfalls, lakes and etc. It is considered as an important basic element of tourism. Fashion (trend) is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion (trend). Tourists perception of the natural beauty of the tour destination is positively related to their visit or revisit intentions (Feroz Ahmed, Md Shas Azam, Tarun Kanti Bose 2010). Attraction and culture are found to be significant attributes affecting tourist 'satisfaction (Tak-Kee Hui, David Wan and Hsuan-Yi Cheng 2010).

- Prices: price is the primary factor affecting the tourism industry, for the international travel may be negatively affected by high rates of inflation and poor

exchange rates. A significant portion of international travel in Italy has been affected by the exchange rate in euro currency (Antonello Biagioli, Giuseppe Ortolani, Andrea Alivernini 1994-2004). Price is also one factor that influences the selection of destinations to travel but not at the initial stage (Steven, Blair F 1992). At the initial stage, the more important factors than price are quality of accommodation and different culture in gaining experience. Price can affect revisits of a customer's satisfaction and also is one issue that affects the perception of Asian tourists in Singapore tourism (Tak-Kee Hui, David Wan and Hsuan-Yi Cheng 2010).

- People and Convenience: accompanies several aspects related to convenience of shopping and transportation, the efficiency and helpfulness of people. People and convenience are found to be significant attributes affecting tourist's satisfaction (Tak-Kee Hui, David Wan and Hsuan-Yi Cheng 2010). In Hong Kong, staff attitude and convenience were the factors that affected travelers to select travel agencies including tour packages (Vincent C. S. Heung et al, 1997). From literature review, the impact of this factor is inconclusive. This is because findings from research showed that this factor could have both significant and non-significant impact on selection of a destination. For example, according to (Feroz Ahmed et al 2010), they disagree that convenience of shopping facility is negatively correlated with intention of tourists in Bangladesh.

- Image: Image is the perception and attitude toward specific a destination. Destination image influences quality perceptions at the tourist destination (Tanja Dmitrovic et al, 2008). Image basically serves as a pull factor to influence tourist

behavior to select travel destinations (Girish prayag 2010). According to Fung Mei Sarah Li (2008), he pointed out that to a certain extent, tourism as the industry of difference, was a fundamentally involved in image creation in order to differentiate one destination from another.

●Value: The perceived value offered at the destination level affects tourist satisfaction. Customers set their expectations for the value that they hope to derive from the purchase. The promises that the company is willing to offer and deliver in a manner that adds value which creates a strong correlation to exist between satisfaction and customer's retention. It is more commonly used as an adjective denoting a particular method of pricing utility services. Value-of-service pricing is a method of setting utility prices based on the actual value of the service to the customer without regard to the actual cost of providing the service. Value-of-service pricing can result in prices higher or lower than the actual cost of providing the service. (Tanja Dmitrovic,Ljubica Knezevic Cvelbar,Tomaz Kolar,Maja Makovec Brencic irena Ograjensek and Vesna Zabkar 2008).

●Different Culture: different culture is a more important aspect in initial stages to select a destination. Lifestyle refers to shared values, interests, opinions, attitudes and behavior .It also reflects individual preferences for products and services, destinations and travel related to individual lifestyle. Travel-related lifestyles vary across cultures. (Steven ,Blair F 1992). To learn something new through holidays is required in senior travelers (Andrew Mungall,Roland Schegg and Francois Courvoisier2010).

●Convenient loading: The future senior traveler is a wealthy and demanding customer with a rich travel experience who is looking for comfort, security, and personalized experiences according to (Andrew Mungall,Roland Schegg and Francois Courvoisier2010). Superior accommodations allow the senior traveler to feel comfortable while traveling. Shopping is also the one activities in tourism products so convenient loading is one attribute to affect tourists for high purchases (Feroz Ahmed,Md Shas Azam, Tarun Kanti Bose 2010).

●Known Destination: To know destinations by relatives, friends, word of mouth or other information from any source can affect decision making to travel (Andrew Mungall,Roland Schegg and Francois Courvoisier2010). To know a destination is a positive attribute of correlation for higher purchases of tourism products (Feroz Ahmed Md Shas Azam, Tarun Kanti Bose 2010). The best attraction places are where it's interesting to most tourists, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.

●Efficient Transportation: reaching the destination for tourist perception is one of the positive aspects to revisit the same destination again (Feroz Ahmed,Md Shas Azam, Tarun Kanti Bose 2010). It is also a critical management consideration in shaping tourism's environmental footprint. Transportation consumes the greatest portion of the energy used in the tourism system. Most of this consumption is associated with travel to and from the destination and the delivery of tourism related products to support tourism operations.

3.4.1 Conclusion: From the factors that applied, there are 13 attributes based on literature review leading to the conducted questionnaire to survey senior tourists.

There are questions related to what type of tourism would be interesting for senior travelers, what aspects they are considered in selecting travel destinations such as quality, safety etc. and what source of information they were using to get information and ideas which lead to decision making in selecting destinations.

The segmentation variable is seldom used in tourism literature. Thus it is important to define it at first. Those tourists have a purpose for tourism. They are free to choose a destination or route to travel. Their choice of a destination is determined by their perceptions of the destinations' attributes (such as price, weather, safety, and landscape etc.). Therefore, to examine what are the most important factors that would influence senior travelers to make decisions in selecting travel destinations is important to a revised tour program package in the future.

There are several influences of the tourists' perception of a destination's important attributes that can impact their destination choice. This will be evaluated based on tourists survey feedback.

3.5 Research Methodology and Data Analysis

For the methodology, this research will use quantitative methods to collect the data as most of the research in this area are using surveys. Most research on this topic use the Quantitative Method. The aim of this research is to investigate the important factors of senior travelers in selecting a travel destination and improve packages to suit our target market. Our purpose is to test the factors that we have derived from the literature review. Hence, it is more appropriate to use

questionnaires to test these factors. Therefore the method called deductive method is more suitable for this research than the qualitative method.

3.6 Sampling method

There are three parts of the survey. The first part is to interview travel agencies. The second part of the survey is to interview travelers that are our target market. Thirdly the tour guide at VAT PHOU will be interviewed.

3.6.1 Travel agency

Travel agencies were interviewed to gain more perspective into the selection of destinations. This research will also interview travel agents by asking them to rank the factors involved in selecting a destination. This is because travel agencies are an important party that decides the tour package for the travelers to choose. They know information very well in detail of each destination to design a holiday package. There were 10 travel agencies being asked to rate 13 attributes which are “quality of products and services”, “internet”, “promotion”, “safety”, “attraction and culture”, “prices”, “people and convenience”, “image”, “value”, “different culture”, “convenience loading”, “known destination” and “efficient transportation” .

3.6.2 Traveler

The target group which this research has focused on, is the senior travelers who are the holiday’s lover. This is because the senior travelers are the main target group of the company. Moreover this target group prefers the holiday that is discovering new landscapes and cultures, in other words enjoying a new experience (Andrew Mungall, Roland Schegg and Francois

Courvoisier 2010). Therefore, this target group has the same passion and the purchasing power which is likely to persuade purchasing in the future. This target group will focus much on the quality of service, which is the strength of the company. Therefore a total of 35 tourists were asked to rate 13 attributes that might affect their choice of selecting a travel destination. Out of these 35 respondents, there are completed 30 questionnaires which will be used for data analysis.

3.6.3 Tour guide

To interview tour guides for ranking travel destinations of VAT PHOU packages according to top 3 important factors that research has found out from the survey. They know where the most attractive destinations are, they also interact with tourists. Hence tour guides are an important party to develop tour packages and to focus on important factors in selecting a destination.

3.7 Data analysis:

Data analysis from travel agency: Table 2 is the result from the interview with Travel agency companies requesting them to rank the factors affecting selected destinations.

TABLE 2

Factors	1	2	3	4	5	6	7	8	9	10	Mean	Rate
1.Quality of products and services	1	2	3	1	2	2	1	2	1	2	1.7	1
2.Internet	7	1	2	7	6	6	3	6	7	6	5.1	6
3.Promotion	2	4	7	3	4	3	6	3	8	4	4.4	4
4.Safety	4	3	1	2	1	1	2	1	2	1	1.8	2
5.Attraction & Culture	6	7	5	4	3	3	5	4	4	5	4.6	5
6.Prices	3	5	4	6	5	4	4	5	3	3	4.2	3
7.People & Convenience	9	12	10	13	12	7	7	9	9	7	9.5	9
8.Image	5	6	8	8	7	5	13	7	6	9	7.4	7
9.Value	8	10	11	10	9	11	11	10	5	8	9.3	8
10.Different Culture	10	9	9	9	11	8	10	8	11	12	9.7	10
11.Convenient loading	13	8	13	12	8	12	12	13	13	10	11.4	13
12, Known Destination	12	11	6	11	13	10	9	11	10	11	10.4	11
13.Efficient Transportation	11	13	12	5	10	13	8	12	12	13	10.9	12

3.7.1 Research Finding

The table above shows the results of the survey from travel agencies. Results showed that of the 13 attributes, “quality of products and services” was rated as the most important attribute in selecting travel destination, followed by safety(1.8), prices(4.2), promotion(4.4) ,attraction and culture(4.6) and internet(5.1). The top three factors will be use in further analysis because the factors were found out that correspondent with literature review.

3.8 Data analysis from the 30 respondents

Descriptive Statistics from 30 respondents (tourists)

TABLE 3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
QUALI10	30	1	2	1.10	.403
INTER10	30	1	3	1.63	.669
PROMO10	30	1	4	1.93	1.172
SAFE10	30	1	2	1.10	.305
ATTRAC10	30	1	2	1.50	.509
PRICE10	30	1	2	1.20	.407
PEOPCO10	30	1	3	1.47	.629
IMAGE10	30	1	3	1.37	.556
VALUE10	30	1	3	1.40	.563
DIFFCU10	30	1	3	1.47	.629
CONVLO10	30	1	4	1.80	.805
KNODES10	30	1	3	1.90	.759
EFFITR10	30	1	3	1.57	.626
Valid N (listwise)	30				

3.8.1 To analyzes data for selected important factors.

As the table 3 shows the results of the factor analysis performed on 13 attribute items. The descriptive statistics among study variables are presented in table. As shown in the table the most important factors that affect tourists in selecting a travel destination presented clearly is quality of product and services which is ranked number 1 with mean of 1.10. A general sense of safety is also one of the factors that are best evaluated by the overall sample. However, its overall mean evaluation is 1.10 points below its mean importance followed by price (1.20), image (1.37), value (1.40) people and convenience (1.47) and attraction and culture (1.50). This information will be useful for future to develop a tour package these specific attributes must be taken into consideration.

TABLE 4 Top three ranks from travel agency and traveler survey

Agency company	Tourist's	Rank
Quality of products and services(1.7)	Quality of products and services(1.10)	1
Safety (1.8)	Safety (1.10)	2
Prices(4.2)	Prices(1.20)	3

As the table 4 shows the top three rankings are the same result from Agency Companies and tourists. These are quality of products and services (1.7 and 1.10 respectively), safety (1.8 and 1.10 respectively) and prices (4.2 and 1.20

respectively). Therefore, this information will be focused on as useful information to develop tour program packages.

3.9 Descriptive Statistics

TABLE5

	N	Minimum	Maximum	Mean
QUALI10	30	1	2	1.13
INTER10	30	1	3	1.63
PROMO10	30	1	4	1.93
SAFE10	30	1	2	1.10
ATTRAC10	30	1	2	1.50
PRICE10	30	1	2	1.20
PEOPCO10	30	1	3	1.47
IMAGE10	30	1	3	1.37
VALUE10	30	1	3	1.40
DIFFCU10	30	1	3	1.47
CONVLO10	30	1	4	1.80
KNODES10	30	1	3	1.90
EFFITR10	30	1	3	1.57
Valid N (listwise)	30			

As table 5 of descriptive statistics show, the number one means is very important in selecting factors followed by number 2 means moderately important, number 3 means somewhat important and number 4 mean not important. Therefore to gain conclusive data, number 1 and number 2 were focused on as important factors that affect traveler in selecting destinations. Number 3 and number 4 were not mentioned as it was deemed as “somewhat and not important” to certain respondents, therefore it is considered as an inconclusive data. Hence the factors which are considered as conclusive as shown in the table are quality of product and service followed by safety, prices and attraction and culture. Even though in the table shows that attraction and culture are middling average but can be considered as conclusive data.

TABLE6 QUALITY OF PRODUCTS AND SERVICES

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	26	86.7	86.7	86.7
2	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Finding: As table 6 shows there are 86.7% of senior travelers concerned about quality of products and services as an important factor to select travel destination. 13.3 percent from 4 respondents did not choose it. Therefore this information should be focused on in order to develop package tour programs to suit customer needs in the future.

TABLE7SAFETY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	27	90.0	90.0	90.0
2	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Finding: As the table 7 shows there are 90% of senior travelers concerned about safety as the most important factor to select travel destinations. 10.0 percent from 3 respondents did not choose it. Therefore this information should be focused on in order to develop package tour programs to suit customer needs in the future.

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TABLE 8 ATTRACTION & CULTURE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	15	50.0	50.0	50.0
2	15	50.0	50.0	100.0
Total	30	100.0	100.0	

Finding: As the table 8 shows there are 50.0% of senior travelers concerned of attraction and culture as an important factor to select travel destinations. Even though the frequency is moderate but to examine this aspect is also important to

understand what type of tourism that senior travelers are interested in. Therefore this information should be focused on in order to develop package tour programs to suit customer needs in the future.

TABLE9 PRICES

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	24	80.0	80.0	80.0
2	6	20.0	20.0	100.0
Total	30	100.0	100.0	

Finding: Table 9 shows that there are 80.0% of senior travelers concerns about prices as an important factor to select travel destinations. 20.0 percent from 6 respondents did not choose it. Therefore this information should be focused on in order to develop package tour programs to suit customer needs in the future.

Conclusion: For the all above tables, there are the top four factors that should be focused on which are quality of products and services, safety, prices and attraction and culture. These four aspects will be used to examine and develop package tour programs related to these important factors.

Research Finding

Table 4 shows the top three ranks from interviewing 10 agency companies and 30 respondents of tourists. The quality of products and services was ranked as

the first of the most important factors followed by safety and prices .Therefore, the results from analysis show what the important factors of seniority travelers concern are. These factors are 1) the quality of product and service which would enhance their decision making to purchase tourism products as well as 2) safety was concerned and 3) prices. Those factors were being emphasized. Hence these three factors are necessary and important to focus on while repackaging tour programs to suit the needs of customer behavior. This is to make the package valuable to their needs, and to increase their power of purchasing and revenue. The growing up of globalization economy extremely requires the understanding of different types of consumer behaviors from various cultures (Joane Jung-Eun Yoo et al 2004).

3.10 To analyze frequency data

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TABLE 10 GENDERS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	23	76.7	76.7	76.7
2	7	23.3	23.3	100.0
Total	30	100.0	100.0	

As the table10 shows most of the respondents were male (76.7%) with all of them being above 50 years old, whereas female are fewer (23.3%). This may show that males are more likely to travel and able to travel more than females.

TABLE 11 TRAVEL AGENCY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	28	93.3	93.3	93.3
	1	2	6.7	6.7	100.0
	Total	30	100.0	100.0	

As the table 11 shows the idea of how travelers get information to select travel destination, one of them was rank, which is travel agency(6.7) and not an attractive source of information in order to gather tourism information. There were only 2 respondents that chose travel agency. There were 93.3% that did not choose it.

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TABLE 12 INTERNET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	6	20.0	20.0	20.0
	1	24	80.0	80.0	100.0
	Total	30	100.0	100.0	

As the table12 shows, the idea of how travels get information to select travel destinations, one of them was the internet. Most of the respondents have chosen the

internet (80%) as the popular source of information for senior travelers to use as a tool to gather information about tourism only 20% of the did not choose it.

TABLE 13 FAMILY AND FRIEND (worth of mouth)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	14	46.7	46.7	46.7
1	16	53.3	53.3	100.0
Total	30	100.0	100.0	

As the table 13 shows, the idea of how travelers get information to select travel destinations, one of them was ranked which is family and friend or word of mouth (53.3%) as a source of information in selecting travel destinations. This shows that seniors are more likely to believe in friend and family or people who had the experience regarding that destination before. There are only 46.7% of respondents that did not choose it.

TABLE 14 NEWSPAPERS AND MAGAZINE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	27	90.0	90.0	90.0
1	3	10.0	10.0	100.0
Total	30	100.0	100.0	

As the table 14 shows, few travelers get information to select travel destinations by newspaper and magazine (10%). 90% of respondents did not choose it. Therefore newspaper and magazine may be assumed as an unpopular trend of information tools.

TABLE 15 TRAVEL BROCHURES

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	24	80.0	80.0	80.0
1	6	20.0	20.0	100.0
Total	30	100.0	100.0	

As the table 15 shows how travelers get information to select travel destinations, one is travel brochures (20%), and not an attractive source of information for senior travelers for gathering tourism information. There are 80% that did not choose it. Therefore tourism board may be considered as an inefficient source of information.

TABLE 16 TRAVEL GUIDE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	22	73.3	73.3	73.3
1	8	26.7	26.7	100.0
Total	30	100.0	100.0	

Table 16 shows that travelers get information to select a travel destination which is travel guide. 26.7% chose this as a source of information to selecting travel destinations. There are 73.3% that did not choose it . Therefore tourism board may be considered as an inefficient tool and source of information.

TABLE 17 TOURISM BOARD

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	93.3	93.3	93.3
1	2	6.7	6.7	100.0
Total	30	100.0	100.0	

The table17 shows the source of where traveler gets information in selecting travel destinations. Tourism board (6.7% of respondents) was chosen by only a few senior travelers. There are 93.3% that did not choose it. Therefore tourism board may considered as an inefficient tool and of source information.

Research Finding 2:

From the overall reviews of the table 5 -12, the results show that the most effective source of information that most of travelers use in order to gather information of tourism products is internet (80%), followed by family and friend or word of mouth (53.3%), travel guide (26.7%), travel brochure (20%), news and magazine (10%), tour board (10%), television (3.3%), whereas fairs and radio was not chosen. Therefore the internet should be the most important factor in choosing

an efficient source of information for travelers in gathering tourism product information. This signifies the influential role of internet usage which leads to decision making of the traveler in purchasing tourism packages. According to (Andrew Mungall et al, 2010) senior travelers used various sources of tourism information for comparative reasons such as travel agency, catalogs, tourism guide, newspaper and magazines and word of mouth.

TABLE 18 ACTIVE HOLIDAY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	21	70.0	70.0	70.0
1	9	30.0	30.0	100.0
Total	30	100.0	100.0	

Table 18 shows that, what type of tourism people were interested in as ranked by senior travelers which is active holiday (30%), whereas 70% did not choose it. These results can show that senior travelers are more likely to be interested in others type of tourism more than active tourism.

TABLE 19 DIVING HOLIDAY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	93.3	93.3	93.3
1	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Table 19 shows what type of tourism people are interested as ranked by senior travelers which is diving holiday (6.7%), whereas 93.3% did not choose it. This result can show that senior travelers are more likely to be interested in other types of tourism more than diving holiday.

TABLE 20 HONEYMOON

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	28	93.3	93.3	93.3
1	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Table 20 shows what type of tourism people are interested in were ranked by senior a traveler which is honeymoon (6.7%), whereas 93.3% did not choose it. This result can show those senior travelers are more likely to be interested in others type of tourism more than honeymoon tourism.

TAVLE 21 CULTURAL HOLIDAY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	7	23.3	23.3	23.3
1	23	76.7	76.7	100.0
Total	30	100.0	100.0	

Table 21 shows what type of tourism people are interested in as ranked by senior traveler which is cultural holiday (76.7%), therefore cultural tourism is the top rank senior travelers are interested in cultural tourism in order to gain experience and learning is attractive. There are just a few of respondents (23.3%) that did not choose it. This result can shows, those senior travelers are more likely to be interested in cultural tourism more than other type's tourism.

TABLE 22 SPIRITUAL HOLIDAY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	25	83.3	83.3	83.3
1	5	16.7	16.7	100.0
Total	30	100.0	100.0	

Table 22 shows what type of tourism people are interested in as ranked by senior travelers which is spiritual holiday (16.7%), whereas 83.3% did not choose it. This result can show that the senior traveler is more likely to have interest in other types of tourism more than spiritual tourism.

TABLE 23 ECO-TOURISM HOLIDAY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	29	96.7	96.7	96.7
	1	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

Table 18 shows what type of tourism people are interested in as ranked by senior travelers which is e-co tourism (3.3%), whereas 96.7% did not choose it. This result can show that senior travelers are more likely to have interest in other types of tourism more than e-co tourism.

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TABLE 24 NATURE HOLIDAY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	17	56.7	56.7	56.7
	1	13	43.3	43.3	100.0
	Total	30	100.0	100.0	

Table 24 shows what type of tourism people are interested as ranked by senior travelers which is nature holiday (43.3%), therefore nature tourism is the second ranked by senior travelers interested in nature tourism in order to appreciate

the beauty of nature and natural resources are attractive .There were respondents (56.7%) that did not choose it. This result can show these senior travelers are more likely to have interest in nature tourism more than other type's tourism.

TABLE 25 FESTIVALS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	20	66.7	66.7	66.7
1	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Table 25 shows what type of tourism people are interested in as ranked by senior travelers which is festivals (33.3%), whereas 66.7% did not choose it. Therefore festival holiday is ranked third. This data portrays that senior travelers are interested in festival holidays in order to gain learning and experience by involving festivals with travel which is different tradition. There are respondents (66.7%) that did not choose it. This result can show these senior travelers are more likely to have interest in festivals more than other type's tourism.

TABLE26NIGHTLIFE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	24	80.0	80.0	80.0
Yes	6	20.0	20.0	100.0
Total	30	100.0	100.0	

Table 26 shows what type of tourism people are interested in as ranked by senior travelers which is nightlife (20.0%), whereas 80.0% did not choose it. This result can show those senior travelers are more likely to have interest in others type of tourism more than nightlife because they are above 50. This type of tourism might not well suit their needs and lifestyle.

Finding 3:

According to the above data analysis, culture tourism (76.7%) was found to be the most favorable type of holiday selection by senior travelers. This corresponded to safety aspects that have been established as second most important factors in selecting a destination by seniors in the earlier findings. This is because the other types of tourism, such as adventure, night life, dive holiday, seemed less safe to them.

The second rank is natural holiday (43.3%). This type of tourism is more likely to suit the ages of senior travelers to have relaxation while appreciating the beauty of nature. The third rank is festival. This finding supported the finding by Mungall et al (2010) as the seniors want to explore new traditions and to learn and to gain personal experience. Other types of holidays being chosen by respondents were as follows: active holiday (30%), nightlife (20%), honeymoon (6.7%), diving holiday (6.7%), and e-co tourism. Therefore cultural holiday, nature holiday and festivals are preferable as an attractive destination for senior travelers. From this data analysis, it is useful to develop a tour package to suit the need and behavior of senior travelers.

To analyze mode of transportation

TABLE 27TRANSPORTATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid plane	6	20.0	20.0	20.0
Car	23	76.7	76.7	96.7
Train	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Table 27 shows that the two most common forms of transportation to a destination are by car and by plane. There is only one respondent in this survey that chose travel by train. Therefore favorable transportation that should be provided in the package in order to serve senior tourists are car and plane.

Finding 4:

To choose an appropriate mode of transportation while creating tour a package, plane and car are the favorable means. Therefore tour operators should focus on the type of transportation that would be appropriate for seniors in developing a tour package. From the data surveyed of what is the popular technique for senior travelers in booking transportation is internet as finding 2 found. The internet is an effective source of information and popularly used.

3.11 Data Analysis conclusion

A study on factors in selecting travel destinations is the very first step to identify the needs and concerns of our target market to strengthen the service quality of products. It is necessary to understand tourist preferences to design a tour package. This study has assessed the image of the important factors using a quantitative methodology to interview tourists and travel agencies. The result from the survey of 10 travel agencies and from 30 respondents show that the important factors affecting the selection of destination, ranking first is “Quality of products and services”(with mean of 1.7 and 1.1 respectively), followed by “safety”(with the mean of 1.8 and 1.1 respectively), “prices”(with the mean of 4.2 and 1.2 respectively), “promotion”(4.4 and 1.93 respectively)and “attraction and culture”(4.6 and 1.50 respectively)

In conclusion from the overall survey, the top three ranks are identical; quality of products and services, safety as well as prices. They are all found to be significant attributes affecting tourists selecting travel destinations. Hence to develop a tour package, these specific attributes should be taken into consideration.

3.12 Ranking the destinations from VAT PHOU program by tour guide

Tour guides in companies were asked to rate which are the most attractive travel destinations for travelers, followed by quality of products and services ,safety, and prices to analyze the important aspects that will be considered to develop tour program package.

TABLE 28: Ranking of attraction places by attractive destination.

Tourism Destination	Tour guide 1	Tour guide 2	Tour guide 3	Tour guide4	Mean	Rate
TheVat Phou	2	2	1	2	1.75	2
The Oum Muong ruins Temple and French colony lost in the jungle	4	5	3	5	4.25	4
Khong and Four Thousand Island	5	4	5	4	4.5	5
The Pha Pheng Waterfalls	1	1	2	1	1.25	1
Ban Duesa Tia	3	3	4	3	3.25	3

Finding: Table 28 shows that within the analysis of the attractive aspects for travel destinations there are 4 ranks where the lowest mean is considered as the most important rank in terms of very attractive and the highest mean the most unattractive. The Pha Pheng is the most attractive destination (1.25) and the top ranking number 1 followed by TheVat Phou (1.75),the museum(3.25)The Oum Muong ruins Temple(4.25) Khong and four Thousand Island (5.25). Therefore to develop an appropriate tour package of the Vat Phou program, this information will be the focus of the future analysis.

TABLE 29: Ranking of attraction places by quality of products and services

Tourism Destination	Tour guide 1	Tour guide 2	Tour guide 3	Tour guide4	Mean	Rate
The Vat Phou	2	1	2	2	1.75	2
The Oum Muong ruins Temple & French colony lost in the jungle	5	4	3	5	4.25	5
Khong and Four Thousand Island	3	3	5	3	3.5	4
The Pha Pheng Waterfalls	1	2	1	1	1.25	1
Bab Deua Tia	4	3	3	4	3.5	3

Finding: Table 24 shows the analysis of the quality of products and services

for travel destinations. The lowest mean is considered as the most top important rank in term of quality of products and services. There are The Pha pheng waterfalls (1.25) followed by The Vat Phou (1.75), Khong and four thousand island (3.5) as well as the museum (3.5) and The Oum Muong ruins Temple & French colony lost in the jungle (4.25). As the results from the table show, the Khong and four thousand islands (3.5) and The Ban Duea Tia are at the same ranking. Therefore to develop an appropriate tour package of the Vat Phou program, this information will be focused on in the future analysis.

TABLE30 Ranking of attraction places by safety

Tourism Destination	Tour guide 1	Tour guide 2	Tour guide 3	Tour guide4	Mean	Rate
The Vat Phou	4	3	4	5	4	4
The Oum Muong ruins Temple&French colony lost in the jungle	2	4	3	3	3	3
Khong and Four Thousand Island	5	5	5	4	4.75	5
The Pha Pheng Waterfalls	1	1	2	1	1.25	1
Ban Duea Tia	3	2	1	2	2	2

Finding: Table 25 shows the analysis of the safety aspects for travel destinations,

the lowest mean is considered as the top important rank in terms of safety, whereas the highest mean the least safe. There are The Pha pheng waterfalls(1.25) followed by The museum(2) , Khong , the Oum Muong ruins Temple & French colony lost in the jungle (3) The Vat Phou(4),and Khong and Four Thousand Island(5).

As the results from the table show that The Pha Pheng waterfalls is the safest destination because this destination allows travelers to sightsee while they appreciate the beauty of nature. To play in the waterfalls is prohibited, whereas Khong and Four Thousand Island is the highest score which obviously indicated it as unsafe destination. Because this destination needs to take long tail boats while sightseeing the island. To take long tailed boats, which are small and somewhat uncomfortable

and with only a parachute assist in case of emergency. Therefore to develop the appropriate tour package for Vat Phou package, this information will be focused on in the future analysis.

TABLE31 Ranking of attraction places by prices

Tourism Destination	Tour guide 1	Tour guide 2	Tour guide 3	Tour guide4	Mean	Rate
TheVat Phou	2	1	1	1	1.25	1
The Oum Muong ruins Temple & a French colony lost in the jungle	4	3	5	5	4.25	4
Khong and Four Thousand Island	5	5	4	4	4.5	5
The Pha Pheng Waterfalls	1	2	2	2	1.75	2
Ban Deua Tia	3	4	3	3	3.25	3

Finding: Table31 shows the analysis of the price aspect for travel destinations, the lowest mean is considered as the most top important rank in terms of price value whereas the highest mean being the less valuable prices. There are The Vat Phou (1.25) followed by Khong The Pha Pheng Waterfalls(1.75), the museum(3.25),the Oum Muong ruins Temple & French colony lost in the jungle (4.25) and Khong and Four Thousand Island(4.5). The results from the table show that The Vat Phou is the best destination in order to value of prices because this

destination has the famous cultural heritage in south part of Laos and also rewarded by UNESCO. The Oum Muong ruins Temple & French colony lost in the jungle and the Khong and Four Thousand Island is the highest score which indicated invaluable pricing because there are no costs in terms of arranging the tour and the destinations were added because it is a by-pass before travelers take on board. In the Oum Mong destination it just allows traveler to walk through the village to see local lifestyles of Laotian people and the Khong Thousand island is just sightseeing while taking longtail boat for transfer to main cruises. Therefore to develop appropriate tour packages of Vat Phou program, this information will be focused on in the future analysis.

TABLE 32 ATTRACTIVE PLACES BY RANKING

Tourism Destination	Attractive destination	Quality of products and services	Safety	Prices	Mean	Rank
The Vat Phou	2(1.75)	2(1.75)	4(4)	1(1.25)	2.18	2
The Oum Muong ruins Temple & French colony lost in the jungle	4(4.25)	5(4.25)	3(3)	4(4.25)	3.9	4
Khong and Four Thousand Island	5(4.5)	3(3.5)	4(4)	4(4.5)	4.2	5
The Pha Pheng Waterfalls	1(1.25)	1(1.25)	1(1.25)	2(1.75)	1.3	1
Ban Deua Tia	3(3.25)	3(3.5)	2(2)	3(3.25)	3	3

3.13 Ranking Conclusion

To analyze this part of the survey is very important because it is necessary to understand tourist satisfaction to design a tour package. Four tour guides were interviewed to rank the important aspects. The result show that the important factors in terms of “Attractive destination quality of products and services”, “safety” and “prices for destination”, ranking first is The Pha Pheng Waterfall with (the mean is 1.25, 1.25, 1.25 and 1.75 respectively), followed by “The Vat Phou” (1.75, 1.75, 2.25 and 1.25 respectively). The museum (3.25, 3.5, 2, and 3 respectively), Khong and four thousand island (3.75, 3.5, a and 3.25 respectively) and The Oum Muong ruins Temple & French colony lost in the jungle (3.25, 3.5, 2.5, and 3.75 respectively).

3.14 Improvement program for VAT PHOU Itinerary

This case study is focused on what are important factors for travelers in selecting travel destinations. After collecting data an analysis was completed by three major parties, which are tour guides, travel agencies and travelers. Therefore the results show that what the fascinated destinations are, which can be examined to develop our new tour package program. They are listed by highest ranking:

1. The Pha Pheng waterfalls is a group of beautiful waterfalls located in southern Laos just across the border from Ubon Ratchathani. Amazingly, the dolphins are able to migrate up the river past the rapids and waterfalls that defeated all the ingenuity of man.

2. The Vat Phou ruins are at the base of a curiously shaped 1416 meter mountain which has a flat narrow peak and steep forested sides. On the summit of the mountain is a 15 meter high monolith, which is the main reason for the site of

the temple as this is a natural lingam, or symbol of the Hindu god Shiva. Carved representations of the female sex organs, called yoni, can also be found.

3. Ban Deua Tia where the inhabitants are Lao Loom (the ethnic majority of Laos), lowland Lao people who traditionally dwell near rivers and areas of abundant water.

4. The Oum Muong ruins are the most predominant feature of the ruins and the unusual lingam with four faces at the tip. This rare piece is currently (Oct 08) back to the museum for cleaning. It will be back soon.

5. Khong and four thousand islands. The River splits into many channels separated by sandbanks and islands of various sizes, some inhabited, some the haunt only of wild animals and birds

Therefore, the program will be reformed by using these results.

Itinerary 2 days 1 night.

Day 1: Champasak→The Vat Phou

The first day meeting point is at the Champasak pier. Traveler's luggage will be taken care of the staff to store at cruise boat. Lunch (Laos's cuisine) will be served on board. The first destination is The Vat Phou ruins, a vast pre-Khmer ruin in Laos, classed as World Heritage by the UNESCO. The tourists will have time to enjoy Laos culture and the museum at the ruin site allows tourists to learn more about the history of Vat Phou, and walk up to the highest mountain of Vat Phou ruins which is the home of the Khmer ancient temple. Tourists can enjoy the beautiful scene of nature from the highest level on the mountain and also can take a photo wherever allowed. After tourists have a great time from visiting Vat Phou, they will transfer back to the Vat Phou boat. Dinner is ready and served on board at

the romantic time in the evening while enjoying Laos Cuisine. A Laos traditional dance will be performed..

Day2 Ban Dueda Tia →The Pha Pheng Waterfalls→Pakse

The Continental Breakfast is ready to serve on board in the morning. A Laotian cooking class is an activity to do in the leisure time in the morning, while the boat is sailing to Ban Dueda Tia, small villages which remain in the old tradition and life style of Laotians. Lunch is served on board which food that was made in the cooking activity. Food and setting tables will be prepared by the staff while allowing the tourist to pack their belongings. After visiting Ban Dues Tia tourists will journey by a comfortably van to the next destination, which is the Pha Pheng waterfalls (The Niagara of the east). This truly is a highlight of the day. Tourists will enjoy and appreciate nature scenes and tourists may see Irawadee Dolphins swimming in the waterfalls. After finishing last visit, the tourist will be transported by local car to the city.

3.14 Recommendation

Previous Package	New Forming Package	Recommendation
<p>Day 1: Pakse → Champassak →Vat Phou</p> <ul style="list-style-type: none"> ●9.30: Tourists meeting at the meeting point (Pakse). ●After that, They were transfer to a long tail river boat for 2.5 hour journey to Champassak. Upon arrival at the Vat Phou boat, then serve lunch on deck. ●The highlight of the afternoon is the Vat Phou ruins - the majestic pre-Angkorian. ●After visit the Vat Phou tourist were transferred back to the Vat Phou boat Dinner is served on board, while the boat docks for the night 	<p>Day 1: Champasak→The Vat Phou</p> <ul style="list-style-type: none"> ●At the first day, meeting point is at the Champasak pier .traveler’s stuff will being take care by the staff to store at boat. ●The first destination is The Vat Phou ruins ,- a vast pre-Khmer ruin il Laos, classed as World Heritage by the UNESCO.The tourists will have time to enjoy Laos culture, museum at the ruin site ●After tourists have a great time from visiting at Vat Phou, they will transfer back to the Vat Phou boat. Dinner is ready served on board at the romantic time in the evening ,while enjoy Laos Cuisine the Laos tradition dance will be performance . 	<p>1.From the day</p> <p>1) :From the previous package tourist have to transfer by long tail boat around 2.5 hours which is uncomfortable and weather is hot. Therefore to forming new package will use coach to transfer tourists from Pakse Airport to meeting at Champasak pier in order to shorter distant.</p> <p>2)In the evening time while tourist have dinner on board .Laotian tradition were perform in order to entertain tourist to impress the service of boat. While enjoying dinner there will be playing Laos’s tradition music as well as Laos’s cuisine. Because there is no any activity serve on board.</p>

Previous Package	New Forming Package	Recommendation
<p>Day 2: Huei Thamo → Oum Muong Temple → Khong Island</p> <ul style="list-style-type: none"> ● Breakfast is on board as boat sail for the village of Huei Thamo. This is a Saurists small village of Oum Muong. ● Afterwards tourists will rejoin the boat to continue sailing through southwards. Lunch is on the deck, while ● Late afternoon we disembark from the boat to walk through Ban Deua Tia, a small Laotian Village where the traditional way of life has not changed in centuries. ● Our day's cruise finishes at the most northern tip of Don Khong, the largest inhabited island, dinner is on board. 	<p>Day2 Ban Deua Tia → The Pha Pheng Waterfalls → Pakse</p> <ul style="list-style-type: none"> ● The Continental Breakfast is ready to serve on board in the morning. After finished breakfast Laotian open kitchen cooking is an activity to do in the leisure time in the morning. ● Next destination is Ban Deua Tia—small villages which are remain the old tradition and life style of Laotian. ● After visit Ban Deua Tia tourist will journey by a bigger boat to next destination, which is the Pha Pheng waterfalls (The Niagara of the east). After finish last visit, the tourist will be transfer by local car to the airport. 	<p>1.) At the day 2 To Sail boat to next destination may take long time in the morning. Therefore Laotian cooking class provide on board. And after finish cooking, Tourist can go to pack their stuff in room while staff prepare to setting the table with food that tourist cooked will be their lunch.</p> <p>2) After, visit Ban Deua Tia ,ordinary the previous package will use long tail boat to transfer tourists to the main land for go to The Pha Pheng waterfalls. But the forming Package will use a van to transfer tourist instead of long tail boat, for more convenience, safety and comfortable ambiance. According to this day the package skip the four thousand island because unsafe and not attractive.</p>

<p>Day 3: Don Khone / Pha Pheng Waterfall / Pakse</p> <ul style="list-style-type: none"> ● In the morning, the Vat Phou boat cruises the Mekong to the small village of Ban Veuthong, where tourist aboard a small boat to meander among the 4,000 Islands to Khone Island. ● We continue on the boat back to the mainland for lunch at a local restaurant in a small fishing village, Xieng Di, ● A bus transfers tourists to the historically significant Pha Pheng waterfall, "the Niagara of the East", then tourists will bring back to Pakse for the end of the cruise experience. 		
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3.16 Conclusion

From the previous program of 3 days 2 nights of the Vat Phou package, there are 5 roots destinations: 1) The Vat Phou, 2) The Oum Muong Village, 3) Ban Deua Tia, 4) Don Khone Four thousand Island and 5) The Pha Pheng waterfalls. According to the results of the survey questionnaire analysis, Table 32 shows that The Pha Pheng waterfalls is number 1 to suit customer needs, followed by The Vat Phou, Ban Deua Tia and The Ouam Mong village. Therefore, two destinations will be omitted in forming the new tour program. Those omitted destinations are the Oum Muong village and four thousand islands. From table 32, it shows that the Oum Muong is number 4 in ranking and Khong four thousand islands is number 5 by ranking. The reason to omit these destinations is because the Oum Muong is ranked in number 4 which is considered as less desired for visiting within this package the most attractive places to visit must be included only considering the length of time visiting. Oum Muong is a Laotian village, but the program also offers another Laotian village as a destination. Another destination that is not included in the new package is Khong four thousand islands because it's ranked the least desirable location so it will be eliminated. The reason for the omission is because the Khong four thousand is not a convenient and safe place for them to visit.

From data analysis in terms of safety and price factors have shown that Oum Muong and Khong four thousand islands are unsafe because tourists have to take small long tail boat for sightseeing. In term of prices, no revenue is generated because there is no cost at this travel place to pay. Therefore, this program may lead to unimpressed tourists in terms of value of prices. The new tour program will use the safest transportation as the mode of transportation instead of long tail boats

(from table 27). Tourists are more likely to be interested to use cars as the mode of transportation. Moreover, cars are faster and more convenient than long tail boat. Therefore new activities were adding to gain more interest and more value of tour package. According to table 8 the factors of attraction and culture were ranked as an important factors. Hence, the activities on board, which are cooking classes and Laotian performances for tourists to participate will be included.

Travelers consider many factors when choosing a holiday destination. Travelers consider for example, the climate/weather, the price of transportation or the quality of accommodation which is offered by a particular destination. The purpose of this study is to discover the importance of these factors for the travelers when they decide on a destination for their holiday. It also examines other aspects regarding holiday travel and the evaluation of destinations by recent tourists. With this information, Vat Phou Cruises touring and automobile clubs can better assist in the process of choosing a holiday destination. In general, factors which correspond to environmental, social or political aspects of a destination country receive a higher mean importance than other categories of factors. Climate/weather, quality of accommodation, the presence of areas of natural beauty and accessibility by a favorite means of travel are also given high importance scores. Public transportation in the country of destination, the availability of sports facilities and nightlife are consistently less important factors for respondents when they choose a holiday destination. These respondents also give more importance to the accessibility of a destination by a favorite means of travel quality and the safety in the country of destination. The most important form of packaging is among cultural and noncultural products. Only through this strategy can you maximize the high-end

benefits of cultural tourism without incurring huge marketing costs. Examples of this might be packaging based on the day of the week such as a weekend package or packages based on the time of day whereby an afternoon of relaxing activities is packaged with an evening musical performance, extending visitor stays by a few hours or even a night. Today outstanding attraction places make excellent partners in these packages because they can be the focal point of themed festivals and often provide theater and auditorium facilities in communities and gift shops which can be outlets for local artists and crafts persons. Vat Phou Packages offered toed tourism officials have identified a strong link between market seasonality and the role of cultural tourism

Moreover, the major trend that will have an increasing impact is the Internet and Technology consider as a highly important in selecting tourism destinations as well as the warmth of experiences of the destination that is being offered.

CHAPTER 4

CONCLUSION OF THE INTERNSHIP

4.1 Personal Benefits

This internship allowed me to gain valuable experience in the field of tourism. I was given opportunities to practice new skills that will benefit me and the work I do in the future. Those who supervised my work sought my best interest. I was able to express my creativity as well as individuality through the different projects I took on. As a person who has no experiences towards any kinds of work before, it is also believed that doing an internship is a very good learning experience and gaining knowledge through coursework. The personal development has been found in terms of specific of marketing strategy and how to implement the marketing plans. To understand the segment consumer target in terms of their tourism culture, lifestyle and tourism product development context, quality referred primarily to the quality of the experience. Quality of experience relates to the appeal, intellectual challenge and raised level of visitor interest. Experienced quality is relative to price, the expectations of visitors and comparisons with similar ventures. Therefore this combines the need for quality heritage representation with provision of quality services. After several months of my internship, I have spent my time to learn a very crucial working experience in terms of good co-operation with others as well as maintaining a good relationship with my co-workers and empowerment as well as teamwork. I have learned so much from all of my colleagues at the company. My manager allowed me to explore my strengths and weaknesses and also provided me with a safe environment to practice many of the

theories which I had learned in my classes. I left this internship with the inspiration and motivation to continue working towards my goal of having a career in tourism field.

4.2 Benefits to Host Company

The tourism company is in the business of providing services and the improvement of the package is very important in order to have a competitive advantage in the industry. Many marketers are beginning to believe that tourism packaging is critical to building company's equity and marketing ROI.

This research has demonstrated that consumers find the most significant factors impact on selecting tourism destination are quality of product/ service, safety and valuable prices. The extension of modified tourism packages that are suitable for customer needs is a vital link between corporate marketing efforts and the consumer. This marketing mix has created more profitable customer relationships by mining company values with existing customers. Nowadays, tourism businesses are faced with new realities in the marketplace. The emergence of more market fragmentation has created new demands and new challenges for marketing departments. Many of today's new market segments have limited the overall success of mass marketing. A well planned and carefully designed tourism package will indeed increase the services business; especially if it is the business of tourism. Tourism marketers should make effective use of packages as an important element. The marketing tool will ultimately exploit its profit that could lead to company success in the future.

This research aims to develop the new products in the company by determining what the factors related to current trends of tourism are. Therefore, the reforming of new tourism packages based on data analysis, hoping that the company will consider new tour programs as a useful program in terms of solving current problem and it could increase Company's ROI through these marketing plans.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

APPENDIX

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

APPENDIX D

QUESTIONNAIRE

Date: ___/___/___

To study and research what are the factors of tourists to select destinations to travel. We would appreciate your opinion about your tourism destination very much. Besides, we would like to know your wishes regarding holidays in order to adjust the tourism product to your specific needs and wants.

1.) What is your gender?

Man

Woman

2. Nationality _____

3.) To what age-category do you belong?

50 ++

4.) How did you get the idea to go to your trip? (More than 1 answer possible)

Travel agency

TV

Internet

Radio

Family/Friends

Tourism Board

Newspapers/magazines

Fairs

Travel brochures

Other:

Travel guides

5.) Where did you get the information about your destination? (More than 1 answer possible)

- Internet
- Family/Friends
- Newspapers/magazines
- Travel brochures
- Travel guides
- Radio
- Tourism Board
- Fairs
- Other:

6.) Where did you book your **transport**? (More than 1 answers possible)

- By Telephone
- Through the internet at a travel organization in country of residence
- Through the internet at a travel organization in destination country
- Through the internet (other)
- In destination country through an intermediary (travel agency)
- In destination country directly at the hotel / air agency / tour operator

7.) What was the main purpose of your holiday to (the country of your choice)?

- Active holiday
- Nature holiday
- Festivals
- Nightlife
- Spiritual holiday
- Eco-tourism holiday
- Diving holiday
- Honeymoon
- Cultural holiday
- Other

8.) What would be the main objective of your next visit to (the country of your choice)? (More than 1 answers possible)

- Active holiday
- Eco-tourism holiday
- Nature holiday
- Diving holiday
- Festivals
- Honeymoon
- Nightlife
- Cultural holiday
- Spiritual holiday
- Other

9.) What modes of transport do you expect to use while on holiday? (Tick one)

- Plane
- Car
- Train
- Boat

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

10.) Please, kindly check off on a scale of 1 to 5 what factors you have concerned to select your destination to travel.

1= Very importance

3. = Somewhat importance

2= Moderately importance

4. = Not at all importance

Factors	1	2	3	4
1. Quality of products and services				
2. Internet				
3. Promotion				
4. Safety				
5. Attraction & Culture				
6. Prices				
7. People & Convenience				
8. Image				
9. Value				
10. Different Culture				
11. Convenient loading				
12. Known Destination				
13. Efficient Transportation				

APPENDIX E

BUSINESS IMPROVEMENT PROJECT FORM

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Appendix

Business Improvement Project Form

Name: Saovanee Pormkeattikune

ID: 52501314

Name of Project: THE DEVELOPMENT OF VAT PHOU PACKAGE
RELATED TO CULTURAL TOURISM (CASE STUDY), LAOS

Name of Company: Mekong Cruises

Date: 8 December 2011

Commissioned by: Ms. Duanratchada Chimphalee

Problem Statement: According to revenue of one product of
company are declining therefore, to solve the current problem lead to
improve future itinerary in order to increase revenue.

Research Questions: To investigate which factors are priorities in
selecting travel destinations while lead to future itinerary improvements
for Vat Phou program.

Budget and Resources: -

Time: 8 hours per day

Deadline for Presentation: 21st - 22nd May 2011

Deadline for Final Report: 15th May 2011

Student's Signature

Host Company's Manager

For SUIC & UPVD:

Saovanee
Pormkeattikune

Duanratchada Chimphalee

Mr Christophe Mercier

To be submitted between the first 30 and 60 days of the Internship

APPENDIX F
PROGRESS REPORT FORM

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Appendix F

Progress Report Form

Name: Saovanee Pomekeattikune

ID: 52501314

Starting date: 6 December 2010

Name of Company: Mekong Cruises

Department: Marketing and Sales

Supervisor: Duanratchada Chimphalee

Date of Submission: 31th December 2010

Progress Report Number: 1 (30 days)

มหาวิทยาลัยศิลปากร ส่วนพิเศษ
Instructions for completing this form

The purpose of progress reporting is to help you reflect on your personal development and to help you follow a standardized reporting system

Please send the full updated report to your SUIC internship supervisor during your internship.

- The First Progress report is due within 30 days
- The Second Progress report is due within 60 days
- The Third Progress report is due within 120 days

FIRST PROGRESS REPORT (30 days)

Orientation period

Describe how your introduction period was organised.

On the first day of orientation I was warmly greeted by my Manager and she kindly introduced me to the office staff as a new trainee and that I will be working with them. At lunch time she showed me around and where I can have a meal. She also treated me to lunch, and although I tried to refuse her she insisted to do it. During lunch she explained to me about the products of the company and their characteristics. She asked me what specific job I was interested in because there are many positions within the Marketing and Sales departments. I told her I was friendly and liked communicating with people. She assigned me to a position in public relations. Throughout the first month of my training I gained real experience in working conditions which developed and improved my skills in several ways.

What did you learn?

From the first day I worked here I have learned many things from my Manager. She was very patient and tried to make sure I understood what she was teaching me. She explained that she had many things going on and that sometimes she must go to Laos and other countries to promote the company's products in travel fairs. When she was out of town there were times when I didn't need to go into the office, I was able to work from home and communicate with her by Skype. I feel that she is very flexible and an understanding person.

Describe the department in which you are working and your activities.

The department I am working in is marketing and sales. Our work place is small but warm. There are 4 staff members in the office. My activities are varied which challenges me. I was assigned to arrange appointments for my Manager during the opening of our new hotel at Luang Prabang. There were many magazines and press that wanted to arrange interviews with her. I supported EDM (email direct marketing) to launch new products to our sub-agencies and subscribers. My manager allowed me to give an opinion on basic decisions being made such as what stationary design we should use for our new product launch in Laos. I also performed purchasing tasks and I was introduced to the company that was under contract to develop our brand and corporate image. Sometimes I worked at their facility to create sales kits from CD's, brochures and fact sheets. I mainly coordinated tasks assigned by my manager to keep projects on schedule. A good amount of my assignments were from my manager via Skype and I was allowed to make basic decisions that empowered me to be more assertive. What a perfect introduction to the business!

Who facilitates your learning process at present and describe how.

From the first day I came to work at Mekong Cruises my Manager and provided me with my training. She taught me policies and procedures and gave me advice on how to do better work. Sometimes I made mistakes and she corrected me patiently. Every question I asked her she was willing to answer, sometimes repeatedly, to explain what I needed to know. My Manager is very intelligent and she knows a wide range of things apart from specific tasks. That earned my respect and trust. I felt she was the appropriate person to guide me through this experience.

Learning goals

To what extent were you able to work on or reach some of the learning goals you mentioned in the form 'Expectations regarding internship '? Explain.

My internship expectation was to gain real experience and acknowledgements from the work place to be able to produce good work on the BIP report. I found that I quickly began to take steps towards achieving certain goals in public relations while keeping the uniqueness of our products in mind. I discovered what the advantages and disadvantages of our products were and how to present our brand in sales kits. A public relations is an important skill to maintain co-operation between departments and outside service providers as well as the ability to communicate with the media and the company in a positive way. I began to understand what I still have to learn in order to improve myself and the results of my department.

Adjust your learning goals / set new learning goals for the coming months (Note: it is possible to set short term learning goals and also longer term goals to work on in the coming months).

There are many learning goals that can be achieved by having to work alone or in groups. I try to communicate and interact with my colleagues at work in order to share information and current situations with them. Brainstorming and generating ideas with colleagues is important and allows for both individual and and group creativity. I improved my communication skills especially in my English language skills, both spoken and written. This is because English is the most commonly used language in the company for

every day communications. Most of the time during the training period I worked with Miss Siriporn. She guided me in every task giving me ideas and insights into our work.

Cultural diversity

Describe the action that you are taking in order to adapt to this specific corporate culture.

During the training period I always tried to be nice to everyone around me and show my respect as much as I can. Sometimes how we behave, interact or communicate may or may not be liked or even be misunderstood by some people. Misunderstandings can create conflict and affect my training quality and outcome of business results. To face this situation I always try to be neutral and try to figure the best positive result for performance and also have good co-worker relationships. Dealing with people of all nationalities in tourism must be done sensitive to the cultures involved.

Trends

Describe any new trends, concepts or ideas you have noticed in the company where you are working.

In the Mekong Cruises office there is the concept that people can work from home on occasions and therefore no need to come to the office that day. I have noticed the office here is very flexible. Staffs do not check in or out on a time clock. They are well compensated for vacation and sick leave which provides stability with the environment in the work place.

What other interesting, different or new trends do you notice in the city or town where you are living?

The staffs here wear very casual dress and there are no uniforms. I appreciate this because I like to wear that style of dress and I have lots of clothes. Staffs have responsibility for their duties and get their work done on time. I feel this is very good to create a comfortable working atmosphere. Casual environment does not casual results in performance. Lunch breaks are taken as needed and arranged between the staff. It feels like a team environment.

Business Improvement Project

Make sure your manager is fully aware of the fact that you need to do a Business Improvement Project.

The Business Improvement Project must meet high academic standards.

Company analysis

Mekong Cruises spirit for travel and adventure has been capturing the hearts and imagination of passionate travelers since the 1990's, by providing comfortable and breathtaking journeys along the Mekong River. In Laos, Mekong Cruises has slowly but steadily built a collection of travel gems into some of the most stunning destinations in this region. These include a journey northwards aboard the Luang Say Cruise boat, exploring the unique scenes of life along the Mekong up to the hidden oasis and pristine beauty of Luang Say Lodge. Alternatively the Vat Phou Cruise unveils the exotic and mystical nature of the Mekong River in Southern Laos. Mekong Cruises' latest Signature Pearl of the World Heritage Town is a colonial era style resort, The Luang Say Residence Luang Prabang. It features 24 unique and well-equipped Suites that give its guests the utmost comfortable stay. This five-star resort will officially welcome its discerning travelers from February 1, 2011.

Ultimately, Mekong Cruises is all about combining nature and culture, recreating stories of the past and ensuring that travelers will return home, rejuvenated, enthralled and with some tales of their own.

Our company has 3 products which serve customers along the Mekong River from the north, east and south providing options for our customers.

The Laos government encourages both cultural and eco tourism displaying a rich combination of historical, cultural and natural attraction including a historical heritage site (Vat Phou Champasak) filled with untapped natural resources.

During my training I observed that my work station was not equipped with a computer. I had to use my own laptop to complete most of my work. Overall I considered my training to be thorough, however the training could be better structured and coordinated. Orders and tasks were to me were at the discretion of my Manager and documented training procedures would be helpful. At times I was overloaded with work and others I had to find things to do.

During that the time of my internship my department was very busy. With the new hotel opening at Luang Prabang there were many projects going at the same time. The launch of the new hotel opening was led by advertising, mailings, brochures, booklets, CD's, interviews and sales kits. Communications with external parties needed to be kept on time and accurate.

Project topic

Discuss possible topics with your manager. The manager may already have a specific topic in mind but you may have identified some problem areas during the organisational / departmental analysis.

Indicate the topic that has been chosen. Describe the problem.

Since I have been working here I always consult with my Manager about my business improvement project. One day at our office she discussed with me about reforming a new program of one of our products which is Vat Phou. I asked her to assign me to assign me this responsibility as my focus for my project. We agreed it was an excellent topic.

Collect the references you can use for the literature review. Describe where can you find the literature that you will need?

Data based at the university library, internet search engines and from networking with co-workers and associates.

Who will guide you during the project?

My supervisor and my manager will guide me during, I am working on my project.

Discuss the time that will be made available for the project with your supervisor. Note the agreements that have been reached.

General

Did you receive feedback from your direct supervisor? Did you ask the supervisor for feedback? Explain.

I worked closely with my Manager and received regular feedback from her. I was not afraid to ask questions and her answers left me understanding the situation. Mistakes were always corrected in a polite and positive way and she also taught me how to perform at my best level.

Explain. Goals were stated clearly and my work was independent yet reviewed periodically

Communications were adequate to perform my job while developing my report information.

Did you receive, sign and return the original contract to the SUIC coordinator? If not, please do so now, as your internship is invalid without a signed agreement.

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SECOND PROGRESS REPORT (60 days)

Daily activities

Describe any new activities or extra responsibilities received during the last two months.

1st assessment by Host Company

The first assessment should have been completed. Please indicate when this was done and whether the form has been sent to the SUIC supervisor. Please include improvement points in your learning goals.

Learning goals

Report back on the learning goals mentioned in report 1. Describe if you have been able to achieve the goals and how you have worked on the chosen behavioural indicators. If goals have not been reached, indicate the reasons.

From which competencies of your direct supervisor can you learn the most? Her calm attitude and approach showed me that it is best to be cool under pressure and break things down into manageable pieces so I don't overwhelm on stress.

Which of your competencies do you intend to develop further during the coming months?

I can see that I need to improve my English and also understand the complete business picture to be more effective.
(Revise learning goals/ set new learning goals for the coming months including improvement points from assessment).

Cultural diversity (for foreign countries only)

What activities are you undertaking in order to adapt to this culture?
What do you have to change in order to adapt to this culture and how do you intend to do that?

My internship included a visit to our property in Laos to immerse myself in the culture and also the changing environment. Working with local staff made me realize the importance of selecting quality people to join our staff and to try empowerment techniques. The level of success varied depending on the background of the individual.

Business Improvement Project

Hand in a preliminary project proposal containing the following:

Literature review (Paste your draft version here)

Journal: Conceptualizing tourist satisfaction at the destination level

Tanja Dmitrovic, Ljubica Knezevic Cvelbar, Tomaz Kolar, Maja Makovec Brencic, Irena Ograjensek and Vesna Zabkar. 2008

The purpose of this research is to conceptualize a model of tourist satisfaction; to understand the key factors of destination competitiveness and quality improvement and evaluation of complaints and customer loyalty. The linkages for tourist satisfaction show that quality, image and cost and risks affect perceived value of tourists and two outcomes were constructed, which are complaint behavior and loyalty. Therefore, satisfaction demonstrated itself in repurchase behavior ((loyalty), an intention to pay higher prices, increase brand equity. Hence, satisfaction of traveler is an emphasis in terms of retaining a long term relationship with customers. It is an important factor that leads to enhancing repurchase, gaining reputation and receiving recommendations from others (word of mouth). Therefore satisfied customers may lead to an increase of revenue and profits for the service provider.

Description of the situation

The package of Vat Phou in the present day has decreased in revenue. To solve this situation, redesigning a package tour program would develop to increase sales.

A problem statement:

“How to increase revenue of Vat Phou program package from 3 days 2 nights to 2 days 1 night aiming to suit customer’s need.”

Research questions

To investigate factors on selecting tourist destinations while lead to future itinerary improvements for Vat Phou program.

The goal of the project.

This research aims to develop the new products in the company by determining what the factors related to current trends of tourism are. Therefore, the reforming of new tourism packages based on data analysis. The method that will be used is the Quantitative Method.

Outline of the planning / time frame:

The planning of collecting data would be from 30 March to 30 April 2001..

Description of those involved with the project and their responsibilities

Travel Agencies

Tour guides

Travellers

My manager

Description of scheduling of resources (financial / human / material)

Project plan containing the following:

A description of the situation

A conceptual model, mapping the problem

A problem statement / research questions

The goal of the project

The methods that will be used

Outline of the planning / time frame

Description of those involved with the project and their responsibilities

Description of scheduling of resources (financial / human / material)

SUIC& UPVD expect high academic standards with regards to the Business Improvement Project.

Once the internship supervisor has approved the project plan, the Project Agreement Form (**Appendix G**) should be signed by you, the manager and the internship supervisor. Please send this form to the internship supervisor. Please hand in a draft version of the project report to the internship supervisor for feedback.

THIRD PROGRESS REPORT (120 days)

Assessment report

Describe to which extent the learning goals have been realised or not and why.

List the Competencies developed during your internship

Comment on the assessments that you received from your company supervisor

Discuss your career planning;

Prepare to discuss this report with your SUIC internship supervisor during a personal interview.

Final report

Submit a draft of your comprehensive report (Using the template provided by SUIC),

Please make sure that the following are sent to the SUIC supervisor:

2 bound hard copies of the project report + grading sheet filled in and signed by the manager. **(Appendix G and Appendix H)**

APPENDIX G
ASSESSMENT FORM

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Appendix

Assessment of SUIC Student by the Host Company

Student Name: Ms. Saovanee Promkeattikune

Host Company: Mekong Cruises

Supervisor: Ms. Duanratchada Chimphalee, Director of Sales & Marketing

Assessment period: From: 8 December 2011 To: 8 May 2011

Date of Assessment: 30 May 2011

Intern's position: Internship in Sales & Marketing Department

Introduction and completion instructions

Your opinion as company internship supervisor is an essential part of the SUIC internship supervisor's assessment of the trainee's performance.

The university finds it very important that this assessment form is completed upon consultation with the trainee. For this purpose we request the trainee and the internship supervisor to endorse this assessment form by placing his signature on the last page.

In the following section, several categories are given to describe the trainee's performance. A number of descriptions are given per category that can be graded on a scale from 1 to 5. The most applicable description can be indicated by circling the correct number. Of course, combinations of grades are also possible.

We would appreciate your comments regarding each part.

The student should return this printed form, duly signed by post or fax to:

<p>Mr Christophe Mercier, MBA program manager SILPAKORN UNIVERSITY INTERNATIONAL COLLEGE 22 Borommarachachonnani Road Talingchan, Bangkok, 10170 THAILAND Fax: +66 (0) 2880 9937</p>
--

Appendix J Assessment Form

August 1, 2009

1. Guest or customer/ service orientation	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student is able to anticipate the guest's wishes and acts as a host(ess) in a professional manner. He / she is able to: <ul style="list-style-type: none"> • foster a guest orientated working atmosphere • act in an hospitable manner towards the guest (using the guests' name, positive, active approach towards the guest, etc.) • show alertness in anticipating the guests' wishes (meeting/ exceeding the guests' wishes) • be an excellent example as a host(ess). 	5 ④ 3 2 1
Comments:	

2. Technical and Professional aspects Criteria	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student has knowledge of the duties within the department and has the capability to put them into practice. The student: <ul style="list-style-type: none"> • has knowledge of the responsibilities of a department manager • has knowledge and insight into the equipment within the department • understands the financial flow within the company • understands the relation between the different departments (cause - effect situations) • produces high quality work 	5 4 ③ 2 1
Comments:	

3. Human Resource Management (if applicable)	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student can motivate and stimulate the associates in such a manner that all duties are executed correctly. He / she is able to: <ul style="list-style-type: none"> • provide regular feedback on how well people perform their jobs • coach new associates in their duties and in their learning process • consciously act as a role model for the required skills/behaviour • build teamwork and strive to improve his/her work group performance handle conflicts and resistance	5 4 3 2 1
Comments:	

Appendix J Assessment Form

August 1, 2009

4. Problem solving and decision making 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student is able to signal, analyse and solve problems. He /she is able to: <ul style="list-style-type: none"> • recognise and analyse problems within the organisation and department • initiate proposals to solve the problem • show insight into guest problems and the company processes • demonstrate final control and follow up. • make a decision when necessary 	5 4 3 2 1
Comments:	

5. Planning 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student is able to: <ul style="list-style-type: none"> • establish and plan the duties in a correct manner; • establish the duties (tune his duties to those of the manager and to the duties of the supervisors and associates) • take care of a time planning in which all duties can be executed on time, indicating time limits and creating a positive work pressure. 	5 4 3 2 1
Comments:	

6. Organising 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student is able to: <ul style="list-style-type: none"> • take care of a neat and careful working procedure regarding registration and administration of data • create circumstances in which the work can be completed efficiently • allocate/ divide the duties over different associates • tune the amount of duties to the expected business • organize multiple tasks and projects 	5 4 3 2 1
Comments:	

Appendix J Assessment Form

August 1, 2009

7. Controlling 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student is critical towards the process and the quality of the completed duties. He / she is able to: <ul style="list-style-type: none"> • check the quality of the executed duties efficiently and critically • set norms concerning the quality of the work and take these into consideration when assessing the quality • make sure that associates give the best service to guests make sure that new associates have reached the learning goals.	5 4 ③ 2 1
Comments: 	

8. Passion/ initiative/ entrepreneurship 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student demonstrates initiative and is able to function in an independent and energetic manner. He / she is able to: <ul style="list-style-type: none"> • work independently as (assistant) department manager / supervisor • take initiative to get things done • show flexibility and an open mind in trying new ideas • show perseverance, approaching mistakes as a challenge to learn from and standing to own ideas. 	⑤ 4 3 2 1
Comments: 	

9. Communication 5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	Points Awarded (Circle One)
The student communicates the right information to the person or department concerned, both orally and in writing. He / she is able to: <ul style="list-style-type: none"> • Listen and give others the opportunity to be heard • Communicate on time in a clear and concise manner in the business language required. • Inform people regarding important matters • express viewpoints with confidence 	5 4 ③ 2 1
Comments: 	

Appendix J Assessment Form

August 1, 2009

10. Co-operation	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student has a positive attitude towards management, associates and the entire organisation. He / she is able to: <ul style="list-style-type: none"> • undertake the initiative to co-operate and show a loyal attitude towards colleagues. • demonstrate a positive attitude • show loyalty to associates and management • take over work from colleagues if necessary see different sides of an argument and demonstrate willingness to compromise (win-win)	5 4 3 2 1
Comments:	

11. Tolerance for stress/ self management/ flexibility	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student is able to work under pressure and is able to handle changing situations and information in a flexible manner in which performance achievement is demonstrated and the right priorities are set. He / she is able to: <ul style="list-style-type: none"> • handle changing situations and information under pressure in a flexible way. • set priorities • avoid letting stress influence the performance of the group • maintain self-control, even in difficult or emotional circumstances • seeks feedback on ways he/she can improve 	5 4 3 2 1
Comments:	

12. Integrity/ moral judgement/ responsibility	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
The student can balance the interests of himself, the company and society. He / she is able to: <ul style="list-style-type: none"> • detect, analyse and discuss moral dilemmas • accept responsibility for his/her actions rather than making excuses • take into consideration how own actions and decisions impact on others 	5 4 3 2 1

Appendix J Assessment Form

August 1, 2009

Comments:	
13. Intercultural sensitivity	Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor	
<p>The student:</p> <ul style="list-style-type: none"> • Is willing and able to handle intercultural/international differences effectively. • has a good knowledge of all cultures in the company • knows how to make people of all cultures feel at home • approaches others in an open and respectful way • adapts own style and business practices to other cultures; for example, sense of time, protocol, etiquette <p>is conscious that other people and organizations do things differently; tries to understand rather than judge</p>	<p>5 <input checked="" type="radio"/> 4 3 2 1</p>
Comments:	

14. Departmental core tasks		Points Awarded (Circle One)
5 = excellent 4 = good 3 = sufficient 2 = insufficient 1 = poor		
<p>Please list the department core tasks below:</p> <ul style="list-style-type: none"> • <u>Sales Call in Laos with sales team</u> • <u>Sales Promotion & Emailing, sales kits</u> • <u>Sales & Marketing, operation collaterals</u> • <u>Social media marketing; facebook, TripAdvisor</u> • <u>Online promotion, questionnaire & survey (products)</u> 		<p>5 <input checked="" type="radio"/> 4 3 2 1</p>
Comments:		

August 1, 2009

The student's strong points are:

Good initiatives - Autonomous & decisive manner
She is an objective driven person and seems not to
give up easily if she finds it correct/right to do.

Which areas should be improved?

Confidence may lead not to listen or compromise whereas
Team work may be detected as inferior part when it enters
into real time working environment. More knowledge &
experience will help & she can be a good entrepreneur.

Intermediate appraisal: (If applicable)

What objectives have been set/ agreements made for the next appraisal?

Final appraisal: (If applicable)

General remarks:

Student's Comments:

Signature of supervisor of Host Company:

[Signature]

Signature of Student:

.....

APPENDIX H

BUSINESS IMPROVEMENT PROJECT GRADING SHEET

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Appendix H

Business Improvement Project/ Thesis Grading Sheet

Title of BIP/ Thesis: "The Development of Vat Phou Package Related to Cultural Tourism (Case study), Laos"

Name: Saovanee Pomekeattikune

ID: 52501314

	Comments
Format Cover page, title page Acknowledgements, Abstract / Table of contents List of tables, figures, appendices General presentation Correct English grammar & spelling	
Introduction Coherent introduction to issue Relevance of the work Context of the work External / internal analysis	
Literature review Satisfactory use of available literature Critical evaluation of literature	
Issues for investigation Aims and purpose of the work Problem statement Research questions	
Methodology Clear and detailed outline of research methods used. Competent use of research methods. Reasons for the choice of methods. Validity of methods / limitations of the methods used.	

Appendix H BIP Thesis Grading Sheet

<p>Implementation (If applicable) Outline of the implementation of the project and monitoring of project.</p>	
<p>Results (If applicable) Outline of results and impact of the project / findings. Understanding of the nature and importance of the findings. Results & analysis address problem statement / research questions. Reasoning is supported by the facts. Clear distinctions between fact, opinion, interpretation & speculation.</p>	
<p>Conclusions / recommendations Summary of main points from the research. Conclusions are supported by data. Specific, realistic recommendations. Research / recommendations are useful for company / department.</p>	
<p>Bibliography / appendices A clear and consistent approach to referencing has been used. Concise bibliography Appendices support the text References to appendices within the text.</p>	

Overall grading of the project:

Poor Average Good Excellent


Supervisor Name & Signature:

Date: 30/05/11

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Education

Master of Business Administration in Hotel and Tourism Management

Silpakorn University International College, Bangkok, Thailand

Perpignan University, Perpignan, France,

July 2009 to Present

Bachelor of Arts Business Communication, hospitality and tourism

Stamford International University, Hua Hin Campus, Thailand

August 2004 to May 2007

Work Experience

Internship in Marketing and sales

Mekong Cruises, Bangkok Thailand

December 2010 to May 2011

Internship in Front Office Department

Sabajai Guest hoeset Hua Hin, Thailand, March 2007 to May 2007