

**A STUDY INTO THE TYPOLOGIES OF INTERNATIONAL TOURISTS AND  
THEIR MOTIVATIONS FOR STAYING ON KHAO SARN ROAD**

By

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The paper presents the results of a research study on typologies and motivations of the international tourists in Khao Sarn Road. The paper focuses on the recent results of international tourists' behavior, typologies and the motivations in staying on Khao Sarn Road.

The study is based on a survey of 400 international travelers in Bangkok, using a questionnaire acquisition approach. The travelers are segmented by traveling purpose and discrete choices for products, services and activities in Khao Sarn Road. The empirical results find that majority of the international tourists in Khao Sarn Road travel for leisure and their typologies are explorer and drifter. The preferences are to concern about lower prices together with the qualified choices of products and services at the destination. The related factors which are regarded as the most important influence on decision makings are the international tourists' personal, psychological, social and economic aspects.

The overall study works significantly as the understanding of customers' types, their choices and their satisfactions while staying over in Khao Sarn Road which allows the business owners and investors in the area to adapt and improve their service offerings for the positive advancement around customer feedbacks.

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Student's signature .....

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## CHAPTER 1

### INTRODUCTION

#### **Significance of the problem**

“Khao Sarn Road” has been a well known and popular destination with international tourists for many years. Most of the tourists who visited Khao Sarn Road in the last 30 years were backpackers from all around the world. (Chomsuda Sarapunya: 2004) Within the last 3-4 years, Khao Sarn itself has been changing continuously. The facilities have improved. There are many new trendy bars, restaurants and new businesses that have developed to support tourism.

Many local people and traders’ lifestyles have developed along the lines of businesses that attract more international or Thai tourists respectively. The previous atmosphere and the old architectures along the road are fading away into more modern styles of design.

Because of this rapid change there has been an interesting move to reach a new market of tourism on Khao Sarn Road these days; this research is to study the socio-demographics of new International tourists who now come to Khao Sarn road.

#### **Objectives of the research**

1. To investigate the international tourists’ purposes of visiting Khao Sarn road recently.
2. To investigate the typology and their consuming behavior of the international tourists who are staying on Khao Sarn area
3. To investigate the popular products and services among international tourists
4. To investigate the customer satisfaction of Khao Sarn road

## Background of Khao Sarn Road

Khao Sarn Road is, technically speaking; a small street about three hundred meters long located about a block away from the Chao Phraya River in the Banglamphu district, in the northwest of Bangkok



(Map of Rattanakosin Area: Bangkok, from Thaiways website)

“Khao Sarn” has been called “A Must Place” to visit in Bangkok and popular among the international tourists in global market. Most of the tourists who visited Khao Sarn Road last 30 years were backpackers from all around the world. (Bangkok: TAT, 2003) Originally, It had been popular with backpackers because Khao Sarn in the past was similar to residential areas which had ordinary lifestyles. (Chomsuda Sarpanya: 2004) and later on, since a variety of businesses has arisen, Khao Sarn

could attract more and more international tourists to the local area, the road turned into a very important destination for international tourists in Bangkok.

When Bangkok was established in 1782, the center of the town was the Grand Palace area. For two centuries, Khao Sarn Road which is 20 minutes' walk from the Palace remained a quiet residential area for the locals.

Khao Sarn Road in the past was called Trok Khao Sarn. No one can identify the source where the word Khao Sarn initiated from. The only source is that Khao Sarn Road was originated in the reign of King Julajornklao Chaoyuhua in 1892 which was in the same time that lines for transportations were originated to develop the country's growth in the reign of colonialism. A new route was built starting from the end of Jakaphong road in front of Chanasongkram Temple and Khao Sarn Road is one of new routes in the area. His majesty the king gave his authority to remain its name as the same as the previous day. So, Khao Sarn Road was named and became a familiar road for the local people.

The first business to open on Khao Sarn Road was a small hotel aimed at serving civil servants from the provinces that came to Bangkok on their business purposes in 1927.

The word "Khao Sarn Road" soon was known among Thais after guesthouse and cheap lodge businesses were developed. as the first commercial guesthouse, called Bonny, opened with six small bedrooms.

The hotel was followed by Sor Thambhakdi in 1943, an ecclesiastical shop selling religious accessories. Then followed 4 similar guest houses and ecclesiastical businesses. Khao Sarn road in that time became known as a "religious road".

On the brink of Thailand's economic boom in 1982, the Thai Government issued its policy to commemorate Bangkok's bicentennial anniversary and celebrate the Buddhist calendar's lucky year "2525", by launching festive ceremonies in Bangkok to bring in tourist dollars. Tourists poured in from around the world, causing

Bangkok's hotels to overflow with bookings. The most spectacular festivities were performed in the Grand Palace. (Bangkok: TAT, 2003)

Some backpackers, unable to get an overpriced room, successfully convinced local residents on Khao Sarn Road to rent out vacant rooms in their houses, reasoning that, in return, the guest house owners could earn some extra income and it was convenient for the tourists to travel to their destinations in town as well. The guest house business generated more profits than any amateur entrepreneur ever expected. (www.khaosarnroad.com)

After the word was spread by one to another, more and more tourists came into Khao Sarn Road. As a result, Khao Sarn Road has changed from transporting way and a residential area to “A Popular Tourist Destination” Before long, more guesthouses, restaurants and souvenir shops sprouted along the road in full bloom in recent years.

Khao Sarn Road has become the city center, the central of multicultural tourists and typical Thai attractions around its area. The number of tourists has increased altogether with the attractions of local Thai's atmospheres, low cost accommodations and the hospitality of Thai people. International tourists are drawn by some of the cheapest accommodation there. For example, most guesthouses charge approximately 300 baht per night and a bowl of noodles is 25-35 baht or less also with many type of typical Thai dishes along the street in 20-25 baht such as Pad-Thai, Khao-Khai-Jeaw, etc. Moreover, Khao Sarn Road is the main area in great bargains on tours and transports internally and around Asia and the other continents.

Once Khao Sarn Road has become a “tourist district”, most of the local people moved out while traders moved in. Dozens of business take place, the locals move out whereas the benefit-seeker move in. Nowadays, Khao Sarn rd. is one of the most popular attractions in Bangkok that is full of tourists from various parts of the world.

Last 15 years, this colorful street reminded just a street for the backpackers' cheap lodges, hostels, for budget tourism only. However, the improvements of businesses and the recent year of the road's evolution show high capacity of Khao Sarn road's tourism in global markets.

There are highly competitive businesses where the consumers are empowered to choose between many vendors when considering a purchase. In many instances, these choices are evidence of strong competition. In Khao Sarn area, both products and services are similar; consequently, there is a need for the business owners to differentiate themselves in individual styles. This is especially true where the target market is limited and competitive. However, the competitions draw more attentions of international tourists as these gave them more choices and benefits. The point makes Khao Sarn rd. as an outstanding destination in Bangkok area.

#### Hypothesis of the research

1. Majority of the tourists who visit Khao Sarn road have their purpose for leisure traveling.
2. Most of them also have their roles more as the explorer and drifter than the organized mass and individual mass tourists.
3. International tourists who visit Khao Sarn spend more time with recreational activities.
4. Even though Khao Sarn road has improved its facilities and atmosphere to new markets such as upper scale tourists and Thai visitors, the majority of international tourists who still choose to stay there decide to pay for cheaper rooms. Not many of them paid for a luxury room in Khao Sarn area.
5. Cost is the main reason in choosing products and services for the international tourists in Khao Sarn Road.

### **Limitation of the study**

1. International Tourists only : The research is about to investigate from 400 international tourists who come to stay over around Khao Sarn Road only.
2. Khao Sarn road and the limited area : The information will be gathered from Khao Sarn Road, the 500 meters of Pra-a-thit road, Jakkapong Road, Rambuttri Road, Tanow Road and Tani Road, Krisri Road, Bawonniwes Road Soi.Kienniwas and Soi.Kai Jae accordingly.

### **Research Timetable**

<i>Week</i>	<i>Date</i>	<i>Process</i>
1	Sun 15 Jan – Sat 21 Jan	Consulting with the advisors
2	Sun 22 Jan – Sat 28 Jan	Raising the research's topic
3	Sun 29 Jan – Sat 04 Feb	Information's gathering
4	Sun 05 Feb – Sat 11 Feb	Information's gathering
5	Sun 12 Feb – Sat 18 Feb	Information's gathering
6	Sun 19 Feb – Sat 25 Feb	Interviewing Session
7	Sun 26 Feb – Sat 04 Mar	Interviewing Session
8	Sun 05 Mar – Sat 11 Mar	Interviewing Session
9	Sun 12 Mar – Sat 18 Mar	Interviewing Session
10	Sun 19 Mar – Sat 25 Mar	Interviewing Session
11	Sun 26 Mar – Sat 01 Apr	Interviewing Session
12	Sun 02 Apr – Sat 08 Apr	Interviewing Session
13	Sun 09 Apr – Sat 15 Apr	Interviewing Session
14	Sun 16 Apr – Sat 22 Apr	Writing research paper
15	Sun 23 Apr – Sat 29 Apr	Writing research paper
16	Sun 30 Apr – Sat 06 May	Submit the research paper
19	Sun 21 May – Sat 27 May	Comprehensive Examination
21	Sun 04 Jun – Sat 10 Jun	Rewrite the research paper
22	Sun 11 Jun – Sat 17 Jun	Rewrite the research paper
23	Sun 18 Jun – Sat 24 Jun	1 <sup>st</sup> Presentation

## CHAPTER 2

### LITERATURE REVIEW

#### **Definition of Typology**

The word typology literally means the study of types. Typology is the division of culture by races. During the late 19th and early 20th centuries, anthropologists used a typological model to divide people from different cultures into "races," (e.g. Negroid, Caucasoid and Mongoloid) which were part of the racial system defined by Carleton S. Coon. This approach focused on a small number of traits that are readily observable from a distance such as skin color, hair form, body build, and stature.

The typological model was built on the assumption that humans can be assigned to a race based on some small number of traits. This assumption has proven false over time, and the typological model in anthropology is now thoroughly discredited. Current mainstream thinking is that the morphological traits that those who cling to the typological model use are due to simple variations in specific regions, and is the effect of climactic selective pressures. There are minorities of commentators who claim that the typological model of race is still valid, but their work has been criticized as anecdotal and unsupported by credible scientific evidence. This debate is covered in more detail in the article on race. (Cavalli-Sforza, Menozzi and Piazza, "The History and Geography of Human Genes) and (Brown, Ryan A and Armelagos, George, "Apportionment of Racial Diversity: A Review" Evolutionary Anthropology)

#### **Tourist typology**

Tourist typology is the way to classify the tourist according to their general type. Yehudi Cohen (1972) proposed that it is based on the place and significance of

tourists' experience in their total world-view, their relationship to a perceived "centre" and the location of that centre in relation to the society in which the tourist lives.

Cohen (1979: 180) holds that "the tourist" can not be described as a "general type" so he distinguishes several tourist experiences that will help in understanding the phenomenon of them. Five main modes are defined as the...

1. Organized Mass Tourists: Group tourists who travel with the agent or any organizations which provide things for their conveniences in accommodation, meals or transportations. This group of tourists does not want to worry about planning things. They want their leisure and enjoy new experiences and they do not expect to experience or know with the tradition and folklores.
2. Individual Mass Tourists: Someone who are an expert in the routes and be able to travel on their own but still request for the travel agent as they provide easier accesses and more comfort to the destinations.
3. Explorer: Someone who avoid traveling in the common routes where the majority of tourists use to go. They love exploring new ways to the destination and never expect the luxury or such comfort. They are going for self-actualization and try to study the local cultures with new ideas and open-minded.
4. Drifter: The drifter's behavior is similar to the explorer. They do not by the package tours and avoid the activity of the majorities' and try to travel like the local. They have different behavior than the explorer as they are not only study the local cultures and folklores but they also spend their living like the locals do and want to be a part of them.

Cohen also formed 5 roles of tourists' expectations which are...

1. Diversionary: traveling to get rid of daily routines which make them tired and bored. This type of traveling is for the only leisure. The effects to the local community will be ignored as they are the commercial type of travel.
2. Recreational: traveling to find entertainments at the local destination. The effects to the local community are strong too.



3. Experiential: traveling for finding the meaningful of life in other communities and enjoy the substance of society. This will have small effect to the community as the travelers prefer not to disturb the locals beside the cultural aspects.
4. Experimental: traveling and finding new forms of living and participating to the locals. They have less demand in traveling but prefer to be a part of the local societies.
5. Existential: traveling to depart from the platitudes and want to participate in new social for spiritual growth. This type of tourists also has less demand which not give big effect toward lives in local community that much.

### **Consumer behavior**

Consumer behavior is the study of people (individuals, groups, or organizations) and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Schott, C : 2004)

This paper explains that consumer behavior of the international tourist in Khao Sarn area not only involves the specific actions taken by individuals when buying and using products and services, but all the social and psychological factors that affect these actions.

A consumer, making a consuming decision will be related to the four factors of tourists as Personal, Psychological, Social and Economic.

#### **1. Personal**

This is what unique to a particular person like their demographic factors of Sex, Race, Age, lifestyle, occupations, cultures etc. The family business like who in the family is responsible for the decision making? or the fact that young people purchase things for different reasons than older people.

#### **2. Psychological**

Psychological factors include Motivation, Perception, Ability and Knowledge, Attitude, Personality and Lifestyle accordingly. Understanding these issues will help the business owners adapt themselves by taking the consumer into consideration.

## 2.1 Motives

A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. (Alex Brown: 2003) It is needed to determine what level of the hierarchy the consumers are at to determine what motivates their purchases.

### Maslow's Hierarchy of Needs (1943)

Abraham Maslow's Hierarchy of Human Needs Theory (1943) is the most widely discussed theories of motivation.

The theory can be summarized as;

- ❖ Human beings have wants and desires which influence their behaviors, only unsatisfied needs can influence behavior, satisfied needs can not.
- ❖ Since needs are many, they are arranged in order of importance, from the basic to the complex.
- ❖ The person advances to the next level of needs after only when the lower levels are at least a bit satisfied.
- ❖ Further by the hierarchy, the more individuality, humanness and psychological health a person will show.

The 5 lists from the basic to more complicate needs are as follows;

1. Physiological needs – Basic needs :
  - 1.1 Internal Oriented: Food, Shelter, Clothing, Sex etc.
  - 2.1 External Oriented: Need for escape, excitement, curiosity, Need for arousal and stimulation

Khao Sarn area actually has everything to satisfy the international tourists physiological and security needs. International cuisines are available, variety of choices for accommodation, many shops for clothing for various interests. And for someone who need to escape, to have excitements, or looking for any stimulation can find Khao Sarn area as an interesting place.

## 2. Safety and Security needs

Khao Sarn road locates right next to Chanasongkram police station. The lively road itself is full of people all day and night long. There are many traders and both international and Thai tourists from variety ethnics, backgrounds and attitudes together in the area so there were some conflict issues or crime scenes happened occasionally. However, since 22 December 2004, Chanasongkram police station launched Safety zone project in Khao Sarn road. regarding with the metropolitan's policy. The strict strategy is to take better responsible in the area and serve local people and tourists making them feel more confident in the safety of lives and properties. Technologies were brought as the safety tools. From the record after the project launching, Khao Sarn Road had less crimes occurred. (<http://www.metro.police.go.th/chanasongkram/>) So, with the individual prudent moves, Khao Sarn area can be a good place to be for any tourists.

## 3. Social needs: Love, affection and Friendship

A motivation for some international tourists who visit Khao Sarn road might relate to the social needs. The hunger for affectionate relations with people in general, for example, being a place where they can be in the groups may draw the attentions of traveling. This motivation can strive people with great intensity to achieve this goal. Many years, Khao Sarn Road is the hub of backpackers so there were many international and Thai tourists around who have met and became friends or any further relationships. They have expanded their friendship networking from one to another.

## 4. Self esteem

- 4.1 Self-directed :Self development, Growth, Curiosity/Mental stimulation, Mastery, Control, Competence, Self efficacy, Repeat intrinsically satisfying behaviors
- 4.2 Other-directed : Need for status, respect and recognition and need for achievement

All tourists have their need or desire for a stable, firmly based, high evaluation of themselves, for self-respect and for the esteem of others. Many of tourists want to find their real capacities. They want to achieve and have the respect from others.

The needs of international tourists in Khao Sarn area may be able to classify into two subsidiary sets. As some might come to Thailand for achievement in traveling and feel more confidence in the face of the world or some might looking for independence and freedom.

Another subsidiary is the desire for reputation or prestige- (the respect or esteem from other people), recognition, attention, importance or appreciation. Many of the tourists who decide to travel on their holidays have this need as the motivation. As same as the international tourists in Khao Sarn road, everyone wants to feel importance or to have respect from others. For example, like when some European tourists have their aim to be in Khao Sarn, learn Thai language and speak Thai friendly with local people. Their aim is to enjoy their time and being acknowledged.

- 5. Self actualization: Fulfillment needs, Independence, flow experiences

Self actualization is to be ultimately happy while traveling to the destination. “What a man can be, he must be” Maslow: 1943. This need we may call the way to fulfill individual needs. The clear emergence of these needs rests upon prior satisfaction of the physiological, safety, love and esteem needs. For example, some tourists who are in Khao Sarn for a month or more might find themselves close to the natural of local Thais. We shall call people who are satisfied in these needs, basically satisfied people, and it is from these that we may expect the fullest creativeness.

Push and Pull Factors (Dann: 1977 Push and pull factors)

Push factor are considered to be the motivation to travel because they are the cause of the initial decision to travel. The push factors for a vacation are socio-psychological motives. Push motives have been thought useful for explaining the desire to go on a vacation.

If the travel market is often divided into four segments as Nesbit said in 1973 as there are personal business travel, government or corporate business travel, visiting friends and relatives, and pleasure vacation travel. Regarding to the result, the majority of international tourists in Khao Sarn road will have the push purpose of their traveling as for leisure vacations. It can be assumed that Khao Sarn have high tendency to focus on the pleasure vacation travel segment.

The pull factors play a secondary role in directing the attention towards a certain environment and further encouraging the decision to go on trips. (Dann: 1977)

The pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself. These motives reflected the influence of the destination in arousing them. Pull motives have been thought useful for explaining the choice of destination.

As Khao Sarn road is popular hub among backpackers. The reputation of the street might be a main pull factor among the backpackers themselves or other tourists who interest to see and feel the atmosphere. The surrounding of Khao Sarn road can pull and arouse their motivations to stay and participate as there are full of entertainments day and night long. Many products in shopping arcade and services are also offered for their conveniences. The colorful street contains many restaurants, pubs and bars for night life and recreation.

Other motivations for the pleasure vacations (John L.Crompton:1979)

There are 8 more motivations which were classified by John L.Crompton. Seven of them had been divided as socio-psychological motives. They are Escape

from a perceived mundane environment, Exploration and evaluation of self, Relaxation, Prestige, Regression, Enhancement of kinship relationships and Facilitation of social interaction. The rest two remaining motives are novelty and education which formed the alternate cultural category.

#### 1. Escape from a perceived mundane environment

Many tourists who go for their holidays would like to be away from the regular routines. They are eager for new experiences, adventures and the explorations. In Khao Sarn, there are plenty of international tourists who decide to come trying new lifestyles for holidays. The differences of weather, people, accommodation, life styles, language, environments and the atmosphere all together bring them new experiences to try on.

#### 2. Exploration and evaluation of self

As well as the exploration of new environment, some international tourist in Khao Sarn road might have this motive as it is the way they evaluate their capacities and the inner thoughts for their fulfillments as a person. They might look for the way to improve them and find great freedom of thinking methods to adapt for their own lifestyles values.

#### 3. Relaxation

Traveling can be such an activity to release tension, anxieties or any similar concerns of the tourists. It's hardly to find anyone who denies agreeing that they travel for relaxation. Most of them look for decreasing their stress. The problems seem to be decreased or disappeared once they are at the destination and satisfy the environments

#### 4. Prestige

Prestige is related to self esteem and reputation of the international tourists themselves. They want to be respected among others. For example, like when European tourists spend their time sun bathing in our country and got tanned being back home. Everyone who has seen them might think positive about their social and

financial status which can make them proud. The prestige of teenagers who spend their time in Khao Sarn more than a month is also related to be acknowledged among friends and family that they have great experiences in the tropical country.

#### 5. Regression

It is about primitive behavior as the childhood qualities what we have lost as an adult like the reversion to an earlier or less mature pattern of feeling or behavior. For example, if you become restless and more adventurous and more daring then you are more apt to travel to seek new thrills and adventures. The regression into your childhood characteristics makes you more adventurous and daring as an adult. Hence, if they are retained in adulthood, it will be the motivating force to travel. Many adventurer international tourists in Khao Sarn area might have their backgrounds to be fulfilled so that they choose to spend the lifestyles in this way for example.

#### 6. Enhancement of kinship relationships

Less percentage of the international tourists in Khao Sarn road have their relationships to enhance and that are the reasons. However, for whom pursuing the family or friends' invitations to visit or travel around the destinations have high tendency to indulge them with what they have recommended before traveling. Khao Sarn's night life and the reasonable prices in cost of living can be the role reason for their recommendations.

#### 7. Facilitation of social interaction

The activities at the destination can be the main reason for drawing the tourists' attention to the destination. It can be assume that some tourists might prefer to spend their time for night life in Khao Sarn road as its use to facilitate their social interactions and way to develop the relationship to others. Many international tourists tend to experience more social activities and challenges with social integration than being isolate and enjoy their time alone. It's like one of their success of socialization.

#### 8. Novelty and Education

Novelty and Education have been added in alternate cultural categories. Most of the tourists from Khao Sarn road have no intention to come and spend their time for academic degree in Thailand. What they have mentioned are new experiences that might related to their individual interests such as economic, social, recreation or others. They can be the motivations for one to seek the destination as well.

## 2.2 Perception

Perception is the process of selecting, organizing and interpreting information to produce their individual meanings. (Alex Brown: 2003) Individual Information is the sensations received through sight, taste, hearing, smell, touch and feel by the tourists their own. Interpreting information is based on what they are already familiar with and believe on their knowledge that is stored in the memory.

## 2.3 Ability and Knowledge

Ability and knowledge are important to learn in tourists' behavior because every decision comes from their information and experience. For example, if someone has the experience with some product or services, he will not use prices as an indicator judging the quality.

## 2.4 Attitudes

Attitudes of the tourists come from their perceptions and acknowledgements in positive and negative feelings about things or activity. Tourists learn attitudes through experience and interaction with other people.

## 2.5 Personality

Personalities are an internal traits and behaviors that make a person unique. People in the same attitudes and backgrounds have higher tendency for the similar personalities than the others who were raised differently. Variety of tourists has different personalities such as workaholism, compulsiveness, self confidence,



friendliness, adaptability, ambitiousness, dogmatism, authoritarianism, introversion, extroversion, aggressiveness, and competitiveness.

The way of the tourists' behaves caused by individual personalities. It is quite unreliable to measure. However, most of consumers buy products that are consistent with their self concept.

## 2.6 Lifestyles

Lifestyles are the consistent patterns people follow in their lives. For example, Thai people are bonded with rice. Majority of Thai have them regularly. Thai don't like sun bathing and never considered that as a fashion etc. Hence, the decision making of most international tourists are related with either their previous lifestyle or their own intention to make things different from it.

## 3. Social

Sociological issue is one of international tourists' motivations for decision making. It is related to the reference groups, culture, values consumer wants, learning etc. All are influenced by opinion leaders, person's family, reference groups, social class and culture.

### 3.1 Opinion of leaders

It is obvious that people listen to whom they know such as friends, colleagues, bosses, family, popular people in their society, especially if that person used to have experiences at the destination.

### 3.2 Roles and Family Influences

Family is the most basic group a person belongs to and consumer behavior starts in the family unit. Family roles and preferences are the model for children's future. In the same time, human being has many roles in the society such as roles of husband, father, and employer or employee which can always individually change.

### 3.3 Reference Groups

Everyone loves to have their reference group to share their values, attitudes or behaviors of the group members such as families, friends, sororities, civic and professional organizations. Every group has both positive and negative influence on people's attitudes, behaviors, values and cultures. They feel like belonging to the group. They can have their inspiration to do things and know what they want / don't want to do

### 3.4 Social Class

Similar social rank influenced people to feel participating in groups. It's related to their socio-demographic as occupation, education, income, wealth, race, ethnic groups and possessions influence many aspects of lives. The classes influence on consumer behavior which is operated with culture.

### 3.5 Culture and Sub-culture

Culture is the set of values, ideas, and attitudes that are accepted by a group of people and transmitted to the next generations. It also determines what and how each society can accept with what. For example, what people wear, eat, reside and travel cultural values in good health, education, individualism and freedom can all be the motivation of consuming behavior.

The different society, different levels of needs, different cultural values can be divided into subcultures as they can briefly define into two as they are about geographic regions and human characteristics such as age and ethnic backgrounds.

## 4. Economic

Economic is one of the most important factors for tourists to decide what to do, where to go and how to manage their consuming. The differences between countries' currencies or the adjust rates are the main factor of the tourists' purchase decision making. For example, when the tourists from European countries who visited

Khao Sarn Road can purchase the same products in cheaper prices, they would please and not be hesitated to have the next purchasing. In the other hand, if the tourists came from the countries where maintained smaller currency, they would be reluctant to decide what to consume. It can make the dynamic changes in their situations. They at least have to plan their trip and calculate the budgets. It has psychological drive behind consumer spending as people who has their financial setbacks will spend less than the others who can enjoy disposable income while traveling.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

## CHAPTER 3

### METHODOLOGY

Quantitative analysis will be applied in the objective of studying international tourist. The interviewing technique and the structured questions interviewing for both specific and open-ended ethnographic questions will be used with 400 foreign tourists who spend their nights in Khao Sarn road and its area. This will be applied to clarify their attitudes and the point of views which will concern to their consuming behaviors. Techniques will also be used based on the observation of the tourists' behaviors.

#### Sample size

Population of this study will be referred with the calculating method of Taro Yamane: 1973. According to the population of the study, the statistics of Chanasongkram metro police declares that there is approximately 2,500 international tourists visit Chanasongkram district daily. So, that means there are 75,000 international tourists who visit Chanasongkram district per month. (Information from Chanasongkram Metro Police's Website) Then, referring to the calculating method of Taro Yamane (Taro Yamane: 1973), his formula has been set as follows;

$$n = \frac{N}{1 + Ne^2}$$

When  $n$  = Sample size

$N$  = Population size

$e$  = The error of sampling

\* This study allows the error of sampling on 0.05 so; the sample size shows as follows;

$$n = \frac{N}{1 + N (0.05)^2} = \frac{75,000}{1 + 15,000(0.0025)} = 399$$

From above calculating, it could be concluded that the totals of sample size is 399 persons.

### **Research area**

The main location will be on Khao Sarn Road and its close by area. The main streets are Pra-a-thit rd., Chakrapong rd., and Khao Sarn rd. as those are the core areas of low cost tourism where provide variety of affordable accommodations, products and services. However, the other small soi(s) which are linked to the 3 main streets will be included as an observation area accordingly.

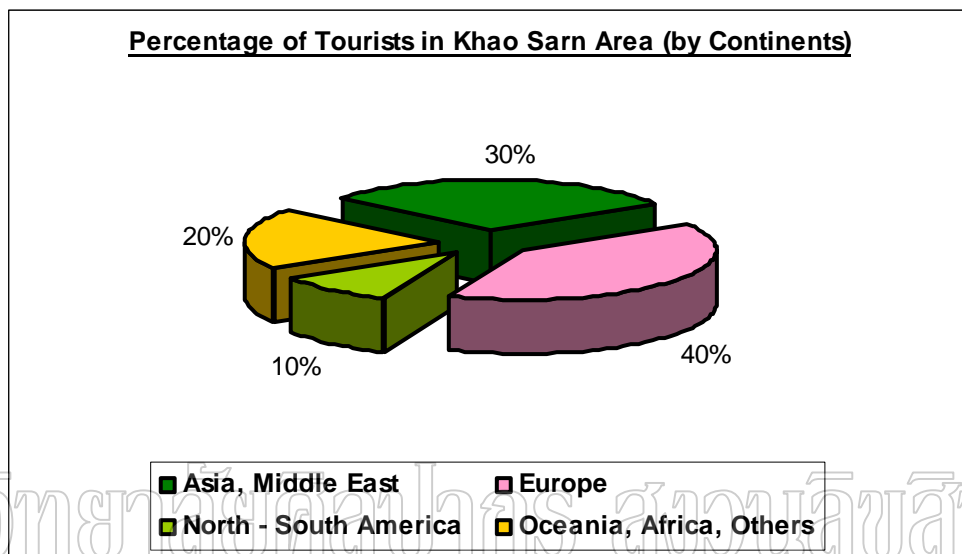
The related areas of this research are included Khao Sarn Road, Jakkapong Road, Soi. Kienniwas, Krisri Road, Soi. Kai Jae, Bawonniwes Road, Rambuttri Road, Tanow Road and Tani Road respectively.

Starting from February, 2006, the information will be gathered by interviewing the international tourists. In the period, 3 months of interviewing and observation there.

## CHAPTER 4

### RESULTS

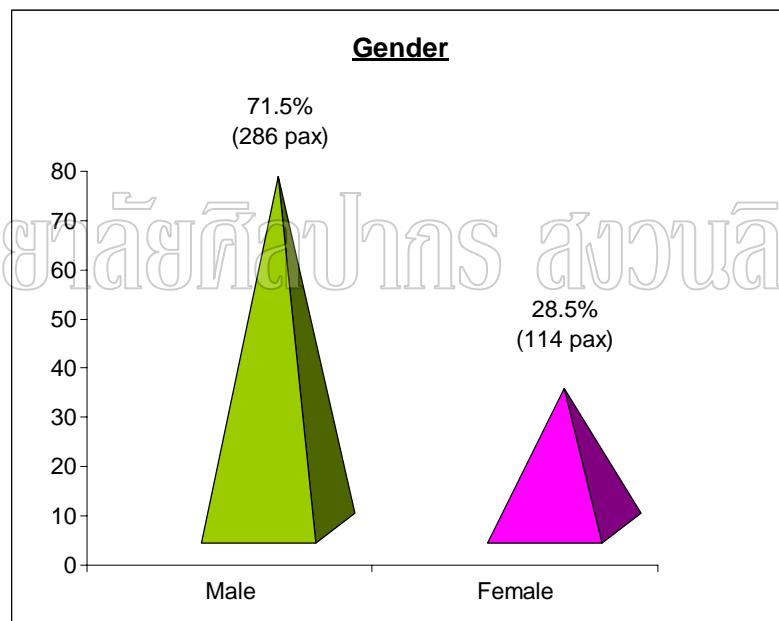
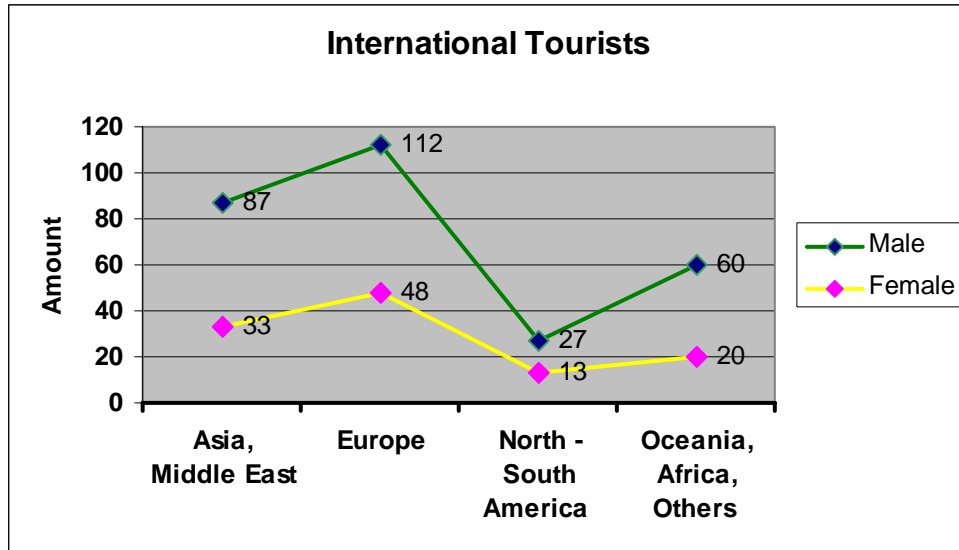
The questionnaire has been clarified into charts in the relevant data as below...



Regarding to the questionnaire, the international tourists have been classified into 4 groups by continents as Asia, Europe, North-South America and Oceania and Africa continents.

The percentage of the international tourists we have been interviewed are summarized as 40% from Europe, 30% from Asia and middle east, 20% from Oceania and Africa and the rest 10% from North and South America accordingly.

Dividing into genders by continent, there are 120 tourists (87 males and 33 females) from Asia. There are 160 tourists (112 males and 48 females) from Europe, 40 tourists (27 males and 13 females) from North and South America and 80 tourists (60 males and 20 females) from Oceania and other continents respectively which was shown in the below table.

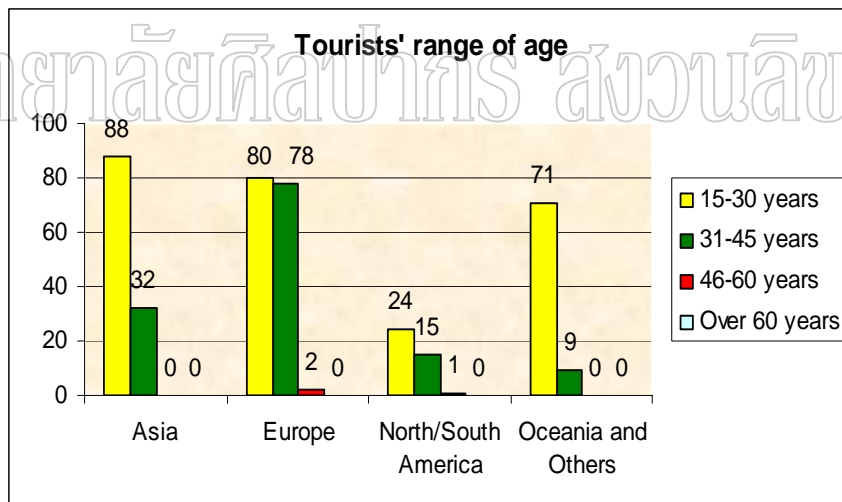
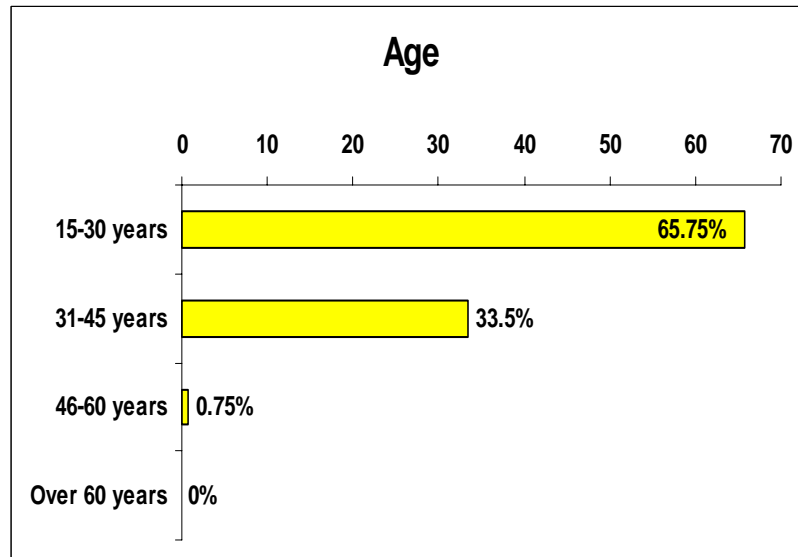


The majority of the international tourists who helps doing the questionnaire for 71.5% are males and the rest 28.5% are females.

**1. LOCATION AND RANGE OF AGES**

The chart below is to display the ranges of age of all international tourists who visited Khao Sarn rd. The chart shows that most of the tourists from Asia, North and South America, Oceania and Africa are in the age of 30 years old. However, in

European countries, more mature people from the age of 31-45 years visit Khao Sarn as many as in the younger range.



**Asia**

All of Asian tourists are not over 45 years of age. They have been informed about Khao Sarn rd. as where is good place for spending reasonable time as the backpackers. There are just 2 ranges of age in Asian groups as 15-30 yrs and 31-45 yrs tourists. Mainly of the tourists are male as they are 87 to 33 comparing to female.



120 Asian tourists are from 14 countries as China main land, Hong Kong, India, Indonesia, Iran, Israel, Japan, Kuwait, Kyrgyzstan, Malaysia, Qatar, Singapore, Sri Lanka and United Arab Emirates respectively.

From the research, we have found that there is no one from South Korea, Brunei, and other countries in neighborhoods' area in the north-east like Burmese, Laos, Cambodian, or Vietnamese are staying over in Khao Sarn Road. Even though there is high ratio of tourists from South Korea to Thailand, but we can investigate that most came as in group with traveling agents as the organized mass tourists or the individual mass tourists and the target of their accommodations are not in Khao Sarn Road. So, the research has shown that none of them are staying over in the area. However, the unexpected visitors from Middle East gave us the useful information that recently People start to travel more and Thailand is one of their interesting destinations. Even though there is many differences in the cultures, but for their adventures, they do not mind and still curious to see other interesting aspects of the country.

In the familiar countries like China, Singapore, Indonesia or Malaysia have fewer ratios of tourists comparing to Japan or Middle East. Assumed that, their target is not about to stay over in Khao Sarn area. Regarding to the statistic of TAT in every year recently the ratio of their visit is annually fair. The result may alike the tourists from South Korea that they pay more interest to stay over in other destinations than Khao Sarn Road.

### **Europe**

Every range of ages in European tourists stays in Khao Sarn Road. It can be investigated that majority of European tourists are either explorer or drifter They have been informed about Khao Sarn rd. is the night shopping and colorful street to spend good times. There are 3 ranges of age in this group as 15-30 yrs and 31-45 yrs and 46-60 years of tourists. Mainly of the tourists are male as they are 112 to 48 comparing to female. 160 European tourists are from 17 countries as Andorra, Austria, Denmark, England, Russia, Turkey, France, Finland, Germany, Hungary,

Ireland, Italy, Luxembourg, Netherlands, Slovenia, Spain and Sweden respectively. They have their roles to travel as diversionary finding recreational activities and experience the society.

Khao Sarn road is the interesting hub in Bangkok. Majority of the European tourists planned to travel around Asian countries and be in Khao Sarn for their enjoyment to save some more money before moving to other areas. Some of them have informed us that Khao Sarn road is recently popular as a good area to spend time in Bangkok.

### **North & South America**

There are three ranges of age among the tourists. The majority is also in the range between 15-30 years old. There are 40 North and South American tourists from 5 countries as Canada, United States, Argentina, Brazil and Peru respectively.

### **Oceania and others**

All of the tourists from these continents who visited Khao Sarn road from Oceania are in teenager and in the age not over 45 years old. Per some information, they are mostly studying. Most of the tourists from Africa are in older age. Moreover, most of them are male.

The tourists are from 7 countries as Australia, New Zealand, Algeria, Mauritius, Morocco, South Africa and Western Sahara respectively. New Zealander has highest percentage in Khao Sarn's visit. Many of them are in the area for a few days before moving to other destinations in Thailand. However, they are impressed in the atmosphere of the road.

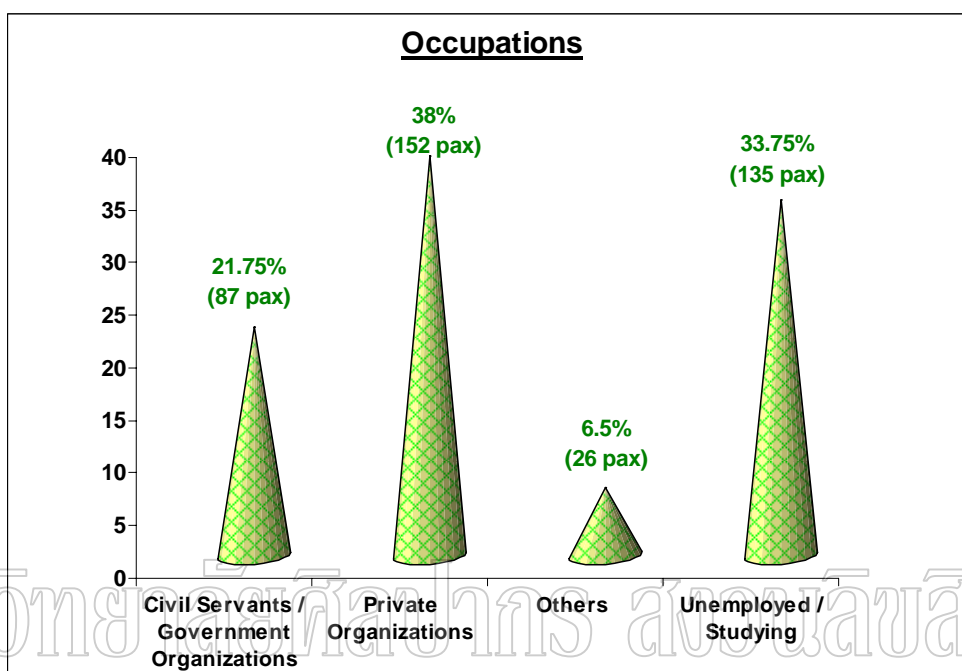
## **2. OCCUPATIONS**

Groups of tourists' occupations have been classified into 4 as

- Civil Servants / Government Organizations
- Private Organizations

- Others
- Unemployed / Studying

All tourists' data about occupation has been gathering as the below chart.



The majority of tourists are working in private organizations. However, many of them also unemployed or studying in their own countries.

### Asia

None of 33 Females from Asia are working for government organizations or other businesses. Most of them are in private sectors or in academic fields and unemployed.

<b>OCCUPATIONS :</b>	<b>Male</b>	<b>Female</b>	<b>%</b>
Civil Servants/Government Organizations	15	-	12.50
Private Organizations	33	12	37.50
Others	12	-	10.00
Unemployed / Studying	27	21	40.00

Majority of the tourists from Asia are either the students or having their own business in private organizations as can be found in the above table that 40% are unemployed and studying and 37.5% are working in private organizations. Some of them informed that they have worked in governmental organizations and some are in the universities visiting Khao Sarn road area for new experiences.

### Europe

<b>OCCUPATIONS :</b>	<b>Male</b>	<b>Female</b>	<b>%</b>
Civil Servants/Government Organizations	39	16	34.38
Private Organizations	49	21	43.75
Others	8	1	5.63
Unemployed / Studying	16	10	16.25

Majority in European tourists came from private organizations (43.75%). The second is from government organizations or civil servants (34.38%). Then, unemployed people or students ranked the third (16.25%). Lastly, there is 5.63% of business owners visit Khao Sarn Road.

### North & South America

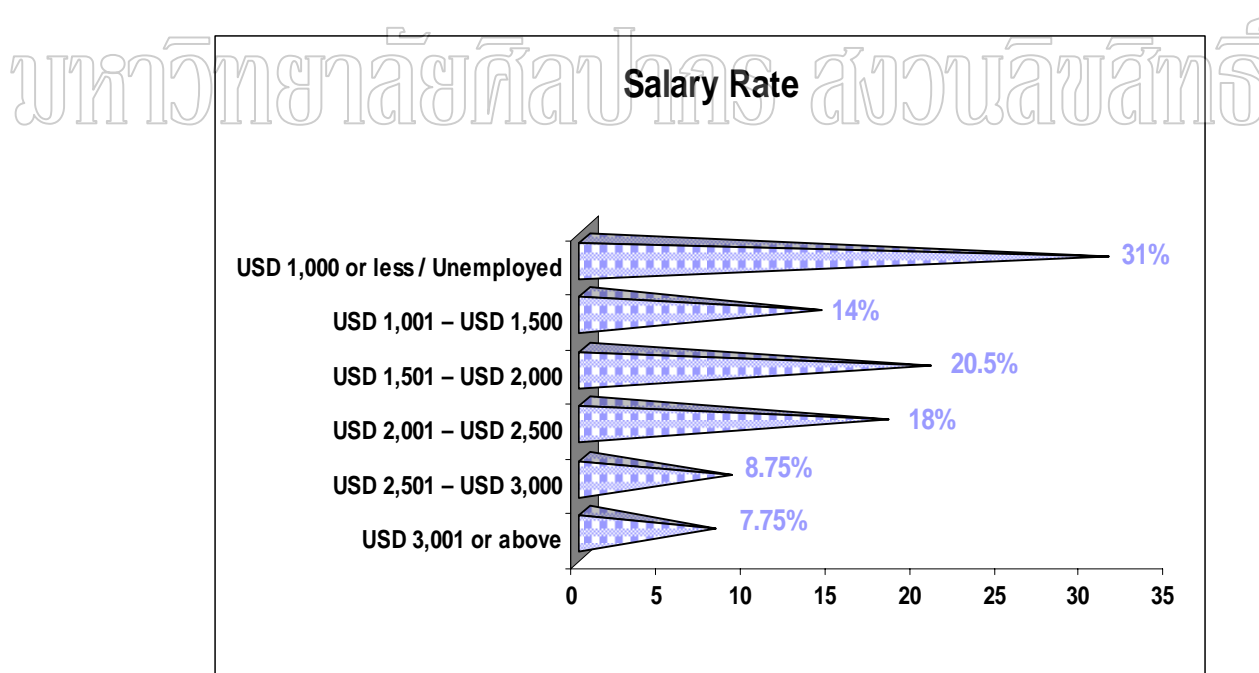
<b>OCCUPATIONS :</b>	<b>Male</b>	<b>Female</b>	<b>%</b>
Civil Servants/Government Organizations	4	1	12.50
Private Organizations	9	5	35.00
Others	3	-	7.50
Unemployed / Studying	11	7	45.00

From North and South America, 45% of the tourists are in academic level or unemployed. Secondly, 35% of tourists are from private organizations, 12.5% of them are from government organizations and the rest 7.5% work in non-profit organization or having their own businesses at their home town.

**Oceania and others**

<b>OCCUPATIONS :</b>	<b>Male</b>	<b>Female</b>	<b>%</b>
Civil Servants/Government Organizations	9	3	15.00
Private Organizations	18	5	28.75
Others	1	1	2.50
Unemployed / Studying	32	11	53.75

There are more students and unemployed people who visit Khao Sarn road and its area from Australia, New Zealand and Africa. There are 53.75% of them, separated to 32 males and 11 females. Secondly, the tourists are from private organizations. Then, there are the tourists from government organizations and others as 15% and 2.5% accordingly.

**3. RANGE OF TOURISTS' SALARIES**

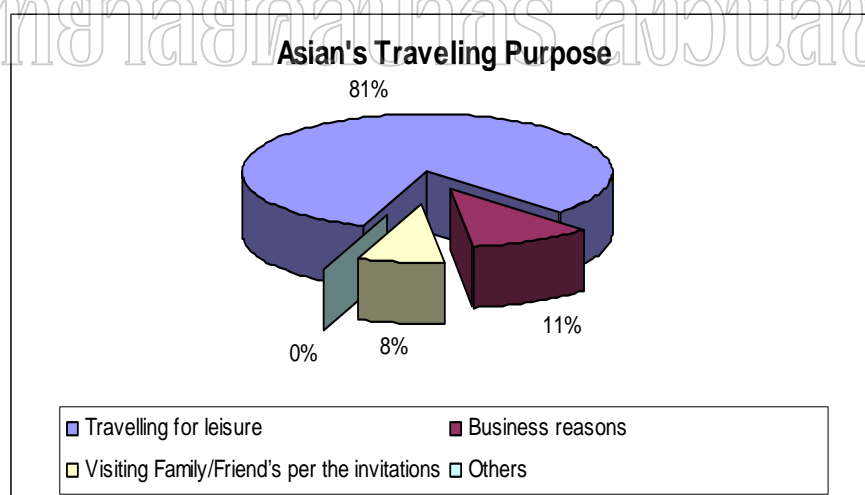
Some of the tourists are students so they were added into unemployed persons. The schedules show that most of tourists have their rates in USD 1,000 or less/Unemployed. The second range is in the rate at USD 1,500 – 2,000. The third range is in the rate at USD 2,001-2,500. There are some students who earn for living and have their capacity in spending money. Comparing to the percentage of tourists'

occupations, there are variety of ranges here show that the international tourists who visit Khao Sarn road recently have their capacity and be able to go for higher consuming rate.

#### 4. Traveling Purpose

In Khao Sarn area, the purposes of traveling have divided into four. They are traveling for leisure, for business, for visiting family and friends and others. Eighty two point seventy five percent of the tourists in the amount of 331 persons come to Khao Sarn road for leisure. Nine point seventy five percent in the amount of 39 persons come because of the invitation from family and friends. The rest seven point five percent in the amount of 30 persons are in Khao Sarn area because of the business trip.

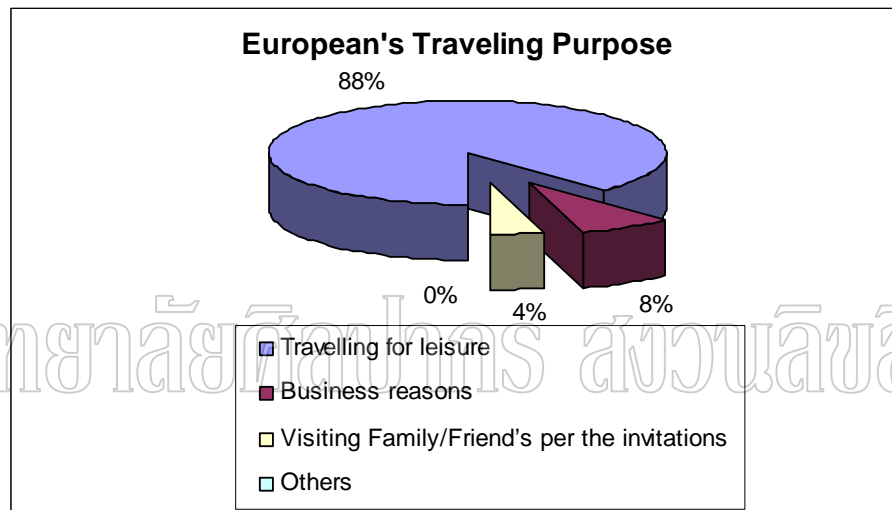
##### Asia



Most of Asian tourists come for pleasure. They are pleased to enjoy their time in Bangkok and other provinces of Thailand by traveling around and sightseeing. They are in Khao Sarn area for Bangkok and then might move around to the other destinations. They have heard about the reputation of the country and of Khao Sarn area as recommended in the traveling books. Some young blood business owners came to see Bangkok and the local areas for expanding their point of views and trying

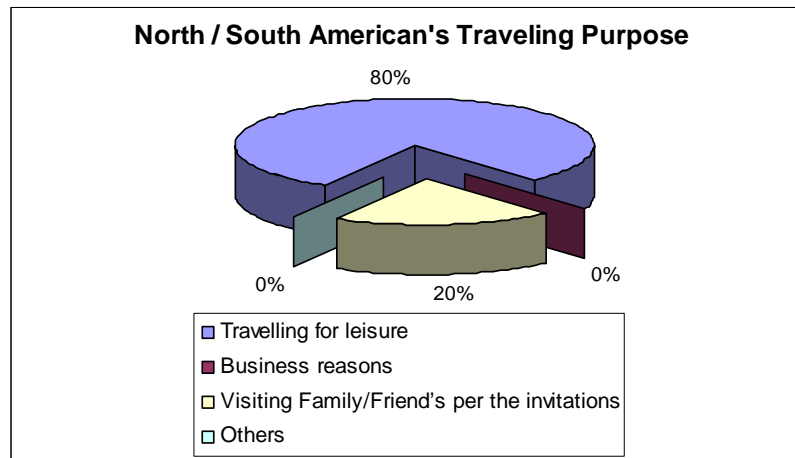
to get some more idea to maximize their markets in South East Asia. The rest had come by the invitations of Thai friends or their girl friends. However, there is no one has their own family here. All of them are the tourists. 62.5% of Asian tourists traveled for leisure. 19.17% visits Bangkok as its reputation and the distance of Bangkok and their own country is not too far to visit. 10.83% further their business trip to travel around and sightseeing in other provinces of the country and the rest 7.5% are visiting friends per the invitations.

### Europe



Describing from the chart, most of European people are interest to travel for leisure as well. 88% of them have no other reasons to visit Khao Sarn road. 3.75% of them are for business trips looking for opportunities in their broaden targets. 4.38% have their family in other areas like for example in the South and the North-East of Thai. The rest 3.75% are here because of the reputation of the country. Ms. Kristy Beres from Hungary told us that it's so great to be in Bangkok. She loves hot weather. "In my country now it's so cold and boring! Look at this place! So colorful! It's awesome"

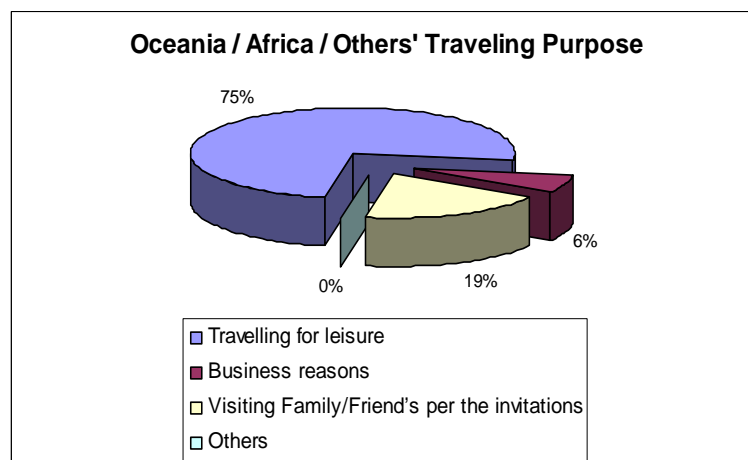
### North & South America



Mostly of tourists from North and South America has the same opinion as the tourists from Europe. 80% of them came to Thailand, visiting Khao Sarn road for pleasure and leisure. No one came for business trip or choosing the answer about the reputation of the country. They said that Thailand is already popular so they have seen and got many ways of information before. Pursuing for their intentions, Bangkok, Thailand is the best please to come for pleasure.

20% of the rest had mixed answer between coming for leisure and visiting their friends. Most of all, the main purpose is to travel for fun.

### Oceania and Africa

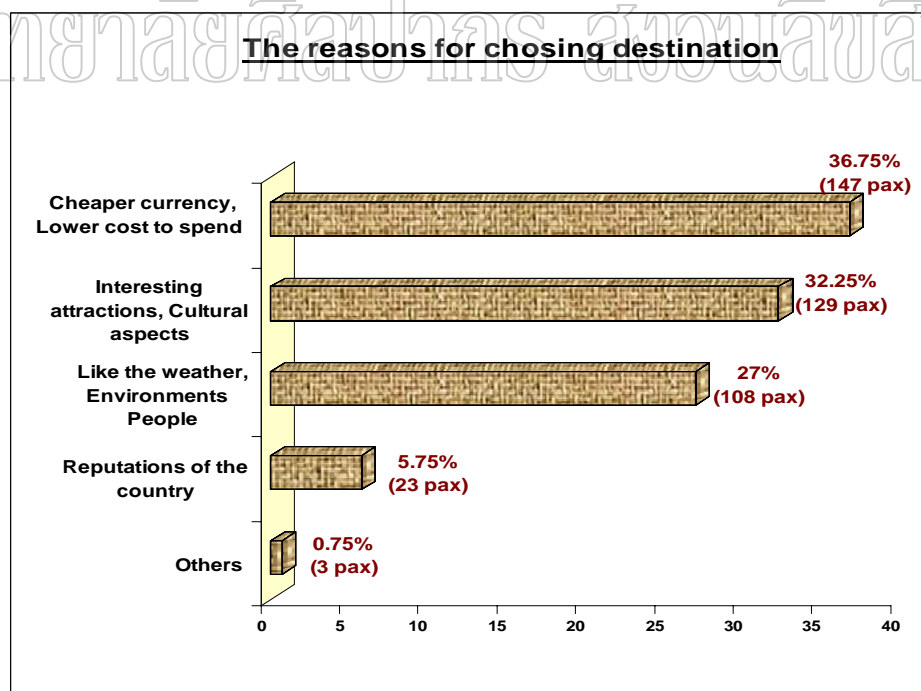




As same as other continents, most of international tourists from Oceania and African came here for their leisure as well. 75% of them said that there's no other reason besides traveling for pleasure. 18.75% came by the invitations of family and friends. Most of them who got invitation are Australians. They said that their friends are here being a teachers and working here in consulting companies. So, it's good time to visit them and travel around the country. 6.25% came here for business reasons. The majority of tourists who came for business reasons are from Africa.

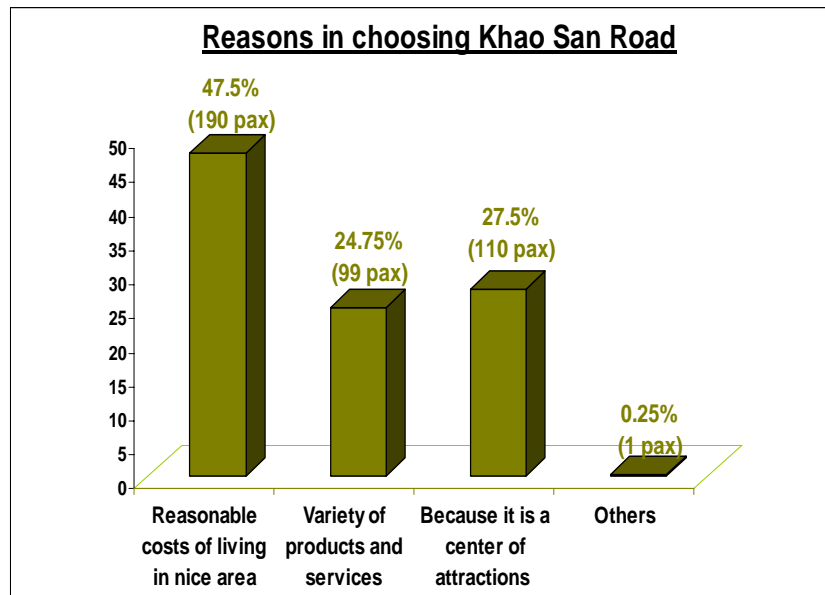
## 5. REASONS FOR CHOOSING THE DESTINATION

This question is to ask what support their decisions to choose the exact destination while they travel for pleasure. Most of them said that if there's nothing related to business aspects and some said it is also good to see the opportunities. They prefer to travel by the following display.



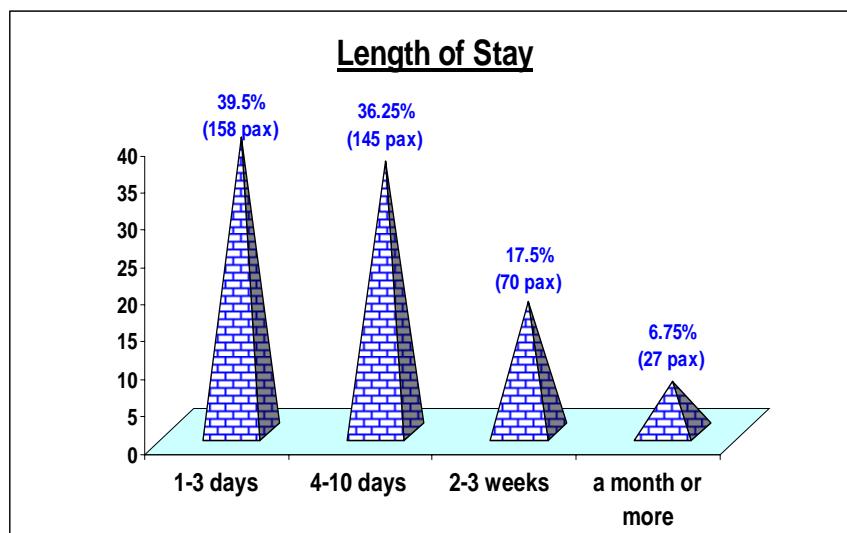
The overall result also confirm that the economy segment is the 1<sup>st</sup> reason that the international tourists choose while make a consuming decision.

## 6. REASONS IN CHOOSING KHAO SARN ROAD



As same as the above topic, this question is to ask the tourists' attitudes toward their decision in choosing accommodations of Khao Sarn area. Mainly, we have classified into 4 reasons as the above display. Economy segment is still the 1<sup>st</sup> reason that the decision making. In their opinion, prices are the important factor. Majority of international tourists agree that the reasonable cost of living in nice area as Khao Sarn road plus the variety of products and services are interesting for their decision. It can be investigate that because the majority of international tourists in Khao Sarn are explorer or drifter who planned their own traveling that turns budget planning as an important issue.

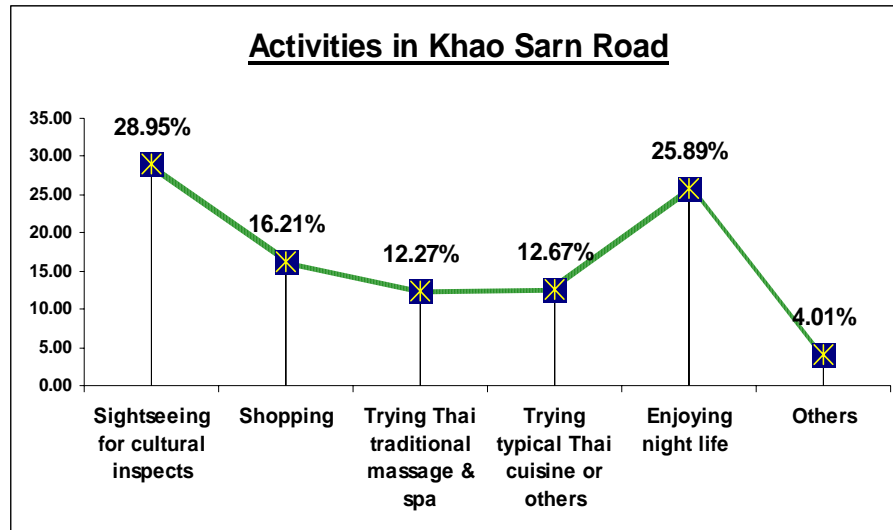
## 7. LENGTH OF THEIR STAY IN KHAO SARN AREA



The majority of international tourists who visit Khao Sarn road, thirty nine point five percent in the amount of 158 persons are there for only few nights then move around to the other destinations in Thailand and Asia. Since the majority is either the explorer or the drifter travelers, types of traveling are quite individual. Some of them choose to arrange the internal trip with traveling agents for transportation and accommodation bookings at the destinations. However, it is not the organized mass tourism.

The results show that higher percentage of Asian stay in Khao Sarn Road between 4-10 days. As same as the tendency of the tourists who came from North and South America, most of them spend 4-10 days in Khao Sarn road and its area before moving to another destination. The majority of European, Oceania and African tourists stay between 1-3 days. However, in the group of European tourists, people stay in Khao Sarn Road independent as they have the highest percentage in all four length of stay.

## 8. ACTIVITIES IN KHAO SARN AREA



Regarding to the tourists' activities specifically in Khao Sarn Road, we classify main activities into 5 as Sightseeing the cultural inspects, Shopping, Trying Thai massages & spa, Enjoy Thai cuisine, or Enjoying night life in Khao Sarn area and others. Most of the international tourists said that their main activity is to sightseeing around Bangkok to seeing the cultural aspects. Some area as the Grand Palace and some scenes of Chao Praya River where contains people's lifestyles which can explain how the ancient Thai was. The second interest for most of them is about night life and recreations in Khao Sarn area. Many international tourists informed as that they will surely go around for shopping as it is one of interesting activities.

Massage and spa is another choice of their interests as Thai contains variety of herbs and aromas for body's treatments. Massaging is not only for the releasing of muscle pains it also helps the better running of blood's vein and some massages are for beauties.

Thai cuisine is also popular among the groups. This choice is to see how it can be influence to the tourist tourism behaviors. Some of them said that the reason of traveling has nothing related to the cuisine tasting. They can also find Thai cuisine in their own countries. The origin taste might be more attractive however it is still not

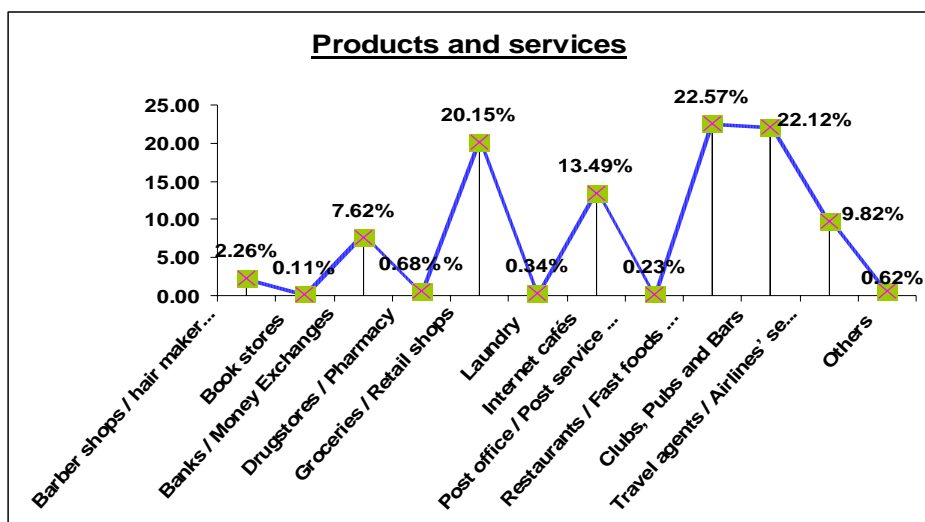
their priority to go for while being in here. However, the rest who interest to try Thai restaurants said that it is the good opportunity to do so.

These describe that the explorer, the drifter or individual mass tourists also have their diversionary, experiential and recreational roles while being at the destination as they travel for leisure and ignore the commercial type of tours, finding entertainment and enjoy the substance of the communities.

## 9. PRODUCTS AND SERVICES IN KHAO SARN AREA

Regarding to the below chart, this question is to ask for the additional products or services in Khao Sarn area as there are...

- ❖ 17 Barber shops / hair maker along Khao Sarn rd.
- ❖ 6 Book stores
- ❖ 5 Banks / 3 Money Exchanges
- ❖ 18 Drugstores / Pharmacy
- ❖ 231 Groceries / Retail shops
- ❖ 23 Internet cafés
- ❖ 3 Post office / Post service kiosks
- ❖ 51 Restaurants / Fast foods / Coffee shops
- ❖ 23 Clubs, Pubs and Bars
- ❖ 48 Travel agents / Airlines' services
- ❖ Others
  - 13 Massage & Spa
  - 2 Flower shops
  - 23 Tailor shops
  - 67 Jewelry shops
  - 21 Tattoo shops (on Khao Sarn rd, Rambutri rd, Jakkapong rd, Tanao rd. and Tani rd.)
  - 17 Cassette, CD, DVD shops (on Khao Sarn rd, Rambutri rd, Jakkapong rd, Tanao rd., Pra-athid rd and Tani rd.)



<i>Products and Services</i>	<i>Asia</i>	<i>Europe</i>	<i>North South America</i>	<i>Oceania Africa</i>
<i>Barber shops / hair maker</i>	18	5	9	8
<i>Book stores</i>	2	0	0	0
<i>Banks / Money Exchanges</i>	69	38	15	13
<i>Drugstores / Pharmacy</i>	2	4	4	2
<i>Groceries / Retail shops</i>	97 (3rd)	155 (2nd)	40 (1st)	65 (2nd)
<i>Laundry</i>	6	0	0	0
<i>Internet cafés</i>	97 (3rd)	71	34 (2nd)	37 (3rd)
<i>Post office / Post service kiosks</i>	3	0	0	1
<i>Restaurants / Fast foods / Coffee shops</i>	120 (1st)	160 (1st)	40 (1st)	80 (1st)
<i>Clubs, Pubs and Bars</i>	117 (2nd)	155 (2nd)	40 (1st)	80 (1st)
<i>Travel agents / Airlines' services</i>	60	78 (3rd)	23 (3rd)	13
<i>Others</i>	0	0	11	0

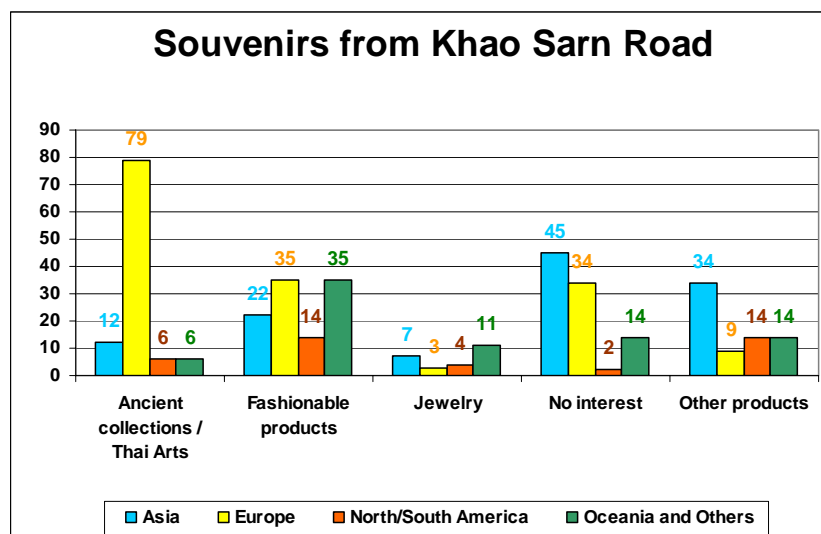
Khao Sarn road is about 330 meters long but contains variety choices of products and services for everyone either international tourists or Thai to choose. There are many similar businesses provided which gave all benefits to the consumers. The popularity type of products or services can be assumed from how many shops that remain opened. Many of the retail shops, restaurants, clubs & bars, jewelry shops and travel agencies are liberally boomed and expanded. It can be referring to the consuming of either international tourists or Thai customers.

Overall of the international tourists in Khao Sarn Road participated in restaurants and fast food. The second rank was with night clubs, bars and restaurants and the third rank was in groceries and retail shops respectively.

Crossing the information by continents, it still has the same result that majorities went for restaurants, fast foods and coffee shops. The international tourists from North and South America also chose groceries and retail shops together with night clubs and bars as their priorities. The similar result is with tourists from Oceania and Africa who chose being in the restaurants, fast foods and coffee shops as well as being in clubs, pubs and bars.

Second choice of Asian and European tourists is also the night clubs. The third choice among Asian are retail shops and using internet cafes. Even though majority of the international tourists in Khao Sarn Road is either the explorer or the drifter, but travel agencies in Khao Sarn area got in the 3<sup>rd</sup> rank which were interested by North and South American and European tourists accordingly. Many of them might not travel to Thailand as the organized mass or individual mass tourists but once they are internally here, some of them looking for travel agency for the more conveniences at the other destinations.

## 10. SPECIFIC PRODUCTS FOR THEIR INTERESTS



### Asia

Many of them informed that there is no specific interest in products from souvenirs as they might have to move around to other areas. It causes the inconveniences. However, if they found something the like, the decision can be changed. The second interest is in other products. Many of Asian male like the pirate CD and the utensils or electronic instruments. Some of them also like manly necklace or fashionable products. However, the majority of females are interest in Thai herbal products for spa and therapy. After the trial of typical Thai massage, they brought the products back as the souvenirs.

### Europe

In contrast from Asian tourist, most of European male interested in Thai ancient collections like wooden products. The majority of female also like the same way in ancient collections. Secondly, European female interest in spa & aromatic products as same as Asian female. Some guys are also interest in those products.

### North & South America

The North and South American interests are both other products and typical Thai products or spa & aromatic one. 15% which are all guys interested in ancient collections. They have been recommended to go to Chatuchak weekend market. 10 %

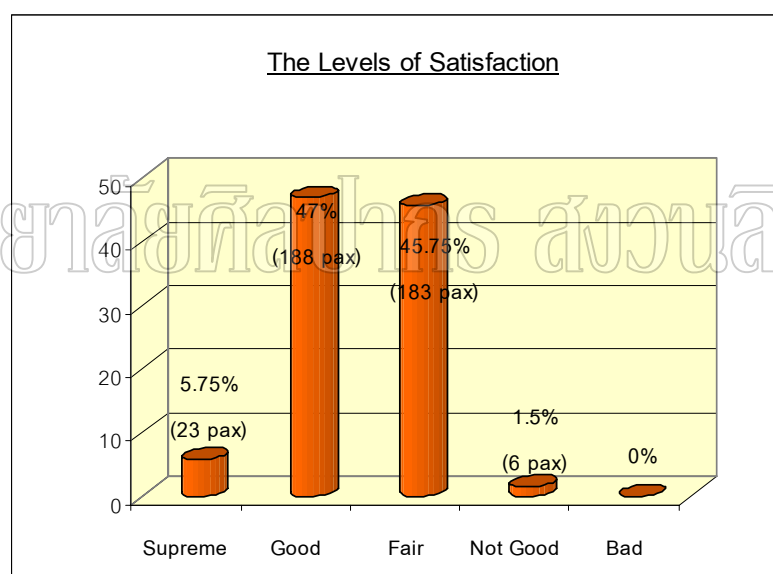


which are all ladies said that they will find Thai silk which is hardly found in Khao Sarn.

### Oceania and others

Majority of male from Oceania and Africa interested to own Thai products. All together of 43.75% intend to find one either Thai products itself or the spa & aromatic products. The rest 17.5% of them interested in other products that they still have nothing in particular list. 7.5% said that they have no interest, they just wanted to go for sightseeing the cultural aspects only.

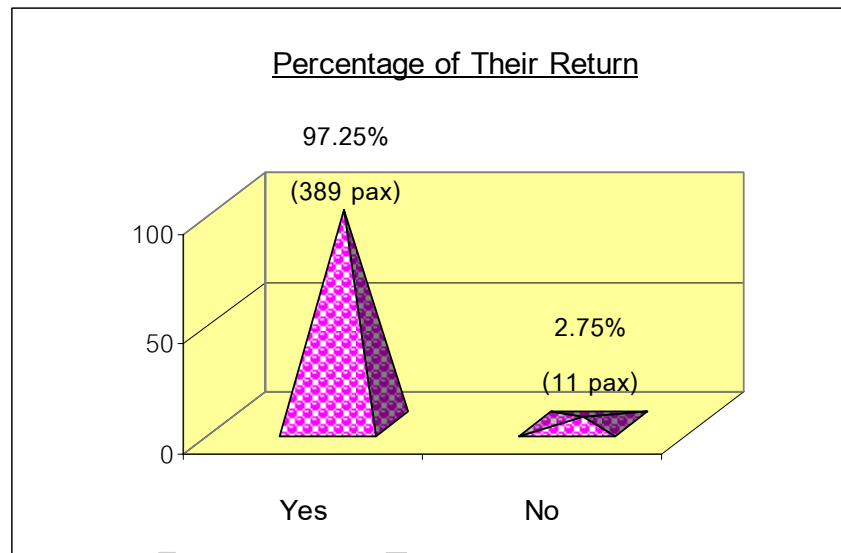
## 11. THE LEVELS OF SATISFACTION TOWARD KHAO SARN ROAD



This is the results from international tourists' who rated Khao Sarn road life style. There are 5 ranges as Supreme, Good, Fair, Not good and Bad. Majority of the tourist rated the area as a good place to stay. The second range in the rate is fair. They informed that life in Khao Sarn road is fine. The third range is supreme as many long stay tourists told how wonderful being in the area is. A few tourists inform that life in Khao Sarn road is not good. Some Asian tourists said that they don't like the way foreign tourists got attack by the taxi drivers and peddlers who walked follow them and tried to sell what they have. Some said that in small streets are dirty and smell

bad. Few American female think the same way that Khao Sarn road is too crowd with peddlers and dirty.

## 12. TENDENCY OF THEIR RETURN



Majority of the international tourists who visited Khao Sarn road do not hesitate to inform that if they have chances to be back in Bangkok, they will be in Khao Sarn area again. We have got very good feedback from European tourists, Oceania and African. As all of them defined nicely that Khao Sarn rd. is a good hub in Bangkok which worth to be back again. There are 11 tourists from 400 all international tourists who disagree to come back. They might get bad experiences from some unpredictable resources however the hope to have their trust back is still there. The more we have received negative feedback, the more we know where to improve ourselves.

## CHAPTER 5

### DISCUSSION, CONCLUSION AND RECOMMENDATION

#### Discussion

It is obvious that the majority of international tourist in eighty two point seventy five percent being in Khao Sarn area for leisure purposes. The main reasons for them choosing to stay in the area depend upon personal, psychological, social and economic aspects. Fundamentally, the tourists' socio-demographic like range of age, gender, race and occupation, etc can be factors which convey the typology of tourists who will visit and consume products and services in Khao Sarn area. Majority of all international tourists are in the age of between 15 – 30 years old traveling as explorers and drifters. Psychologically, beside the leisure propose in Khao Sarn area, they have their other motives<sup>2</sup> tendencies in physical and safety aspect, self esteem, escaping from platitudinous activities, exploring new societies, relaxing and having self-actualization related to individual personalities and lifestyles.

The tourists' consuming decisions have influenced by their knowledge and experiences, perceptions and attitudes to purchase the products and services of the Khao Sarn area. As Cohen (1979) classified types of tourists into 4 which are the organized mass tourists, individual mass tourists, explorer and drifter. The international tourists in Khao Sarn road can be classified in to 3 groups which might be the Individual Mass Tourist, Explorer and Drifter accordingly. Sixty one point three percent of international tourists are the explorer or the drifter who come with family and friends. Twenty two point one percent is the percentage of the explorer or the drifter who visit Khao Sarn Road alone by their own. As the result, many explorer and drifter in Khao Sarn area do not expect luxury or such comfort, having self-actualization and they are trying to be with the local community and their activities.

Tourism in Thailand has generally been effected since the SARS crisis in 2003 and what related to the negative impacts in Khao Sarn area was also related to the roles of the international tourists toward society and the economy. As Cohen (1979) had mentioned about roles of the tourists while they are traveling. International tourists in Khao Sarn road have all 5 roles to investigate. Firstly, the diversionary expectation to get rid of the platitudinous routines or activities at their locations, some of them are entertaining the recreation in the area and ignore how their behavior will effect the local population. Some of them come to Khao Sarn for recreational aspect; they want entertainment and do not mind whether there will be the positive or negative feedback left at the community. Those two types of roles give an impact on the economic aspect as it means of the flow of cash upon their consuming. Many of them spend their time dining and drinking and enjoying the night life. These groups of tourists give lots of money to the local economy. Finally, we can also find the tourist who are in the roles of experiential, experimental and the existential that traveling is for finding the meaningful of life in other communities and enjoy the substance of society, prefer not to disturb the locals beside the cultural aspects, forming new living in the local areas and go forward with the spiritual growth. These groups of tourists also have impact to the economic growth. Even though they do not spend as much as the first two groups they are in the area for a longer term. All of them give us some kind of positive impact regarding the economy anyway.

### **Conclusion**

Khao Sarn Road is an area where the economy has increasingly flowed and impacted on tourism in local levels. One regularly hears claims that tourism in Khao Sarn Road supports jobs in the area or the festivals and special events generated cash flows in the community.

Relating with the cultural impact, tourism supports the local people as there are many increased jobs in the area, the regular or higher portion of sales in each business depending on seasons even though there are competitors in the same field, and the overall of other businesses turn out well.

Tourist supply refers to tourism services and activities that each destination offers to the tourist, who can choose and shape the “product” they consume. The type and the attractiveness of these products depend on destination resources. From the result of the research, most of new generation of international tourists who come to visit Khao Sarn road are satisfied with its life style quite well as nowadays Khao Sarn rd. has such a variety of businesses, along with products and services to satisfy the customers’ basic wants and needs. These have been developed elaborately upon ways to provide goods and services not just only for backpackers anymore. The tourists are motivated in finding new experiences, being adventurous and being in nice tropical weather. Less percentage of tourists planned to stay longer in Khao Sarn road as most of them were traveling around Thailand or Asia and used Khao Sarn road as a good hub in Bangkok.

Because there are many upper market businesses’ now in competitions on Khao Sarn Road, the tourist has more choice for their decisions. Some businesses upgraded their quality to attract more tourists. Many Asian, American and Oceania tourists are pleased to pay more for better quality. The result has shown that tourists in the older age group paid more for convenience. They are happy to spend time drinking and eating in the upgraded restaurants, bars, and pubs as well. Many of them who are attracted to international brand names and the convenience also enjoy their time more in the area and some decided not to spend money that much because they have seen and compared the cheaper rates. Khao Sarn road is a more attractive place among international tourists. They are not only the backpackers anymore as many middle class tourists consider Khao Sarn road as a nice area.

From last 20 years, the area has never stopped developing. Its atmosphere always has movements updated to the world’s trends. The businesses’ owners always develop themselves improving their facilities for the benefit and lifestyles of the customers’. There has been a lot of development on Khao Sarn rd in the last 5 years, and some of those visitors from the past might not be able to recognize the present look if they were to compare the two.

International tourists' behaviors are also varying depending upon their individual preferences. Their different personal characteristics, ethnics, attitudes and backgrounds are the factors of towards their own personal decisions making. There are positive tendencies of consuming changes in Khao Sarn area once they have satisfied some products or services. The alternative factor which supported the changes of their decisions is the nice destination atmospheres which respond to the basic needs, security needs and social needs accordingly. It will also relate to efficient issues in their individual perceptions.

### **Recommendation**

- **Taxi Driver Area**

We have got many negative feedbacks from the international tourists about this case. They said that most of Tuk Tuk's drivers and the taxi's drivers are stubborn and persisting them for going with their services. Some of the drivers tried dragging them into city tours as the said they can be a guide and they will not charge for it. The fact is that all drivers will take the tourists to exact destinations where they will get the benefits from the business owners when they take the tourists to stop by and spend time in their shops. Mr. Faisal Aziz told us that "It's really annoying when every time you started to walk along the street, there will be more than 10 guys come to attack and asking where to go...want a tuk tuk or taxi?". Khao Sarn Association should pay attention to this comment and they should set the exact areas where the drivers can be parked their cars properly and put some noticeable signs to inform the international tourists instead of walking and persisting them to go for it. Once the foreign tourists started to know where the taxis are, they will surely walk to the provided areas themselves when they needed one. This will help to save the drivers' energies and Khao Sarn area will be more organized. Moreover, the tourists will definitely happier as they won't get irritated by the buzzing.

- **Beggars, Hill Tribes' sellers**

As similar as the taxi drivers, some children and the disabilities who are beggars were always trying to sell something at the tables which can be really

annoying. Most of them were trained to come and disturb the table. Many foreigners got attacked right at the dining tables along Khao Sarn rd. The trick is that “Doing anything to get money!” So, making the tourists felt irritated so they will finally give some changes to let them go fast is the way most beggars have done.

Since the beggars are not welcomed in the police’s views, the restaurants on the street should help to have their strict policy permitting them not to come and beg and interrupt the businesses.

- **Cultural Stage on show – Cultural Exchange Studies**

Khao Sarn rd. has high capacity to be a cultural exchange center or educational hub for exchange studies. As it is the center of multicultural environment. There are varieties of people from all around the world and many of them may not mind to share their experiences to us. It can be very interesting if we can improve both relationship and the capacity of our people.

- **Language Center**

Related to the above topic, Khao Sarn rd. can be a Language Center also for the educational usage which it’s our gained benefits.

- **International music festival.**

The area has potential to attract the tourists. Music festivals for example “Jazz, Classic, Pop, Hip Hop” will surely draw tourists’ attentions to the area more. However, there might be some problems about the limited areas, parking spaces and the traffic. For the festival, they can arrange monthly schedule to separate each type of music so that will decrease the amount of the crowd as they may only come by their music’s interest. Moreover, TAT or the government should support the program by providing shuttle buses from the popular spots back and forth to the festival at Khao Sarn rd. together with the remote public restrooms for services.

- **International cuisines festival**

According to the music festival, other activities like International Cuisine Festival can also be promoted for promoting the business and see the effective capacity of Thai people comparing to the inter-nation and make good improvements after all.

- **Cleanliness promotion.**

We have got the comment about cleanliness from the tourists. So, Khao Sarn should have a campaign for cleanliness. Some narrow areas in Khao Sarn rd. are very dirty and smelling. Not only the business owners or the local people who live there, but it will be very helpful if the tourists would help not to throw their trashes out of the places also.

- **Security attentions more often in hidden areas**

Even though Khao Sarn rd. is next to the police station, some small streets are controlled by local gangsters who sometime get drunk and misbehave in front of both Thai and foreigners. This point is the negative image to the whole Khao Sarn area. Some tourists might feel insecure and feel bad about the whole area because of them. The misbehaved people should be punished. And, it's time for the business owners and others to help the policeman protect the image of our society to have an area that is nice and clean for attracting and impressing more and more international tourists. The final positive impact will be brought back to us as long as more tourists come, the more benefits and income into the local community.



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