



**THAI TOURISTS' SATISFACTION WHEN TRAVELING AROUND  
RATTANAKOSIN ISLAND BY TRAM**



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*With the Compliments*

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## ABSTRACT

This research is conducted for the academic purpose of strongly focusing on the tourism and hospitality industry. The centers of attention for this study are understanding as well as discovering the motivation that encourages people to use the Tram's service and evaluate Thai tourist satisfaction toward traveling around Rattanakosin island by tram. Obtaining this information will help to promote Thai Tourism and generate more awareness in Thai people to travel more in their territory. Moreover, the provider of service to the tram can use this database to improve their service quality.

The main objective of this research is to measure the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram.

The sample size of this research is 100 Thai tourists, who travel around Rattanakosin Island by tram in December, 2006. The subject will be chosen by the accidental sampling method. The instrument used in this research is the self-administered questionnaire. In addition, the instrument in data analysis is the Statistical Package for Social Sciences (SPSS) version 11

The respondents agreed, that the reason that they chose to travel around Rattanakosin Island by tram is because they did not want to walk, which makes them tired. In general, the respondents were satisfied with the service from staff who guided them during the trip. Also they were satisfied with the length of time when traveling around Rattanakosin Island by tram and its schedule. In addition, the respondents were satisfied with the price. However, there were two things that the respondents were unsatisfied with the tram and the place to board the tram.

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## CHAPTER ONE INTRODUCTION

### 1.1 BACKGROUND

Tourism makes the world without boundary; that is, people travel from one place to another for leisure, easily. Cook (1999, p. 3) defines tourism as “the temporary movement of people to destinations from their normal places of residence. While spending time at each traveling place, people exchange their information of language, knowledge and culture.

Thailand also gains a lot of revenue through this gigantic industry. The statistics from Tourism Authority of Thailand shows that every year from 2003 to 2006, the number of Thai and foreign tourists has increased drastically (see figure 1)

*Table 1* Target of Tourism in Thailand, 1997-2006

Table 1 Target of Tourism in Thailand 1997-2006

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997 <sup>1</sup>	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998 <sup>1</sup>	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999 <sup>1</sup>	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000 <sup>1</sup>	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001 <sup>1</sup>	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002 <sup>1</sup>	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003 <sup>1</sup>	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004 <sup>1</sup>	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005 <sup>2</sup>	13.38	+14.84	8.10	4,150.00	+2.27	450,000	+17.08
2006 <sup>2</sup>	15.12	+13.00	8.20	4,300.00	+3.61	533,000	+18.44

Year	Domestic						
	Thai Visitor		Avarage	Average Expenditure		Revenue	
	Trip	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997 <sup>/1</sup>	52.05	-0.79	2.31	1,466.00	+11.57	180,388.00	+14.66
1998 <sup>/1</sup>	51.68	-0.72	2.37	1,512.70	+3.19	187,897.82	+4.16
1999 <sup>/1</sup>	53.62	+3.02	2.43	1,523.55	+2.29	203,179.00	+7.42
2000 <sup>/1</sup>	54.74	+2.08	2.48	1,717.77	+12.75	210,516.15	+3.61
2001 <sup>/1</sup>	58.62	+7.09	2.51	1,702.70	-0.88	223,732.14	+6.28
2002 <sup>/1</sup>	61.82	+5.45	2.55	1,689.52	-0.77	235,337.15	+5.19
2003 <sup>/1</sup>	69.36	+12.20	2.61	1,824.38	+7.98	289,986.81	+23.22
2004 <sup>/1</sup>	74.80	+7.84	2.60	1,852.33	+1.53	317,224.62	+9.39
2005 <sup>/2</sup>	76.24	+1.93	2.65	1,965.00	+6.08	347,300.00	+9.48
2006 <sup>/2</sup>	79.33	+4.05	2.67	2,050.00	+4.33	378,000.00	+8.84

*Source: The Tourism Authority of Thailand*

This can reflect the positive attitudes of foreign tourists to the visit of Thailand as well as the new habit of Thais in their adoption of traveling as leisure. This is due to the fact that government sectors, especially the Tourism Authority of Thailand, have been promoting the cultural tourism in many parts of the country.

Cultural tourism is related to the desire to experience other current culture and view the artifacts of previous cultures. This has been a motivator in the tourism market. One of the elements in cultural tourism is to visit the heritage attraction, destination or attend with the traditional festival.

There are numerous historically significant structures and building located within the Rattanakosin Island such as the magnificent Grand Palace, temples, buildings and historical places. The Royal Grand Palace is the Maha Monthien group of buildings, the Throne Halls, and other palaces and buildings. Wat Phra Kaeo, the temple, is in the outer section of the Royal Enclosure west of the Grand Palace. It was built on the orders of King Rama I, along with the Grand Palace and Rattanakosin

Island. Wat Po, the large and extensive temple, neighbors the Grand Palace on Thai Wang Road.

Moreover, in order to revive the old atmosphere and draw more attention from tourists both locally and internationally, a tram has been rebuilt for a convenient means of viewing the island city.

Drummond and Yeoman (2001, p. 16) explained that the tourism increases in value for each country, and the demand of consumers for quality in product and services also increase. Quality issues in cultural tourism involve satisfying a range of services, both physically and culturally. Therefore, it is in everyone's interest, from the large national cultural or heritage attraction to the smallest operator, to deliver and maintain the customer's required standard of services.

Understanding if tourists are satisfied with services and their motivation for traveling around Rattakosin Island, will be valuable for the tourism organization; if the services provided do not meet what they expected or required, as the results of this research show, the service provider will be able to improve the standard and service. On the other hand, if the tourists are satisfied with good services, the service provider can develop his product or expand his market.

## **1.2 STATEMENT OF THE PROBLEM**

### **1.2.1 Main Problem**

- What is the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram?

### **1.2.2 Sub-Problem**

- What are the reasons that make, Thai tourists, travel around Rattanakosin Island by tram?



- What are the main characteristics that make Thai tourists satisfied with services and facilities, when traveling around Rattanakosin Island by tram?
- What are the characteristics of Thai tourists who travel around Rattanakosin Island by tram?
- What are the problems and suggestion which tourists face, when traveling around Rattanakosin Island by tram?

### **1.3 OBJECTIVE OF THE STUDY**

#### **1.3.1 Main Objective**

- To measure the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram.

#### **1.3.2 Sub Objectives**

1. To find out the reasons that make Thai tourist travel around Rattanakosin Island by tram
2. To indicate the main characteristics that build Thai tourists' satisfaction with services and facilities, when traveling around Rattanakosin Island by tram.
3. To describe characteristics of tourists who travel around Rattanakosin Island by tram.
4. To find out the problems and suggestion tourists face when traveling around Rattanakosin Island by tram.

## 1.4 DEFINITION OF TERMS

Definition of terms mentioned in this study are as follows:

<b>Satisfaction</b>	refers to level of Thai tourists' satisfaction when they travel around Rattanakosin Island by tram. This can be measured by using the Likert –point scale: 1) Extremely satisfied 2) Satisfied 3) Moderate 4) Dissatisfied 5) Extremely dissatisfied.
<b>Thai tourist</b>	People whose hometowns are inside Thailand and who use services for their traveling around Rattanakosin Island by tram.
<b>Service</b>	Service provided by staff: 1) Politeness, 2) Language Skill / ability to communicate, 3) Ability to give information, 4) Ability to solve the problem.
<b>Duration of Time</b>	The time those passengers spend on the tram: 1) The length of time per trip, 2) The punctuality of start and end of each trip, 3) The schedule is suitable for the Thai tourist's need.
<b>Tram</b>	refers to tram that is used for traveling around Rattanakosin Island: 1) The appearance of tram, 2) The comfort of seat on tram, 3) The cleanliness of tram, 4) The safety of tram, 5) The ability of loud speaker to work properly.
<b>Environment</b>	The point for boarding the tram: 1) Cleanliness, 2) The easiness to find the boarding point.
<b>Price</b>	The price of ticket fares

**Independent Variables:**

The factor related to the satisfaction of Thai tourists who travel around Raftanakosin Island by tram includes: the Thai tourists (their income, their attitude, their preference, etc), motivation of Thai Tourists, services provided by staff, tram, and period of time, price, and physical environment.

**Dependent Variables:**

Degree of Thai tourists' satisfaction.

**1.5 SCPOE OF THE STUDY**

One hundred Thai tourists, who travel around Rattanakosin Island by tram in December 2006, will be selected for the research. The subject will be chosen by the accidental sampling method. The instrument used in this research is the self-administered questionnaire.

**1.6 SIGNIFICANCE OF THE STUDY**

This research is conducted with the academic purpose of strongly focusing on the tourism and hospitality industry. The centers of attention for this study are understanding as well as discovering the motivation that encourages people to use the Tram's service, and evaluate Thai tourist satisfaction when traveling around Rattanakosin Island by tram. Obtaining these information will help to promote Thai Tourism and generate more awareness in Thai people to travel more in their territory. Moreover, the service provider of the tram can use this database to improve its service quality.

## **1.7 ORGANIZATION OF THE STUDY**

The research study of Thai Tourist Satisfaction when traveling around Rattanakosin Island by Tram is divided into five chapters:

The first chapter introduces the background of the study, statement of problem, objectives of the study, definition of terms, scope of the study, significance of the study, and organization of the study.

The second chapter covers a review of literature and other relevant research.

The third chapter describes the research methodology which includes: subjects of the study, materials that will be used in the research, procedure, and data analysis.

The fourth chapter presents the results and data analysis of the study.

The fifth chapter will divide its content into: summary of the study, summary of findings, discussion, conclusion and recommendation for further research.

## **CHAPTER TWO**

### **REVIEW OF LITURATURE**

This chapter reviews the literature in Thai Tourist Satisfaction when traveling around Rattanakosin Island by Tram. The main areas, along, with the summary of; tourism, motivation, excursionist, cultural tourism, consumer satisfaction, tram and other relevant research.

#### **2.1 THE CONCEPT OF TOURISM**

There are a number of definitions of tourism. Cook, Yake, and Marqua (1999, p. 5) published the general theory of tourism, as the temporary movement of people to destination outside their normal places of work or residence.

The overall concept of tourists or travelers refers to any person on a trip between two or more countries or between two or more places within his / her country of usual residence. An international traveler is defined as any person on a trip outside his or her country of residence. On the contrary, a domestic traveler is defined as any person on a trip in his or her own country of residence.

#### **2.2 MOTIVATION**

Knowles, Diamantis, and El-Mourhabi (2001, p. 40) described motivation as a state of need, a condition that pushes each person toward the specific type of action which brings satisfaction. He also provided a list of examples of general motivators, which are listed below;

##### **2.2.1 Educational and Cultural**

1. To see how people in other countries live and work.
2. To see particular sights, monuments or works of art.
3. To gain a better understanding of current events.
4. To attend special culture or artistic events.

### **2.2.2 Relaxation, Adventure and Pleasure**

1. To get away from everyday routine.
2. To see new places, people, or seek new experiences.
3. To have a good time and fun.
4. To have some sort of romantic sexual experience.

### **2.3.2 Health and Recreation**

1. To rest and recover from work and strain.
2. To practice sports and exercise.

### **2.3.4 Ethnic and Family**

1. To visit places your family came from.
2. To visit relatives and friends.
3. To spend time with family and children.

### **2.3.5 Social and 'competitive'**

1. To be able to talk about places visited
2. To be fashionable
3. To show that one can afford it.

Mathieson and Wall (1982, p. 30), however, point out that motivation of the tourist can be divided into 4 categories; physical motivations, cultural motivation, personal motivation, prestige and status motivations.

A) *Physical motivation* includes the refreshment of body and mind. People who travel because of physical motivations will travel for health reasons or they will travel in order to participate in a sport event. In addition, this group of people travels for pleasure (fun, excitement, romance or entertain).

B) *Cultural motivation* which people are curious about; different destinations, people and places; interest in art, music, cuisine, architecture; interest of historical places and experience.

C) *Personal motivation* which is related to the motivations of need to; visit friends or relatives, meeting new people, seeking new and different experiences in different atmosphere. People have a motivation to escape from old environments or visit places or people for spiritual objectives.

D) *Prestige or status motivations*. People who have this motivation pursue higher education or learning; look for business contacts and professional goals or ego enhancement.

### **2.3 EXCURSIONISTS OR DAY TRIPPERS**

Excursionist or day tripper is the person who has a short journey for pleasure. Swarbrooke and Honer (1999, p. 54) explain that most people under this group are domestic tourists who become the major market for most visitors' attractions, such as beach resorts and some rural areas. This population does not wish to travel a long distance. They have to spend only one day or less than that depending on the time available for their leisure activities. Some excursionists request pre-planning and advance booking but the majority does not request this. They can make decisions very fast. The factor that may influence the excursionist's decision is weather or price. Day trippers are also considered major customers of food and beverages services.

### **2.4 CULTURAL TOURISM**

Swarbrooke and Horner (1999, p. 30) explained that the cultural tourism, since Greek and Roman times, originated from the desire to experience other current culture and view the artifacts of previous cultures. And they have been a motivator in the tourism market. There are many elements included in cultural tourism for the tourism market such as:

- Visits to heritage attractions and destinations, and attendance at traditional festivals.
- Holidays motivated by a desire to sample national, regional or local food.
- Watching traditional sporting events and taking part in local leisure activities

- Visits workplaces; whether they are farms, crafts centre or factories.

## 2.5 CONSUMER SATISFACTION

Customer satisfactions have become an important analytical tool in management of products and services. Therefore, it is important to understand the definition's significance and the measurement of satisfaction.

### 2.5.1 Definition of Satisfaction

Johnson (1997, p.104) suggested that *satisfaction* is a transient perception of how happy a customer is with a particular product or service at a given point of time. In other words, a cumulative perspective defines customer satisfaction as an overall evaluation of customer's purchase and their experiences. Another definition of satisfaction stated in a book named "Consumer" written by Arnould and Price (2002, p. 617.) said, that satisfaction is a judgment of a pleasurable level of consumption-related fulfillment. On the other hand, *dissatisfaction* is defined as an unpleasant level of consumption-related fulfillment.

### 2.5.2 The Significance of Tourist Satisfaction

Swarbrooke and Horner (1999, p. 238.) explained us the guideline for the three main reasons for the significance of tourist satisfaction, namely:

- 1) Tourist Satisfaction leads to the positive word-of-mouth of the service product to a friend or relative.
- 2) Tourist Satisfaction creates repeat customers. So there is no need to find a new group of customers.



3) Handling complaints is a painful job and time consuming. Sometimes we do need to compensate if we cannot satisfy customers. Therefore, it's more effective to maintain and improve tourist satisfaction.

### 2.5.3 Measurement of Satisfaction

In addition, Swarbrooke stated one of the key models for Tourist Satisfaction in his book, *Consumer Behavior in Tourism* namely – **The SERQUAL technique**

- 1) **Tangible:** physical facilities or equipment as well as the appearance of personnel.
- 2) **Reliability:** ability to perform or deliver the service dependably and accurately.
- 3) **Responsiveness:** willingness to help consumers and provide consumers with prompt service
- 4) **Assurance:** knowledge and courtesy of staff and their ability to convey trust and confidence.
- 5) **Empathy:** ability to pay attention to customers.

The second model that broadens our standing of tourist satisfaction is *the service gap concept*. We can understand the concept of service gap concept by using the idea based on the premise that the dissatisfaction in a service happened, due to a difference between expectations and the outcome or result. He defined the five important concepts of service gaps as listed below:

- 1) Difference between consumer expectations and management perceptions of consumer expectations.
- 2) Difference between management perceptions of consumer expectations and service quality specifications.
- 3) Difference between service quality specifications and the service actually delivered.
- 4) Difference between service delivery and what is communicated about the

service to consumers.

- 5) Difference between consumer expectations and perceptions of the service quality of the service received.

In *Customer care: How to create an effective customer focus*, written by Cook (2000), also described a number of variables which can be measured as part of a customer satisfaction survey, which is similar to Swarbrooke. Other variables which can be measured include:

- 1) Reliability – ability to keep promise on a consistent basis
- 2) Flexibility – speed in changing and adapting to a new requirements
- 3) Accuracy – lack of mistakes and defects, precise corrections
- 4) Responsiveness – willingness to help and provide what's needed
- 5) Empathy – giving individual attention to customers
- 6) Tangibles – equipment, communication media, physical environment
- 7) Time – minutes, hours, on time, overtime
- 8) Quantity – over-budget, under-budget, profit, loss, break-even.
- 9) Quality – type of material, finish and durability

## **2.6 THE TOURIST ATTRACTION OR PLACES WHEN TRAM PASSES AROUND RATTANAKOSIN ISLAND**

It is important to learn the key information of the tram which travels around Rattanakosin Island.

According to the conversation with Ms.Sineenaj Kiewbang, one of the key staff from Toyota Sukothai, which cooperated with the Bangkok Tourist Bureau to create the project of tram around Rattanakosin Island, information was collected as follows:

There are 3 Trams which operate everyday from 9.00-17.00, all year round. The minimum trips per day are 3 trips while the maximum that the service provider

can provide are 10 trips per day. The Tram has 2 sizes for a seat capacity; one for 10 seats and the other for 32 seats.

Most Thai tourists use tram service on Saturday and Sunday, 11.00-16.00, because they usually visit the temple in the morning first. Then, spend the rest of the time for their leisure.

There are 30 places, by which tram passes, listed below:

- 1) The Grand Palace
- 2) City Pillar Shrine
- 3) Ministry of Defense
- 4) Saranrom Palace
- 5) Cheduphol Temple
- 6) Ministry of Commerce
- 7) Rajini School
- 8) Jakrapong House
- 9) Thatien
- 10) Rajworadij Pier
- 11) Chang Wanglang Pier
- 12) Silapakorn University
- 13) Mahathat Temple
- 14) Phracharn Pier
- 15) Thammasat University
- 16) The National Museum Bangkok
- 17) The Nation Theatre
- 18) Bangkok Tourist Bureau
- 19) Phra Athit Road
- 20) UNICEF Office
- 21) FAO
- 22) Prahathit House
- 23) Santichai Phrakarn Park

- 24) Phrasumeri Fort
- 25) Banglumpoo
- 26) Chanasongkram Temple
- 27) Khao Sarn Road
- 28) The National Gallery
- 29) Thaharn Asa Monument
- 30) Sanam Luang

## **2.7 RELEVANT RESEARCH**

The research, which is related to the tourist's satisfaction, showed that the degree of tourist's satisfaction is one way to measure and improve the standard of service.

Pakkanun Siriwanont (2006) stated, in the research of foreign tourists' satisfaction with services and facilities provide at Hua Lampong railway station, that foreigners were satisfied with the reasonable rate of train fares and reasonable prices of goods. However, they did face the problem of luggage storage facility of Hua Lampong Railway Station. For example, the passenger's belongings were damaged and there was no compensation from the person who had authority. Another factor for the problems that tourists faced, while they used the service at Hua Lampong Station was the limitation of restrooms and the cleanliness of the restrooms.

Jinda (2006) concluded from her study that the visitor's satisfaction toward the zoo's facilities inside Dusit Zoo was higher than the average which means that tourists were satisfied. Visitors consider the repetition of fees they have to pay for each section as the biggest problem. Apart from the entrance fee, visitors had to pay for other fees, such as a reptile's house or the mini train fee. From the research, if Dusit Zoo would like to attract more visitors they have to improve some parts of the facilities for animals and their houses.

According to the study of a survey of commuter satisfaction with underground train services, Sasinapa Asavaphanlert (2005) stated that the commuters are very satisfied with the overall services, in particular the frequency of trips, cleanliness of the cabin and station, as well as the safety system. However, the evaluation and discussion parts indicate that the service provider should improve the availability of toilets, and ticket vending machines.

Furthermore, the research of Soraya Homchuen (2001) about decision factors Thai working women in Bangkok, in choosing travel destinations, revealed that a destination's image about safety and security has a major impact on working women's decision. There was a high tendency to choose to travel in Thailand even after the economy had improved.

Referring to the research conducted by Sirion Lada (2003) on foreign tourists' satisfaction with Chatuchak weekend market, it was found that the respondents were satisfied with the accessibility to Chatuchak; Weekend Market, goods and services. From the last chapter, the researcher concluded that the respondents want the authority to improve the facilities, followed by the physical environment. In conclusion, the foreign tourists were satisfied with Chatuchak Weekend Market.

In a study of Survey of Foreigner Tourists' Attitude toward Guesthouses on Khao Sarn Road, Piyathai Chunlappeya (2001) suggested that the guesthouse owners should improve their service quality in term of cleanliness, staff, safety, and facilities of the guesthouse respectively. Foreign Tourists also expected the owners of the guesthouse to be friendlier and pay more attention to the guests.

## **CHAPTER THREE**

### **METHODOLGY**

The third chapter describes the research methodology which includes the subjects of the study, the materials, the procedure used in collection and analysis of the data, the data analysis.

#### **3.1 SUBJECTS**

The research will be focused on the measurement of Thai tourist satisfaction toward traveling around Rattakosin Island by tram. Thus, the subjects will be tourists who visit Rattakosin Island by tram.

It is expected that there are around 150 Thai tourists who travel around Rattanakosin Island by tram. Therefore, a sampling size of Thai tourists for this research was 100 people.

#### **3.2 MATERIALS**

A self-administered questionnaire was used to collect the data. The researcher distributes 10 questionnaires for a pre-test, designed to make the questionnaire more understandable and applicable; to measure the Thai tourists' satisfaction and motivation for this research. Then, the questionnaire was adjusted to have more readability.

The respondents were required to make choices from the scale as follows.

Strongly agree is equal to 5 points

Agree is equal to 4 points

Neutral is equal to 3 points

Disagree is equal to 2 points

Strongly disagree is equal to 1 point

$$\begin{aligned}
 \text{Width of interval scale} &= \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Number of Level}} \\
 &= \frac{5-1}{5} \\
 &= 0.80
 \end{aligned}$$

From the above criteria, the results can be explained in the level of satisfactions as follows:

Average Value	Result
4.21-5.00	Strongly agree
3.41-4.20	Agree
2.61-3.40	Neutral
1.81-2.60	Disagree
1.00-1.80	Strongly disagree

The questionnaire is divided into five parts as listed below:

### **Part One: Demographic information of the respondents**

This part of the questionnaire consists of the closed-ended and open-ended questions on personal information of respondents; gender, age, nationality, educational background, occupation, income per month and frequency of traveling around Rattankosin by tram.

### **Part Two: The reason for Thai tourist to travel around Rattanakosin by tram**

The second part of the questionnaire is closed-ended asking about the travel motivation of respondents. This part will be divided into 5 items which will be used to find out the reason why Thai tourists choose to travel around Rattanakosin Island by tram.

### **Part Three: Satisfaction of the respondents with services and facilities**

For this part, the respondents are asked for their level of satisfaction with services and products. The closed-ended questions with the Likert 5-point scale are used to determine Thai tourists' satisfaction when they travel around Rattakosin by tram. This part will be divided into 5 parts namely: service provider / staff, tram, duration of time, price and boarding point.

### **Part Four: Evaluation after traveling around Rattanakosin Island by tram**

This part of the questionnaire consists of closed-ended and open-ended questions to express their opinion towards the problem stemming from the services or facilities. In addition, the respondents can indicate the points that need to be improved after they finish their trip.

### **Part Five: The service or thing that need to be improved.**

This part of the questionnaire aims to know the service or things that need an improvement.

## **3.3 PROCEDURES**

The research design and data collection are as follows:-

### **3.3.1 Research Design**

This research study is a descriptive cross-sectional design to find out the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram



### **3.3.2 Data Collection**

The research was conducted during November 2005-February 2006. The data was collected by the researcher. Using the simple random sampling techniques, the researcher handed the 100 questionnaires to Thai tourists that the researcher met at the Tram station. The tourist must be Thai only and travel around Rattanakosin by tram at the period of the research. The period of distribution was on the weekends. The cover letter was enclosed with the questionnaire so that the respondent will understand the researcher's detail and the purpose of conducting this research. It took about 10-15 minutes to answer all questions in the-questionnaire.

### **3.4 DATA ANALYSIS**

The descriptive statistic such as frequency distribution, mean, and percentage will be used in this study. In addition, the instrument in data analysis is the Statistical Package for Social Sciences (SPSS) version 11.0

## CHAPTER FOUR

### RESULTS

This chapter presents the findings of the study. The descriptive statistic and table of percentage were used for data analysis. The results of this research are divided into 5 parts as follows:

Part1: Demographic information of the respondents

Part2: The reason for Thai tourists to travel around Rattanakosin Island by tram

Part3: Satisfaction of the respondents with services and facilities

Part4: Evaluation after travelling around Rattanakosin Island by tram

Part5: The services or things that need to be improved.

#### 4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

In part one of the questionnaire, there were 9 questions asking about the respondents' demographic information which included: their gender, age, nationality, province that the respondents come from, education, occupation, monthly income, person who they travel with and the frequency of their traveling around Rattanakosin Island by tram.

*Table 1) Gender of Respondents*

	Frequency	Percentage
Male	32	32
Female	68	68
Total	100	100

Table 1 shows that the number of female respondents (68%) was higher than that of the male respondents (32%).

*Table 2) Age of Respondents*

	Frequency	Percentage
<b>less than 21</b>	12	12
<b>21-30</b>	40	40
<b>31-40</b>	30	30
<b>41-50</b>	16	16
<b>51-60</b>	2	2
<b>Total</b>	100	100

Among the 5 age groups, the largest group of respondents was that whose age group is 21-30 years old (40%). The second group was the people whose age group is 31-40 years old (30%).

*Table 3) Nationality of the Respondents*

	Frequency	Percentage
<b>Thai</b>	100	100

The result from the questionnaire shows that all the respondents are Thai.

*Table 4) Information of Respondents whether they are live in Bangkok or non-Bangkok*

	Frequency	Percentage
<b>BKK</b>	34	34
<b>non-BKK</b>	66	66
<b>Total</b>	100	100

According to the table, 46% of respondents live out of Bangkok and only 34% of them live in Bangkok.

*Table 5) Level of Education of Respondents*

	Frequency	Percentage
<b>Elementary Level</b>	2	2
<b>Lower Secondary Level</b>	16	16
<b>High Vocational / Diploma</b>	10	10

*Table 5 (continued)*

<b>Bachelor Degree</b>	56	56
<b>Bachelor Degree</b>	16	16
<b>Total</b>	100	100

More than half of respondents had a Bachelor Degree (56%). There are 2 groups of respondents that share the same percentage of level of education (16%) which are Lower Secondary Level and Higher than Bachelor Degree. 10% of respondents had High Vocational / Diploma. Finally, the smallest group of the respondents had education at Elementary Level (2%).

*Table 6) Occupation of the Respondents*

	<b>Frequency</b>	<b>Percentage</b>
<b>Student / Undergraduate</b>	36	36
<b>Employee</b>	26	26
<b>Government Official</b>	6	6
<b>State Enterprise Employee</b>	8	8
<b>Business Owner</b>	4	4
<b>Laborer</b>	18	18
<b>Unemployed</b>	2	2
<b>Total</b>	100	100

The majority of the respondents was Student (36%) and followed by Employee (26%). The third group of the respondents was the laborer (18%).

*Table 7) Monthly Income of Respondents*

	<b>Frequency</b>	<b>Percentage</b>
<b>less than 5000THB</b>	18	18
<b>5,000-15,000 THB</b>	42	42
<b>15,001-25,000 THB</b>	12	12
<b>25,001-35,000 THB</b>	6	6

*Table 7. (continued)*

<b>more than 35,000 THB</b>	22	22
<b>Total</b>	100	100

From table 7, most respondents (42%) earned 5,000-15,000 baht, followed by respondents who earned more than 35,000 baht (22%). The smallest group (6%), earned a monthly income of 25,001-35,000 baht.

*Table 8) The Person Whom the Respondents Travel with*

	<b>Frequency</b>	<b>Percentage</b>
<b>Alone</b>	10	10
<b>Family</b>	16	16
<b>Lover</b>	6	6
<b>Friends</b>	68	68
<b>Others</b>	0	0
<b>Total</b>	100	100

Table 8 shows that more than half of respondents traveled with their friends (68%), followed by family (16%). 10% of respondents traveled around Rattanakosin Island by Tram alone. Only 6% of respondents traveled with their loved one.

*Table 9) The Frequency That the Respondents Travel Around Rattanakosin Island by Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>First Time</b>	80	80
<b>Once a month</b>	8	8
<b>Once a year</b>	6	6
<b>Twice a year</b>	6	6
<b>Others</b>	0	0
<b>Total</b>	100	100

Most respondents (80%) traveled around Rattankosin Island by tram for the first time, followed by 8% of the respondents that travel once a month. The rest of the respondents traveled once a year or twice a year at 6% and 6%, respectively.

#### 4.2 THE REASON FOR THAI TOURISTS TO TRAVEL AROUND RATTANAKOSIN ISLAND BY TRAM

In this part, the researcher aim to know the reason that the respondents choose to travel around Rattanakosin Island by tram. Closed-ended questions with the Likert 5- point scale were used to determine the level of reason why Thai tourists travel around Rattanakosin Island by tram. There were 5 questions that influence the tourists to travel by tram.

The following are the results shown in term of frequency, percentage.

*Table 10) The Reason That the Respondents Choose to Travel Around Rattanakosin Island by Tram is for the Purpose of Education*

	Frequency	Percentage
<b>Strongly Agree</b>	28	28
<b>Agree</b>	56	56
<b>Moderate</b>	14	14
<b>Disagree</b>	2	2
<b>Total</b>	100	100

More than half of the respondents (56%) agreed that they decided to travel around Rattanakosin Island for the purpose of education. 28% of them strongly agreed with this reason. 14% and 2% felt neutral and disagreed with this reason, respectively.

*Table 11) The person that you travel with this trip has an influence on your traveling around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	30	30
<b>Agree</b>	56	56
<b>Moderate</b>	6	6
<b>Disagree</b>	4	4

*(table continues)*

*(Table 11. Continued)*

<b>Strongly Disagree</b>	4	4
<b>Total</b>	100	100

Table 11 shows that 56% of respondents agreed that the person that they travel with had an influence on their traveling around Rattanakosin Island while only 4% strongly disagree that the person that they travel with had an influence on their travelling around Rattanakosin Island.

*Table 12) The reason that you choose to travel around Rattanakosin Island by tram is you do not want to walk because it makes you feel tired*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	40	40
<b>Agree</b>	32	32
<b>Moderate</b>	16	16
<b>Disagree</b>	6	6
<b>Strongly Disagree</b>	6	6
<b>Total</b>	100	100

Almost half of the respondents (40%) strongly agreed that the reason that they chose to travel around Rattanakosin Island by tram is because they did not want to walk, because it made them feel tired. 32 % of respondents agreed with the reason.

*Table 13) You feel like your daily life is boring so you choose to travel around Rattanakosin Island by tram for your relaxation.*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	16	16
<b>Agree</b>	42	42
<b>Moderate</b>	22	22
<b>Disagree</b>	12	12
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100

Table 13 shows that 42% agreed that they chose to travel around Rattanakosin Island by tram because they felt that their daily life was boring. The smallest group of respondents (8%) strongly disagreed that their daily life was boring.

*Table 14) The price of the ticket is not expensive which makes you decide to travel around Rattanakosin Island by tram.*

	Frequency	Percentage
<b>Strongly Agree</b>	24	24
<b>Agree</b>	32	32
<b>Moderate</b>	40	40
<b>Disagree</b>	4	4
<b>Total</b>	100	100

On this aspect of the ticket price which influences the Thai tourist to travel around Rattanakosin Island by tram, 40% of the respondents moderately agreed that the price had an impact on their decision to travel. In contrast, only 4% of the respondents disagreed that the price of the ticket had an influence on their decision.

#### **4.3 SATISFACTION OF THE RESPONDENTS WITH SERVICES AND FACILITITES**

To measure the level of Thai tourist satisfaction, who travel around Rattanakosin Island by tram, the respondents were asked about their opinion toward staff (service provider); tram, length of time when traveling around Rattanakosin Island by tram, price, place to board on the tram. This part consists of 17 questions. The details of the answers are shown in each table below:

##### **4.3.1 Satisfaction with staff or service provider.**



*Table 15) Staffs are well-dressed and neat*

	Frequency	Percentage
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	56	56
<b>Moderate</b>	24	24
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Table 15 shows that more than half of respondents (56%) were satisfied with the way staff were dressed. 24% of Thai tourists were moderately satisfied. However, 18% of respondents were strongly satisfied, with the dress, while 18% of respondents But only 2% of the respondents were dissatisfied.

*Table 16) Staffs welcome you in a warm and friendly manner*

	Frequency	Percentage
<b>Strongly Satisfied</b>	16	16
<b>Satisfied</b>	54	54
<b>Moderate</b>	26	26
<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

Regarding the way staff welcome the Thai tourists in a warm and friendly manner, 54% of respondents were satisfied, and 26 % felt neutral. 16 % of respondents were strongly satisfied with the way staff welcome the Thai tourists with a warm and friendly manner. Only 4% of the Thai tourists were dissatisfied.

*Table 17) Staffs talk with you politely*

	Frequency	Percentage
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	56	56
<b>Moderate</b>	22	22

*(table continues)*

*(Table 17 Continued)*

<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

For the polite way staff talked to Thai tourist, more than half of respondents were satisfied, followed by 22% that were moderately satisfied. 18% were strongly satisfied with the way staff talks with them whereas 4% were unsatisfied.

*Table 18) Staffs are tactful in problem solving*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	48	48
<b>Moderate</b>	42	42
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

For the question whether or not staff had tact in problem solving, nearly half of respondents (48%) were satisfied. However, 42% of them were moderately satisfied in the answer to this question. 2% of respondents were dissatisfied with staff, when they have to solve a problem tactfully. However, none of them were strongly dissatisfied.

*Table 19) Staffs show their ability in the knowledge they have*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	10	10
<b>Satisfied</b>	50	50
<b>Moderate</b>	38	38
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Only 2% of respondents were dissatisfied, with the way staff shows their ability in the knowledge that they presented. On the other hand, more than half of respondents or 50% were satisfied with the ability of staff, in the knowledge that they

presented during the trip. 38 % of respondents were moderately satisfied, and 10 % of them were strongly satisfied.

*Table 20) Staffs show their courtesy to you*

	Frequency	Percentage
<b>Strongly Satisfied</b>	16	16
<b>Satisfied</b>	62	62
<b>Moderate</b>	20	20
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Regarding the way staffs show their courtesy to Thai tourists, who traveled around Rattanakosin Island by tram, the results show that 62% of them were satisfied, followed by 20% that were moderately satisfied. 16 % of respondents were strongly satisfied with staff's courtesy, but 2% of respondents were dissatisfied.

#### 4.3.2 Satisfaction with Tram

*Table 21) The Tram looks nice and attractive*

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	32	32
<b>Moderate</b>	58	58
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

For the attractiveness of the tram and how Thai tourists perceived how nice the tram is, more than half of respondents were moderately satisfied, followed by 32% of respondents that were satisfied with the attractiveness of the tram. 8 % of the respondents were strongly satisfied while 2 % of them were dissatisfied with the attractiveness and niceness of the tram.

*Table 22) The seats are large and comfortable for you*

	Frequency	Percentage
<b>Strongly Satisfied</b>	4	4
<b>Satisfied</b>	44	44
<b>Moderate</b>	46	46
<b>Dissatisfied</b>	6	6
<b>Total</b>	100	100

Table 22 shows that 44% of respondents were satisfied with the seats, which are large and comfortable for them. The second opinion falls into people who were moderately satisfied about this issue (46%). 6 % of the respondents were dissatisfied and only 4% of them were strongly satisfied with the size and comfort of the seat.

*Table 23) The seats are cleaned*

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	56	56
<b>Moderate</b>	30	30
<b>Dissatisfied</b>	6	6
<b>Total</b>	100	100

For the cleanliness of the seats, more than half of respondents (56%) were satisfied with it, followed by 30% of respondents who were moderately satisfied. 8% of the respondents answered that they were strongly satisfied with the cleanliness of the seat on the tram. Only 6% of Thai tourists were dissatisfied.

*Table 24) The Tram is safety for you to travel*

	Frequency	Percentage
<b>Strongly Satisfied</b>	14	14
<b>Satisfied</b>	52	52
<b>Moderate</b>	34	34
<b>Total</b>	100	100

From table 24, which refers to the safety of the tram for Thai tourist when they travel around Rattanakosin by tram, more than half the respondents (52%) were satisfied with the safety of the tram, followed by 34 % who were neutral. The rest, 14% of respondents were strongly satisfied.

*Table 25) The sound speaker is functional*

	Frequency	Percentage
<b>Strongly Satisfied</b>	4	4
<b>Satisfied</b>	58	58
<b>Moderate</b>	38	38
<b>Total</b>	100	100

On the aspect of how the sound speaker is functional, again, more than half of the respondents (58%) were satisfied with the sound speaker. 38% of respondents were moderately satisfied and the rest, 4% were strongly satisfied.

#### 4.3.3 Satisfaction with the Length of Time When Traveling Around Rattanakosin Island by Tram

*Table 26) The length of time per trip is appropriate*

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	52	52
<b>Moderate</b>	36	36
<b>Dissatisfied</b>	4	4
<b>Total</b>	100	100

Table 26 shows that 52% of the respondents were satisfied with the length of time per trip. They see that it is appropriate. 36% were neutral and 8% were strongly satisfied. The rest, 4% of respondents, were dissatisfied.

**Table 27) The Tram schedule is suitable for your trip (a trip will start every 30 minutes)**

	Frequency	Percentage
<b>Strongly Satisfied</b>	10	10
<b>Satisfied</b>	50	50
<b>Moderate</b>	38	38
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

Regarding the tram schedule, whether or not it is suitable for Thai tourists when they traveled around Rattanakosin Island by tram (the trip will start every 30 minutes), half of respondents (50%) were satisfied with it, followed by 38 % of them who were moderately satisfied. 10% of the respondent were strongly satisfied while 2% of them were dissatisfied.

**Table 28) The trip starts and ends on the time as per scheduled**

	Frequency	Percentage
<b>Strongly Satisfied</b>	8	8
<b>Satisfied</b>	50	50
<b>Moderate</b>	42	42
<b>Total</b>	100	100

Table 28 presents half of respondents (50%), as satisfied with the starting and ending of the trip as scheduled. 42% of respondents were moderately satisfied and only 8% were strongly satisfied.

#### 4.3.4 Satisfaction toward the price

**Table 29) The price of the ticket is reasonable**

	Frequency	Percentage
<b>Strongly Satisfied</b>	20	20

*(table continues)*

*(Table 29. Continued)*

<b>Satisfied</b>	62	62
<b>Moderate</b>	16	16
<b>Dissatisfied</b>	2	2
<b>Total</b>	100	100

In terms of the price of the ticket, whether it's reasonable in the view of the Thai tourist or not, the majority of respondents (62%) were satisfied with it, followed by 20% of respondents strongly satisfied with the reasonable price. 16 % of respondents were moderately satisfied and only 2% were dissatisfied.

#### 4.3.5 Satisfaction toward the place to board the tram

*Table 30) You can easily find the place to board the Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	18	18
<b>Satisfied</b>	54	54
<b>Moderate</b>	20	20
<b>Dissatisfied</b>	8	8
<b>Total</b>	100	100

Regarding the ease of finding the place to board the tram, more than half of respondents (54%) were satisfied followed by 20% of respondents who were moderately satisfied. 18% of respondents were strongly satisfied while 8% were dissatisfied.

*Table 31) The area to board the Tram is cleaned*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Satisfied</b>	12	12
<b>Satisfied</b>	18	18
<b>Moderate</b>	10	10
<b>Dissatisfied</b>	60	60
<b>Total</b>	100	100

Table 31 shows the level of satisfaction of Thai tourists toward the cleanliness of the area to board the tram, 60% of respondent were dissatisfied with the cleanliness of the area to board the tram, followed by 18 % of respondents who were satisfied.

#### 4.4 EVALUATION AFTER TRAVELLING AROUND RATTANAKOSIN ISLAND BY TRAM

*Table 32) In general, you enjoy traveling around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	20	20
<b>Agree</b>	74	74
<b>Moderate</b>	4	4
<b>Disagree</b>	2	2
<b>Total</b>	100	100

Regarding the enjoyment of Thai tourists after traveling around Rattanakosin Island by tram, 74% of respondents agreed that they enjoyed the trip, followed by 20% of the respondents whose answer strongly agreed that there was joy traveling around Rattanakosin Island by tram. 4% of respondents moderately agreed and only 2% disagreed that they enjoyed the trip.

*Table 33) In general, you think that the experience of traveling around Rattanakosin Island by tram meet your expectation.*

	Frequency	Percentage
<b>Strongly Agree</b>	16	16
<b>Agree</b>	54	54
<b>Moderate</b>	26	26
<b>Disagree</b>	2	2
<b>Strongly Disagree</b>	2	2
<b>Total</b>	100	100



Table 33 shows 54% of respondents agreed their expectations were met, after they traveled around Rattanakosin Island. 26 % of respondents moderately agreed whereas 16 % strongly agreed that their expectations were met after they traveled around Rattanakosin Island. There were 2 groups that strongly disagreed and disagreed, 2% and 2% respectively.

*Table 34) You think that the price of traveling around Rattanakosin Island by Tram is reasonable*

	Frequency	Percentage
<b>Strongly Agree</b>	20	20
<b>Agree</b>	48	48
<b>Moderate</b>	30	30
<b>Disagree</b>	2	2
<b>Total</b>	100	100

In terms of the price, whether it is reasonable for traveling around Rattanakosin Island by tram or not, 48% of respondents agreed with it. 30% of respondents were neutral. There were 20% of respondents who strongly agreed while 2% of respondents disagreed.

*Table 35) You will recommend to your friends to travel around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	22	22
<b>Agree</b>	60	60
<b>Moderate</b>	18	18
<b>Total</b>	100	100

From table 35 there are 3 groups of answers recommending the respondent's friends, to travel around Rattanakosin Island by tram. The first answer is agree, the majority of the answer (60%), followed by 22% of respondents who strongly agreed. The rest, 18% of respondents, moderately agreed.

*Table 36) You gain knowledge from travelling around Rattanakosin Island by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	12	12
<b>Agree</b>	52	52
<b>Moderate</b>	30	30
<b>Disagree</b>	6	6
<b>Total</b>	100	100

More than half of respondents (52%) gained knowledge from traveling around Rattanakosin Island by tram. 30% of the respondents moderately agreed. 12% of respondents strongly agreed that they gain knowledge from traveling around Rattanakosin Island by tram, while 6% disagreed.

*Table 37) You gain a new knowledge after you travel by tram*

	Frequency	Percentage
<b>Strongly Agree</b>	18	18
<b>Agree</b>	58	58
<b>Moderate</b>	18	18
<b>Disagree</b>	6	6
<b>Total</b>	100	100

Table 37 shows more than half of respondents agreed that they gained a new knowledge after they traveled around Rattanakosin Island by tram. 18% of respondents strongly agreed. Also 18% of respondents were undecided. The rest, 6% disagreed that they gained a new knowledge after they traveled around Rattanakosin Island by tram.

#### 4.4 THE SERVICE OR THINGS THAT NEED TO BE IMPROVED

*Table 38) The service from staff / service provider*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	4	4
<b>Agree</b>	30	30
<b>Moderate</b>	38	38
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100

Table 38 presents the opinion of respondents whether or not the service from staff or service provider should be improved. 38 % of respondents moderately agreed. 30% of respondents agreed that the service from staff or service provider should be improved while 20 % did not think anything needed to be improved.

*Table 39) Tram*

	<b>Frequency</b>	<b>Percentage</b>
<b>Strongly Agree</b>	6	6
<b>Agree</b>	46	46
<b>Moderate</b>	26	26
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	2	2
<b>Total</b>	100	100

Regarding the tram whether they should be improved or not, nearly half of respondents (46%) agreed that the tram should be improved, followed by 26% of respondents that moderately agreed but 20% of respondents disagreed with this opinion. 6% of respondents strongly agreed that the tram should be improved.

**Table 40) The length of time when traveling around Rattanakosin Island by tram**

	Frequency	Percentage
<b>Strongly Agree</b>	2	2
<b>Agree</b>	18	18
<b>Moderate</b>	48	48
<b>Disagree</b>	26	26
<b>Strongly Disagree</b>	6	6
<b>Total</b>	100	100

Table 40, shows 48 % of respondents moderately agreed, whether the length of time when traveling around Rattanakosin Island by tram should be improved or changed, followed by 26 % of respondents who disagreed. 18 % of respondents agreed. 6% of respondents strongly disagreed. However, 2% of respondents strongly agreed to change or improve the length of time when traveling around Rattanakosin Island by tram.

**Table 41) Price**

	Frequency	Percentage
<b>Strongly Agree</b>	6	6
<b>Agree</b>	10	10
<b>Moderate</b>	28	28
<b>Disagree</b>	42	42
<b>Strongly Disagree</b>	14	14
<b>Total</b>	100	100

In terms of price per trip, when one travels around Rattanakosin Island by tram, a majority of respondents (42%) disagreed to change the price. 28% of respondents moderately agreed. 14% of respondents strongly disagreed to change the price while only 6% of respondents strongly agreed to change the price.

*Table 42) The place to board on the tram*

	Frequency	Percentage
<b>Strongly Agree</b>	32	32
<b>Agree</b>	22	22
<b>Moderate</b>	18	18
<b>Disagree</b>	20	20
<b>Strongly Disagree</b>	8	8
<b>Total</b>	100	100

Table 42, shows 32% of respondents strongly agreed, that the place to board the tram should be improved, followed by 22 % of respondents that agreed. 18 % of respondents moderately agreed. The rest 8 % of respondents strongly disagreed that the place to board the tram should be improved.

The last question from the questionnaire is the suggestion part. This question is in the form of open-ended question to give the opportunity to the respondents to express their opinion or suggest on improvement.

We can classify the suggestion from respondents into 7 categories as follows:

**1) The place to board the tram**

There were 10 respondents who suggested that the place to board the tram should be easier to find and also needs to be cleaned.

**2) Language**

There were 8 respondents who recommended that staff, who explained during the traveling around Rattanakosin Island, should also give details about places in English. They noticed that in some trips, there were foreigners on the tram as well. Therefore, if staffs were able to explain in English, it would boost the sale, promote this trip and give knowledge to the foreigners about tourist places.

### **3) Seat on the tram**

The comfort of the seats should be improved. 4 respondents wrote down this point. They suggested that the seat should be made of leather not wood.

### **4) Brochure**

A number of the respondents suggested to the owner of the tram, who operates the trip around Rattanakosin Island, that he should promote his trips by distributing brochures. Thus, more people would know and travel by tram more frequently.

### **5) Additional Route**

Having more routes for traveling by tram was one of the suggestions from the respondents, such as using the tram to travel around some special events or tourists destination.

### **6) Drinking Water**

2 of the respondents suggested that drink should be available for the passengers while they were on board.

### **7) Stop over to visit the places that the tram passes**

There are 4 respondents who advised that the tram should stop at some places such as temple so the passenger could pay respect to the Buddha images or sacred places. They would be happy if the length of the trip is longer than 30 minutes, and if they could stop at the places that were interesting.

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS**

This chapter presents; (1) a summary of the study, (2) a summary of the findings, (3) discussion of the results, (4) conclusion and (5) recommendations for any further study or research.

#### **5.1 SUMMARY OF THE STUDY**

##### **5.1.1 Objective of the study**

The main objective of the study was to measure the degree of Thai tourist satisfaction, with services and facilities, when traveling around Rattanakosin Island by tram. Besides, there are four sub-objectives of this study; (1) to understand the reasons that make Thai tourists traveling around Rattanakosin Island by tram, (2) to find out the main characteristics that build Thai tourist satisfaction with services and facilities of the tram, (3) to know the characteristics of Thai tourists, (4) to investigate the problems and suggestion tourists face when traveling around Rattanakosin Island by tram.

##### **5.1.2 Subjects, Materials, and procedures**

The subjects in this study were 100 Thai who travel around Rattakosin Island by tram. The descriptive cross-sectional research design was used as a study design. A self-administered questionnaire with 43 questions was used as an instrument in collecting data from the respondents. The questionnaire was divided into 6 parts which are demographic information of the respondents, the reason for Thai tourists to travel around Rattanakosin by tram, the level of satisfaction of the respondents with services and facilities, evaluation after travel around Rattanakosin Island by tram and service or thing that need to be improved.

The data collections took place every weekend during the month of December 2006. The researcher distributed the questionnaire at the tram station. All questionnaires were collected after the respondents completed all questions.

The descriptive statistic such as frequency distribution and percentage were used to analyze in this study. In addition, Statistical Package for Social Sciences (SPSS) version 11.0 was used to elaborate and compare the answer of the respondents.

## **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

The results showed that Thai tourists, who traveled around Rattanakosin Island by tram, were both male and female. However, the number of female is greater than male. Most of respondents were between 21-30 years old. All are Thais and more than half of respondents live outside Bangkok. The majority of respondents had a Bachelor's Degree which is 56 people. Regarding their monthly income, nearly half of respondents earned 5,000-15,000 baht. Students and undergraduates were the largest group of people among the sampling group.

Most of respondents traveled with their friends, followed by family. 80 people out of 100 people chose to travel around Rattanakosin Island by Tram for the first time.

The respondents agreed that the reason that they chose to travel around Rattanakosin Island by Tram is because they did not want to walk, which made them tired. The second reason was that the person, whom they traveled with, also had an influence on them, to choose to travel by tram. The next reason was that the respondents had a purpose to travel to learn and gain some knowledge. The last reason that the respondents gave, was the price of the ticket. However, the price was not a major reason for them to choose the tram as the mean of transportation.



In general, the respondents were satisfied with the service from staff who guided them during the trip. Also they were satisfied with the length of time when traveling around Rattanakosin Island by Tram and its schedule. In addition, the respondents were satisfied with the price. However, they are two things that the respondents were dissatisfied with: the tram and the place to board the tram.

Overall, the respondents, after they traveled around Rattanakosin Island by tram, they found out that the trip was enjoyable and met their expectation. Besides, they have seen that the price of the trip was reasonable. Moreover, the respondents would recommend their friends to travel around Rattanakosin by tram. More than half of respondents gained knowledge from the trip and also received new knowledge after the trip

Most of respondents agreed that the tram and the place to board the tram were the two things that should be improved most. More than half of respondents disagreed to change the price of the ticket. Regarding the length of time when traveling around Rattanakosin Island by Tram, around half of the respondents moderately agree to improve or change the length of time.

For the part of suggestions, the respondents recommend that the staff should be able to explain and guide not only Thai tourist, but also foreigners who joined this trip. The seats on the tram are also the things that should be improved. In term of promotion, the respondent suggested that the brochure should be distributed to encourage people to travel by tram. A few people had an opinion that the tram should stop near some tourist attraction such as temples, even the length of trip would not end on time.

### **5.3 DISCUSSION**

In this part, the findings of the study will be discussed in order to answer to the research problem proposed in Chapter 1. The discussion will be divided into 4 parts as follows:

### **5.3.1 Demographic Information**

Lickorish and Jenkins (1997, p. 57) explained the concept of value-for-money. This concept briefly described, that money is an important factor for the traveler or tourists when spending their money. It is important for the person who has a lower level budget because it provides more purchasing power for people who may have limited budget. The findings of this study showed that most respondents had monthly incomes between 5,000 – 15,000 baht (42%). This implies that Thai tourist choose to travel around Rattanakosin Island by tram because of its cheap price for the tram ticket.

Furthermore, concerning the province that the respondents come from, the findings showed that Thai tourist from upcountry (66%) are greater than people who live in Bangkok (34%). Knowles, Diamantis, and El-Mourhabi (2001, p. 40) stated that some of the motivation that encourage people to travel, are adventure and pleasure. People from up country enjoyed exploring the historical place more than people who live in Bangkok

From the findings, 68 respondents from 100 respondents, travel with their friends, which can reflect that other people around us had an influence on how we decided to travel. This result is also relevant to the explanation of Swarbrooke and Horner (1999, p.73) that we are influenced by other people when we decide to choose the plan of travel. The people around us may include members of the family or friends. However, this motivator can be changed over a period of time.

### **5.3.2 The Reason for Thai Tourist to Travel Around Rattanakosin Island by tram**

After concluding the results from the findings, the first reason that urge Thai tourist to travel around Rattanakosin Island by tram, was education purpose. There were more than half of respondents who choose this trip for the purpose of gaining

more knowledge. From the discussion with some of the respondents, the researcher found out that, there were students or undergraduate students who received the assignment or project from their instructors; to write a report after they finish this trip. Knowles, Diamantis, and El-Mourhabi (2001, p. 40) stated that this is the motivation which is called educational motivator. The tourist would love to see particular sights, monuments, and works of art and gain a better understanding of current events.

The second reason that makes Thai tourists travel around Rattanakosin Island by tram was that Thai tourists realize that their daily life is boring. They want to escape or find something different from their routine life. This outcome from the findings is consistent with the study from Mathieson and Wall (1982). They mentioned in their book that people had a motivation to escape from old environments or visit places or people for a specific purpose.

### **5.3.3 Satisfaction of the Respondent with Services and Facilities**

Referring to the main problem of this research, in general, most of respondents were satisfied with the staff which include; how there were dressed, the way that staff greet the tourist with a warm and friendly manner, the way that staff solve the problem tactfully, the knowledge that staff had, and their courtesy. However, the tram was the point that Thai tourists were not that satisfied. They were just moderately satisfied with the attractiveness of the tram.

More than half of respondents were satisfied with the length which covered three aspects which were; the length of time per trip, the tram schedule suitable for Thai tourist's trip (the trip would start every 30 minutes) and finally the trip starts and ends as scheduled.

In addition, the price was also the point that the respondents were satisfied with. Lickorish and Jenkins (1997, p. 147) stated that there were three determinants which were important; namely, time, money and preference. Money influences the ability of the tourist to travel, buy goods and services.

Even the price of the ticket for the trip around Rattanakosin Island attracted Thai tourists; they were dissatisfied with the cleanliness of the place to board the tram.

#### **5.3.4 Evaluation after travelling around Rattanakosin Island by tram**

Most Thai tourists agreed that they enjoyed the trip. In addition, more than half of them answered that their expectations were met after they traveled around Rattanakosin Island. More than half of respondents would recommend to their friends to travel around Rattanakosin Island by tram. This point makes the service provider realize the importance of tourist satisfaction. Swarbrooke and Horner (1999, p. 238) stated that tourist satisfaction leads to the positive word-of-mouth recommendation of services or products, which will encourage other tourists to use the service.

#### **5.3.5 The Service or Things that need to be improved**

Even though Thai tourists were satisfied with staff or service provider, the tram, price, the length of time when traveling around Rattanakosin Island by tram, Thai tourists recommended the service provider to improve the place to board the Tram and the attractiveness of the tram such as the design of the tram.

Apart from the fact that the place to board the tram should be improved together with the appearance of the tram, the respondents suggested that the people who manage the trip around Rattanakosin Island by tram, should improve the ability of their staff to communicate in English. From the observation of some of the respondents, they noticed that there were also some foreign tourists who joined this trip. However, the information during the trip was Thai. Therefore, the foreign tourists just traveled past the tourist attraction, museums, and temples without understanding the history of each place. Thus, if the group of people who organize this trip would love to attract more tourists, the staff on the tram should be able to explain in English or at least turn on a tape for the explanation in English.

Besides, the language ability of staff and the comfort of the seats should be improved. They suggested that the seat should be a leather seat and not a wooden seat, which may not be suitable for some group of people, both Thai and foreigners

Another point that the respondents suggested for the improvement, was that the owner of the tram, that operates the trip around Rattanakosin Island, should promote their trip by distributing brochures. This result of findings reflects one of the 4 principles of marketing mix which is promotion. Knowles, Diamantis and El-Mourhabi (2001, p. 29) stated that the promotion is a crucial part in order to communicate with the customers. The promotion may come in different forms such as personal selling, advertising, sales promotion, and packaging. This will help to boost the sale volume of the trip around Rattanakosin Island by tram.

Some of the respondents suggested that the tram should stop over to visit the places that the tram passes by. Cook, Yale, and Marqua (1999, p. 30) explained one of the physiological need of the tourist that, the trip should have more frequent rest stops. The result of this will help the tourist feel more relaxed and at the same time, they can pay respect to the Buddha images or the sacred places. The Thai tourists would not mind if the length of the trip is longer than 30 minutes.

#### 5.4 CONCLUSION

The first main reason that motivates Thai tourists to travel around Rattanakosin Island by tram was education purpose and the second reason was that they feel like their daily life was boring so that they choose to travel around Rattanakosin Island by tram for their relaxation.

Most of the Thai tourists were satisfied with the service that they received from the staff or service provider; price, the safety of the tram while Thai tourists travel on board, length of time per trip which include the schedule and the punctuality of the start and end of the trip, and the ease to find the place where to board the tram. However, they were dissatisfied with the cleanliness of the place to board the tram.

The people who manage the trip should consider the length of time per trip and the stop over at some highlight tourist attraction, which can create a sense of satisfaction for some tourists as they can feel more relaxed and learn the culture from the places. The additional route was another point that was raised by the respondents; they say it may increase the popularity of using tram as the mode of transportation, when traveling around the historical places.

Even though the Thai tourists were satisfied with the staff or service provider, the owner of this project should maintain or make better impression for the Thai tourists. If the staffs were able to solve the problem tactfully, and also explain the information of the places in English, this will be a good opportunity for Thai tourists to learn the history in English and it can also attract the foreigners to travel around Rattanakosin Island by tram.

The findings from this study will be beneficial for the owner of the tram, to improve services and facilities and Bangkok Tourist Bureau who supported this project.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

This research aimed to study the Thai tourist satisfaction with the service and facilities, when they travel around Rattanakosin Island by tram. Based on the finding and conclusion of this study, the following recommendations can be made for further research.

5.5.1 In order to persuade Thai tourists to travel within the country, further research should study about the need of the additional route so that the tram can be used as a mean of transportation. The reason is the trams revive the old atmosphere which makes Thai tourist have different experiences when they travel.

5.5.2 The further research can study the motivations or the other factors that influence the Thai tourist satisfaction with the services and facilities when travelling around Rattanakosin Island by tram.

5.5.3 This research focuses only on the Thai tourist satisfaction. Any researcher who is interested in the international tourism could conduct research on the foreigner satisfaction when they travel around Rattanakosin Island. The reason is the Thai and the foreigner may have different attitudes or levels of satisfaction even if they took the same trip with the same mode of transportation. So, the result of this research can be used to create a project to promote the tourism industry on the international level.

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## APPENDIX A

### Questionnaire (English Version)

Thai Tourist Satisfaction with service when traveling around Rattanakosin Island  
by tram

This questionnaire is a part of a research paper of *Thai Tourist Satisfaction with service when traveling around Rattanakosin Island by tram* as a partial fulfillment of the requirements for the Master of Arts in English for Careers, Language Institute, Thammasat University.

The purpose of this research is to measure the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram. The information collected from your participation will be kept confidential and will be used for research purpose only. Moreover, the results of this study will be forwarded to the service provider for further improvement of their service, if any.

Your co-operation and kindness in answering all of the questions of this questionnaire is highly appreciated as it is will be very useful to this research.

Ms. Jeeranun Kitsawangwong

The Master Degree Student of English for Careers  
Language Institute, Thammasat University

**Instruction:** Please read the following questions and put X in the square box provided

**Part 1:**      *Personal data*

1. Gender

Male

Female

2. Age
- |   |   |
|---|---|
| <input type="checkbox"/> Less than 21 years old | <input type="checkbox"/> 21-30 years old        |
| <input type="checkbox"/> 31-40 years old        | <input type="checkbox"/> 41-50 years old        |
| <input type="checkbox"/> 51-60 years old        | <input type="checkbox"/> More than 60 years old |

3. You have Thai Nationality  yes  no

4. The province that you come from \_\_\_\_\_

5. Educational
- |  |  |
|--|--|
| <input type="checkbox"/> Elementary Level      | <input type="checkbox"/> Lower Secondary Level       |
| <input type="checkbox"/> Upper Secondary Level | <input type="checkbox"/> High Vocational / Diploma   |
| <input type="checkbox"/> Bachelor Degree       | <input type="checkbox"/> Higher than Bachelor Degree |

6. Occupation
- |  |  |
|--|--|
| <input type="checkbox"/> Student / Undergraduate | <input type="checkbox"/> Employee                    |
| <input type="checkbox"/> Governmental Employee   | <input type="checkbox"/> State Enterprise Employee   |
| <input type="checkbox"/> Business Owner          | <input type="checkbox"/> Laborer                     |
| <input type="checkbox"/> Housewife               | <input type="checkbox"/> Unemployed                  |
| <input type="checkbox"/> Retiree                 | <input type="checkbox"/> Other (Please specify)..... |

7. Average income/month

- |  |   |
|--|---|
| <input type="checkbox"/> Less than 5,000 baht/month    | <input type="checkbox"/> 5,000-15,000 baht/month  |
| <input type="checkbox"/> 15,001-25,000 baht/month      | <input type="checkbox"/> 25,001-35,000 baht/month |
| <input type="checkbox"/> Higher than 35,000 baht/month |   |

8. For this trip, who do you travel with?

- |  |                                 |
|--|---------------------------------|
| <input type="checkbox"/> Alone                       | <input type="checkbox"/> Family |
| <input type="checkbox"/> Spouse / Lover              | <input type="checkbox"/> Friend |
| <input type="checkbox"/> Other (Please specify)..... |                                 |

9. How frequent do you travel around Rattankosin by tram?

- First time                       Once a month  
 Once a year                       Twice a Year  
 Other (Please specify).....

**Part 2 The reason for Thai tourist to travel around Rattanakosin Island by tram**

	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree
10. The reason that the Respondents choose to travel around Rattanakosin Island by tram is for the purpose of education.					
11. The person that you travel with this trip has an influence on traveling around Rattanakosin Island by tram					
12. The reason that you choose to on travel around Rattanakosin Island by tram because you do not walk that makes you feel tired.					
13. You feel like your daily life is boring so that you choose to travel around Rattanakosin Island by tram for your relaxation.					
14 The price of the ticket is not expensive which make you deicide to travel around Rattanakosin Island by tram					

**Part 3 Satisfaction of the Respondent with services and facilities**

That tourists satisfaction	Strongly Satisfied	Satisfied	Moderate	Dissatisfied	Strongly Dissatisfied
<b>Staff / service provider</b>					
15. Staffs are well-dressed and neat					

16. Staffs welcome you in a warm and friendly manner					
17. Staffs talk with you politely					
18. Staffs are tactful in problem solving					
19. Staffs show their ability in the knowledge they have					
20. Staffs show their courtesy to you					
<b>Tram</b>					
21. The Tram looks nice and attractive					
22. The seats are large and comfortable for you					
23. The seats are cleaned					
24. The Tram is safety for you to travel					
25. The sound speaker is functional					
<b>Satisfaction with the length of time when traveling around Rattanakosin Island by tram</b>					
26. The length of time per trip is appropriate					
27. The Tram schedule is suitable for your trip (the trip will start every 30 minutes)					
28. The trip start and end at the time as per schedule					
<b>Satisfaction toward the price</b>					
29. The price of the ticket is reasonable					
<b>Satisfaction toward the place to board the tram</b>					
30. You can easily find the					

place to board the Tram					
31. The area to board the Tram is cleaned					

**Part 4 Evaluation after travel around Rattanakosin Island by tram**

	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree
32. In general, you enjoy traveling around Rattanakosin Island by tram					
33. In general, you think that the experience after traveling around Rattanakosin Island by tram meet your expectation.					
34. You think that the price of traveling around Rattanakosin Island by Tram is reasonable					
35. You will recommend to your friends to travel around Rattanakosin Island by tram					
36. You gain knowledge from traveling around Rattanakosin Island by tram					
37. You gain a new knowledge after travel by tram					

**Part 5 The Service or Things that need to be improved**

	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree
38. The service from staff / service provider					
39. Tram					
40. The length of time when traveling around Rattanakosin Island by tram					

41. Price					
42. The place to board the tram					

43. Others Suggestions

.....  
.....

☺ Thank you for your cooperation ☺

## APPENDIX B

### Questionnaire in Thai

#### ความพึงพอใจของนักท่องเที่ยวชาวไทยที่มีต่อการท่องเที่ยวรวมเกาะรัตนโกสินทร์โดยรถราง

เรียน ผู้ตอบแบบสอบถามทุกท่าน

แบบสอบถามครั้งนี้เป็นส่วนหนึ่งของการวิจัยเรื่อง ความพึงพอใจของนักท่องเที่ยวชาวไทยที่มีต่อการท่องเที่ยวรวมเกาะรัตนโกสินทร์โดยรถราง การวิจัยครั้งนี้เป็นส่วนหนึ่งของการศึกษาระดับบัณฑิตศึกษาคณะภาษาอังกฤษเพื่ออาชีพ สถาบันภาษา มหาวิทยาลัยธรรมศาสตร์

วัตถุประสงค์ของการวิจัยครั้งนี้เพื่อค้นหาแรงจูงใจของนักท่องเที่ยวชาวไทยที่มีต่อการท่องเที่ยวรวมเกาะรัตนโกสินทร์โดยรถรางและเพื่อประเมินพึงพอใจหลังจากได้รับบริการของรถราง ข้อมูลที่ได้รวบรวมจากความร่วมมือของท่านจะถูกเก็บไว้เป็นความลับและนำไปใช้เพื่อจุดประสงค์ของการวิจัยเท่านั้น ผลจากการทำวิจัยจะถูกจัดส่งไปยังผู้ให้บริการเพื่อการพัฒนาตามความเหมาะสม

ผู้วิจัยใคร่ขอความกรุณาให้ท่านกรุณาตอบคำถามอย่างครบถ้วนในทุกข้อทั้งนี้เพื่อเป็นประโยชน์ในการวิจัย ขอขอบคุณทุกท่านที่ได้ให้ความร่วมมือมา ณ โอกาสนี้

จิรพันธ์ กิจสว่างวงศ์  
ผู้ทำวิจัย

**คำชี้แจง** กรุณาอ่านคำถามต่อไปนี้และใส่เครื่องหมายใน X ในช่องสี่เหลี่ยม  เพื่อเลือกคำตอบที่ท่านต้องการ

#### **ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม**

- |                                  |  |  |
|----------------------------------|--|--|
| 1. เพศ                           | <input type="checkbox"/> ชาย           | <input type="checkbox"/> หญิง          |
| 2. อายุ                          | <input type="checkbox"/> ต่ำกว่า 21 ปี | <input type="checkbox"/> 21-30 ปี      |
|                                  | <input type="checkbox"/> 31-40 ปี      | <input type="checkbox"/> 41-50 ปี      |
|                                  | <input type="checkbox"/> 51-60 ปี      | <input type="checkbox"/> มากกว่า 60 ปี |
|                                  |  |  |
| 3. ท่านเป็นบุคคลที่ถือสัญชาติไทย | <input type="checkbox"/> ใช่           | <input type="checkbox"/> ไม่ใช่        |
| 4. ท่านมาจากจังหวัด              | _____                                  |  |



5. การศึกษา  ประถมศึกษา  มัธยมศึกษา  
 อาชีวศึกษา  อนุปริญญาหรือเทียบเท่า  
 ปริญญาตรีเทียบเท่า  ปริญญาโทขึ้นไป
6. อาชีพ  นักเรียน / นักศึกษา  พนักงาน  
 ข้าราชการ  รัฐวิสาหกิจ  
 เจ้าของธุรกิจ  รับจ้าง  
 แม่บ้าน  วางงาน  
 เกษียณ  อื่นๆ.....
7. รายได้ต่อเดือน  น้อยกว่า 5,000 บาทต่อเดือน  5,000-15,000 บาทต่อเดือน  
 15,001-25,000บาทต่อเดือน  25,001-35,000 บาทต่อเดือน  
 มากกว่า 35,000 บาทต่อเดือน
8. การเดินทางครั้งนี้ท่านเดินทางร่วมกับใคร  
 คนเดียว  ครอบครัว  
 คนรัก  เพื่อน  
 อื่นๆ.....
9. ความถี่ในการเดินทางท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถรางของท่านคือ  
 ครั้งแรก  เดือนละหนึ่งครั้ง  
 ปีละหนึ่งครั้ง  ปีละสองครั้ง  
 อื่นๆ.....

**ส่วนที่ 2 เหตุผลที่ทำให้ท่านเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง**

	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็น ด้วยอย่าง ยิ่ง
10. สาเหตุที่ท่านเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์เพื่อประโยชน์ทางความรู้ การศึกษา					

11. คนที่ท่านเดินทางด้วยครั้งนี้มีผลให้ท่านเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง					
12. ท่านเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์เพราะไม่ต้องเดินให้เหนื่อย					
13. รู้สึกว่าชีวิตประจำวันของท่านน่าเบื่อหน่ายจึงเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถรางเพื่อพักผ่อน					
14. ราคาตั๋วของรถรางไม่แพงจึงทำให้ท่านเลือกท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง					

### ส่วนที่ 3 ความพึงพอใจของนักท่องเที่ยว

ความพึงพอใจของนักท่องเที่ยว	พึงพอใจอย่างยิ่ง	พึงพอใจ	ปานกลาง	ไม่พึงพอใจ	ไม่พึงพอใจอย่างยิ่ง
ผู้ให้บริการ / เจ้าหน้าที่					
15. เจ้าหน้าที่แต่งกายสุภาพเรียบร้อย					
16. เจ้าหน้าที่ให้การต้อนรับอย่างอบอุ่นและเป็นมิตรภาพ					
17. เจ้าหน้าที่สนทนากับท่านด้วยอัธยาศัยไมตรีอันดี					
18. เจ้าหน้าที่สามารถแก้ไขปัญหาด้วยความขานุญาต					
19. เจ้าหน้าที่แสดงให้เห็นว่าเจ้าหน้าที่มีความรู้					
20. เจ้าหน้าที่แสดงความสุภาพต่อท่าน					
รถราง					
21. รถรางดูสวยงามและมีความดึงดูดใจของท่าน					
22. ที่นั่งของรถรางมีขนาดใหญ่และสะดวกสบายสำหรับท่าน					
23. ที่นั่งของรถรางสะอาด					
24. รถรางมีความปลอดภัยต่อการท่องเที่ยวของท่าน					
25. ระบบเครื่องขยายเสียงบนรถรางทำงานได้อย่างมีประสิทธิภาพ					
ระยะเวลา					
26. ระยะเวลาการเดินทางค่อนข้างเที่ยวมีความยาวที่เหมาะสม					
27. ตารางการเดินทางของรถราง (ออกรถทุกๆ 30 นาที)เหมาะสมต่อการท่องเที่ยวของท่าน					
28. ตารางการเดินทางรถเริ่มและสิ้นสุดตรงตามเวลาของตารางการเดินทาง					

ราคา					
29. ท่านคิดว่าค่าใช้จ่ายเพื่อการเดินทางรอบเกาะรัตนโกสินทร์โดยรถรางมีความคุ้มค่ากับเงินที่เสียไป					
จุดขึ้นรถราง					
30. ท่านสามารถหาสถานที่ในการขึ้นรถรางได้อย่างง่ายดาย					
31. บริเวณในการขึ้นรถรางมีความสะอาด					

**ส่วนที่ 4 ประเมินผลหลังจากท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง**

	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
32. โดยรวมท่านรู้สึกสนุกเมื่อเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง					
33. โดยรวมท่านรู้สึกต่อการท่องเที่ยวครั้งนี้ว่าตรงกับความคาดหวังของท่าน					
34. ท่านคิดว่าราคาค่าตัวรถรางในการเที่ยวรอบเกาะรัตนโกสินทร์ครั้งนี้มีความเหมาะสม					
35. ท่านจะแนะนำให้เพื่อนหรือคนรู้จักมาเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง					
36. ท่านมีความรู้เกี่ยวกับการท่องเที่ยวรอบเกาะรัตนโกสินทร์					
37. ท่านได้รับความรู้ใหม่จากการท่องเที่ยวโดยรถราง					

**ในมุมมองของท่านอะไรที่เป็นสิ่งที่คุณได้รับการแก้ไขมากที่สุด**

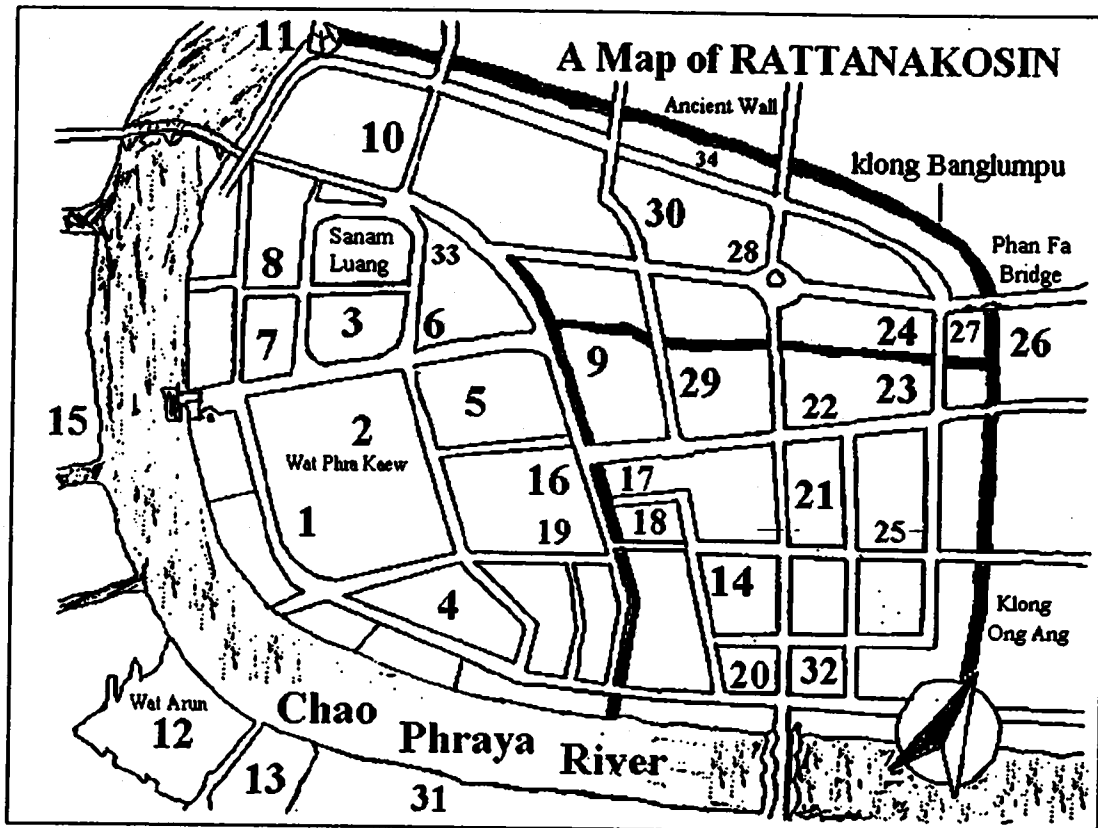
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
38. การบริการที่ได้รับจากเจ้าหน้าที่					
39. รถราง					
40. ระยะเวลาในการท่องเที่ยวรอบเกาะรัตนโกสินทร์โดยรถราง					
41. ราคา					
42. จุดขึ้นรถราง					

43. ข้อเสนอแนะอื่นๆ

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## APPENDIX C

### A Map of Rattanakosin Island



- |   |   |
|---|---|
| 1. The Grand Palace                       | 19. Saranrom Palace                         |
| 2. Wat Phra Kaew                          | 20. Monument of Phra Buddha Yodfa Chulaloke |
| 3. Sanam Luang                            | 21. Wat Suthat                              |
| 4. Wat Pho or Wat Phra Chetuphon          | 22. Giant Swing                             |
| 5. Ministry of Defence                    | 23. Wat Theptidararm                        |
| 6. The City Pillar Shrine                 | 24. Wat Ratchanatdaram                      |
| 7. Wat Mahatath                           | 25. Romnenat Park                           |
| 8. National Museum Bangkok                | 26. Wat Srageath (The Golden Mountain)      |
| 9. Wat Buranasirimatayaram                | 27. Mahaklan Fort and Ancient City Wall     |
| 10. Wat Chanasongkhram                    | 28. Democracy Monument                      |
| 11. Phra Sumain Fort                      | 29. Wat Mahannopparam                       |
| 12. Wat Arun                              | 30. Wat Bowonnivet                          |
| 13. Phra Raja Wang Derm (Royal Thai Navy) | 31. Wat Kanlayanamit                        |
| 14. Wat Thipphayawariwihan                |   |
| 15. Wat Rakhang                           |   |

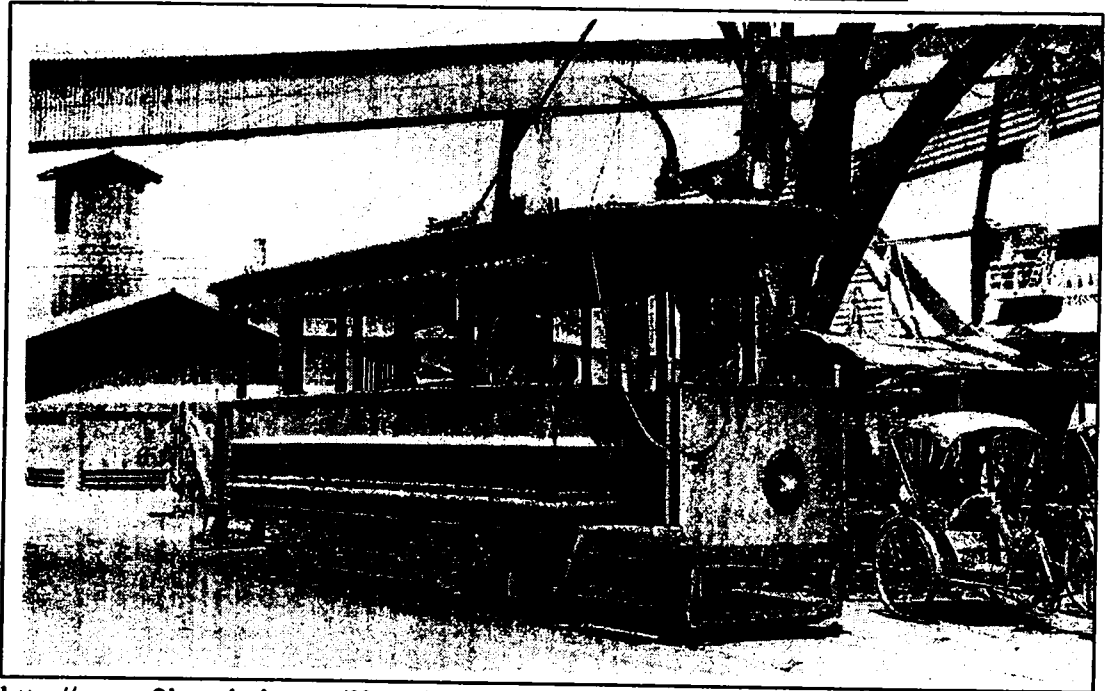
16. Wat Ratchapradit  
17. Sap Pasath Cross  
18. Wat Ratchabophit

32. Wat Ratchaburana  
33. Uthok Tan  
34. Ancient City Wall  
35. The Monument of The First World  
War

<http://www.geocities.com/RainForest/7153/rkosinmp.htm#pre>

**APPENDIX D**

**Tram in the old day**



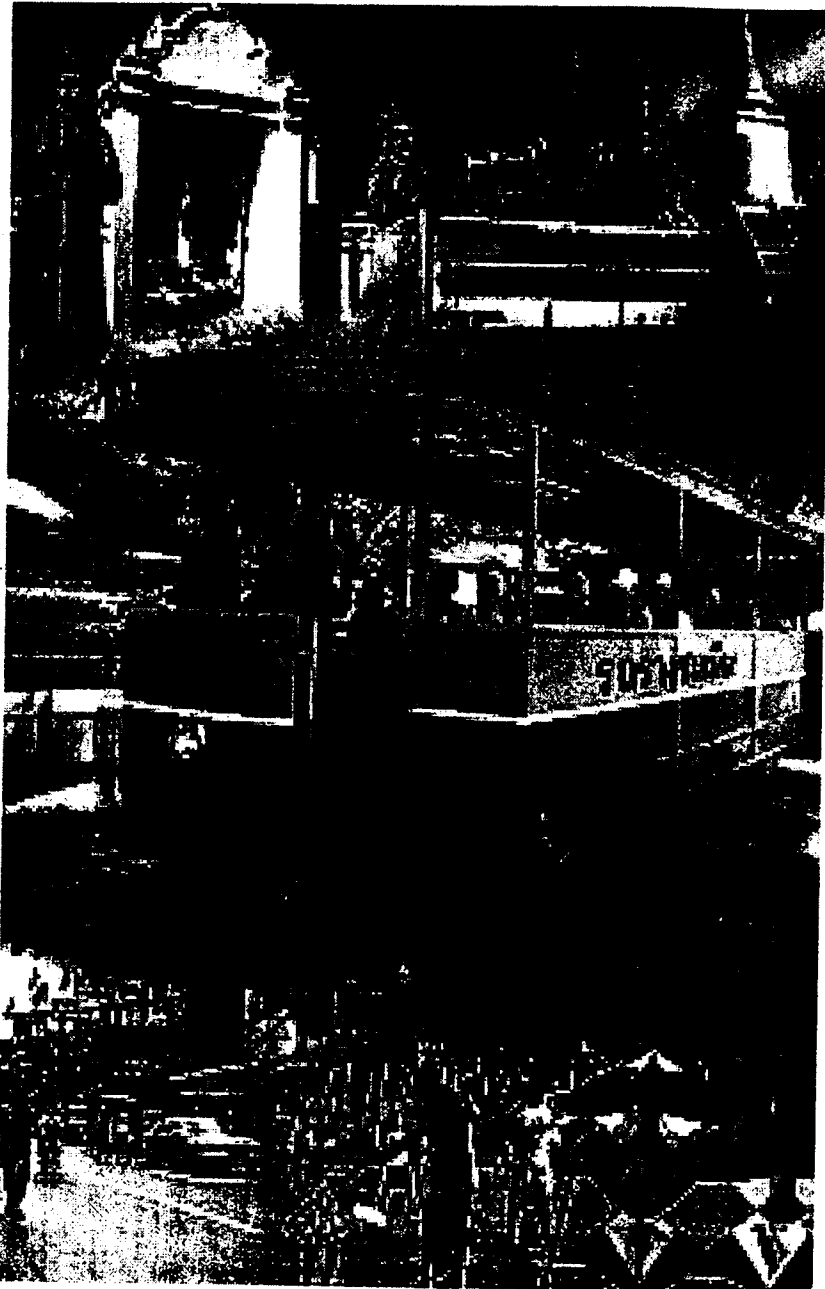
<http://www.2bangkok.com/2bangkok/Tram/photosrem.shtml> (Photo: Wally Higgins)



<http://www.2bangkok.com/2bangkok/Tram/photos.shtml> 1959 - Hualamphong line tram set passing a Chinese temple

**APPENDIX E**

**Map of Tram around Rattanakosin Island**



[http://www.thaiwaysmagazine.com/thai\\_article/2005\\_trolleybus/trolleybus.html](http://www.thaiwaysmagazine.com/thai_article/2005_trolleybus/trolleybus.html)