A Study Based on The Quality of Service Given to Tourists who have visited Rayong Province Thailand

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Abstract

Research objectives 1. To study the behavior of tourists in Rayong Province. 2. To study the quality of service of tourist attractions in Rayong Province is a quantitative research (Quantitative Research) by using survey research and descriptive research. The sample group used in the research was Tourist in Rayong Random sampling in this study using the sample size calculation based on the finished table of Taro Yamane (Thanin, 2014: 47) at 95% confidence level, ± 5% error. The sample group was 400 people which statistics used in the research were percentage, mean, standard deviation. The period of stay of tourists has been decreased. The tourists are focus on Samet Island where is the natural travelling and has the nice cultural. The tourists are expected that the beautiful environment, nice beach and safety road.

The research found that

Travelers arriving in Rayong Most of them are female, age 21-30 years old. Single status, average income per month is 10,001 - 20,000 baht, has a bachelor's degree education and occupation of company employees.

The behavior of tourists traveling to Rayong province showed that most of them had a habit of traveling as a group of friends. The travel style is planned by yourself. By the date of the trip, usually during the weekend (Sat - Sun) Duration of travel and stay for 1-2 days with the purpose of traveling and staying for recreation. The place to stay when traveling as a bungalow the place that attracts tourists to visit is Koh Samet and the cost per visit is 5,001 - 10,000 baht.

Expectations and perceptions of tourists on service quality for staying in Rayong province as a whole at a high level when classified in each aspect, it was found that tourists traveling to Rayong province were satisfied with service quality at a high level. And in terms of trust expectations concrete employee response Service reliability and perception of service quality, which is at a high level of trust Concrete Service reliability

employee response and the care aspect respectively. The tourists are focus on Samet Island where is the natural travelling and has the nice cultural. The tourists are expected that the beautiful environment, nice beach and safety road.

Keywords: Service quality, travel

Introduction

Today, the tourism industry has become an important industry for the global economy. There is an industry that has grown rapidly into a major industry of the economy. Because it is a source to create and distribute income to different regions of the country, in addition to generating revenue with a certain amount or value of service trade. The tourism industry also creates many related businesses such as hotel business. Tourism business, both land, sea, business, restaurants, restaurants, businesses, souvenir shops and local products, etc. There causes investment and employment both in the manufacturing and service industries and causing income distribution to the local area including being able to generate income into the country in foreign currency figure is several hundred thousand million baht per year. Because of both Thai and foreign tourists foreign tourists travel to Thailand so there is a need to pay various travel-related expenses such as accommodation, food and beverages, recreation and other expenses. Tourism industry causing good results in economic, social and cultural development can clearly see the picture, including economic benefits People's well-being. Therefore said that tourism resulting in growth make the population work. The lives of the population are good standard of living. Therefore resulting in government leaders in various countries paying attention to promoting. Travel to generate income for the country including the creation of economic stability, including Thailand, Rayong province is considered a province with a population of both domestic and foreign, interested in coming to vacation for a small amount. Because of the statistics that have been found, there are a number of Thai and foreign tourists visiting Rayong. In 2015-2017, the number of population has increased steadily until in 2017, equal to 4.35 million people due to the promotion of tourist attractions. And the government sector that supports tax relief. Therefore resulting in a large number of people pouring in to travel more can be considered from Figure 1
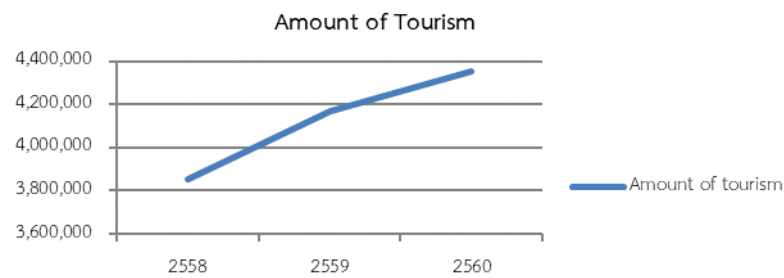
Amount of Tourism

Figure 1 graph showing the tourist situation within the country
Source: National Statistical Office (2560)

However, when looking at the issue of residence of tourists, it was found that the continuous decline was not in the same direction as the number of tourists increasing every year can be considered from Figure 2
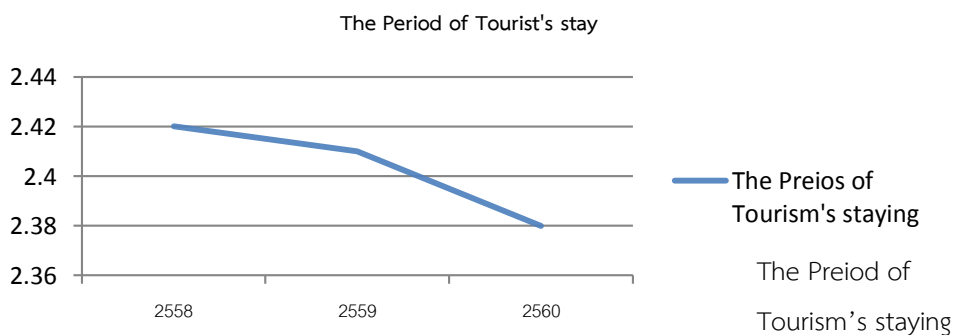
The Period of Tourist's stay

Figure 2 graph showing the duration of stay of tourists
Source: National Statistical Office (2560)

During the past 3 years (2015 - 2017), the number of residence of tourists in Rayong province has continued to decline since 2015, the rate of residence is 2.42% and in the year 2017 has a reduced residence rate of 2.38 percent and is expected to continue to decline in the future due to problems that arise. The Faculty of Research is therefore interested in conducting research on quality of service that affects the residence of tourists in Rayong province.

Research objectives

1. To study the tourists experience and the behavior of tourists who have visited Rayong   Province

2 To study the quality of service of tourist attractions in Rayong Province

Concept, concept framework

1. Analysis of the current tourism situation of Rayong Province

2. Service quality (Tenner &DeToro. 1992: 65) consists of 5 aspects as follows

    2.1 The concreteness of the service (Tangibles)

    2.2 Trust, trust (Reliability)

    2.3 Responses to users (Responsiveness)

    2.4 Assurance for clients (Assurance)

    2.5 Understanding and empathy in users (Empathy)

Method

Population and sample this research defines the population and sample groups as follows.

1. The population used in this research is 4,352,435 tourists in Rayong. (Source: National Statistical Office, 2017)

2. Sampling in this study using the calculation of sample size according to the finished table of Taro Yamane (Thanin, 2014: 47) at 95% confidence level, ± 5% error, the sample group was 400 people in determining the sample group of tourists who are travelling to Rayong province. There uses Probability Sampling by assigning every district in Rayong to have the opportunity to be selected as a group. There is the example of every district from the sampling area, MueangRayong District(Samet Island).

Research tools

The research team has determined the characteristics of the research tools and the creation of the tools used in the research as follows.

1. The characteristics of the tools used in this research are questionnaires which is divided into 4 parts as follows

Part 1 is a questionnaire about the personal condition of the respondents. The questionnaire is a check-list.

Part 2 is a questionnaire about the behavior of tourists who come to stay in Rayong Province. The questionnaire is a check-list.

Part 3 is a questionnaire about the quality of services of tourist destinations in Rayong.

The questionnaire is a rating scale which has 5 criteria for evaluating according to Likert's methods as follows (Thanin, 2014: 77) which service quality level, the weight value of the answer option

The minimum is set to equal	1	point.
Less is set to equal	2	points.
Moderate is set to equal	3	points
Very determined is set to equal	4	points
The maximum is set to equal	5	points.

Criteria for interpretation of mean scores for the average level of service quality defined as a range the following scores

Average score 1.00 - 1.49. translates that the service quality is minimal.

The average score is 1.50 - 2.49 translates that the service quality is low.

The average score is 2.50 - 3.49 meaning that the service quality is moderate.

The average score of 3.50 - 4.49 means that the quality of service is great.

The average score is 4.50 - 5.00 meaning that the service quality is the most.

Part 4 is a questionnaire about comments and other suggestions of tourists who walk. Entrance to tourism in Rayong The questionnaire is open-ended.

Creating research tool.

Tools used in this research. The research team has created a questionnaire. (Questionnaire) divided into 8 steps in the following order

1. Study the principles of creating questionnaires for research. And define a conceptual framework for research

2. Study information from books, documents, articles and related research results as a guideline for creating question items (Item) of the questionnaire.

3. Determine issues and scope of questions in accordance with the objectives of the research.

4. Conduct a draft questionnaire.

5. The research team adopted a draft questionnaire created with the evaluation form for experts with knowledge and experience in the field of study to consider 3 questionnaires to test accuracy and content coverage

6. Bring the draft questionnaire that has been modified by experts and try-out.

7. Calculate the power of classification (Discrimination) with standard deviation analysis method (Standard. SD (Reliability) using the alpha coefficient analysis method in terms of expectations for service quality, the results were 0.968. Perception of service quality appears to have a value of 0.954

8. Improve the query before using.

Data collection methods

The Faculty of Data Collection Research Group has conducted the following 3 steps:

1. The research team conducted a meeting in order to have a better understanding of the questions and samples needed before going to interview or collecting information with tourists.

2. The research team collected questionnaires for coverage throughout the area.

3. Applying the questionnaire that has been verified for the accuracy of the questionnaire and used to analyze statistical data with the computer.

Statistics used in data analysis

1. questionnaire, Part 1 Information about the personal status of the respondents. The questionnaire is a check-list. Use the frequency method and conclude as a percentage.

2. questionnaires, Part 2 Information about tourists' behavior in Rayong Province. The questionnaire is a check-list. Use the frequency method and conclude as a percentage.

3. questionnaires, Part 3 Information about the quality of service of tourist destinations in Rayong.The questionnaire is a form. Rating scale using the average method (Mean:) and standard deviation (Standard Deviation: S.D.)

4. questionnaires, part 4 Information about comments and other suggestions of tourists visiting Rayong. The questionnaire is open-ended, using content analysis and compiled into frequency.

Research result

Presentation of research findings which the research team would like to present an overview. The conclusion of the research is according to the objectives of the research set in the following order

1. Travelers arriving in Rayong Province Most of them are female, age 21-30 years old. Single status, average income per month is 10,001 - 20,000 baht, has a bachelor's degree education. And occupation of company employees.

2. The behavior of tourists traveling to Rayong province showed that most of them had a habit of traveling as a group of friends. The travel style is planned by yourself. By the date of the trip, usually during the weekend (Sat - Sun) duration of travel and stay for 1-2 days with the purpose of traveling and staying for recreation. The place to stay when traveling as a bungalow. The place that attracts tourists to visit is KohSamet and the cost per visit is 3,001 - 5,000 baht.

3. Expectations and perceptions of tourists on the quality of service for staying in Rayong province as a whole at a high level When classified in each aspect, it was found that tourists traveling to Rayong province were satisfied with service quality at a high level. And in terms of trust expectations concrete employee response service reliability and perception of service quality, which is at a high level of trust concrete service reliability employee response and the care aspect respectively. They touch on the travelling to Rayong. Moreover, the service can serve the travelers.

4. Tourists expect that the treatment from the service and feeling reality.

Discussions

The important issues found from the research are as follows.

1. Tourists expect travel will be safe. Which corresponds to the research of Supannee and Kanokkan (2016) that found that tourists have a lot of expectations at the environment. The beach and the road will be neat. And there is a threat in life.

2. From the results of the research found that the most popular tourist attraction is KohSamet, which is consistent with the research of Kanuporn and the faculty (2012). Tourism of Rayong and KohSamet from the Rayong province development strategy and the 3-year development plan resulting in more tourists entering Rayong. And also that KohSamet has a source tourism in nature and beautiful culture.

3. From the results of the research found that tourists have traveled a lot in Rayong. Most will come together as a group of friends. Because traveling is convenient. There is a place that is famous for its naturalness and cleanliness. When it comes to feeling relaxed, there are many special activities to do. There is consistent with the research of Phornporn and Dr. Pathomsirikul (2013) that have studied the quality of service, image tourist attraction. And satisfaction affecting behavioral intentions European and American long-term tourism that the image will affect the expectations of various services. The quality of the service has an influence. The feelings of tourists are very positive and negative. By Groonroos (1984) said that the image indicates the expectations. When tourists decide to come, a positive perception will make Impressed and wanted to come back again, but if that perception is in the negative direction of satisfaction. The tourists will decrease. The desire to come back will disappear. And the introduction of word-of-mouth or post comments, both positive and negative, with the province or tourist attraction, causing people who read the comments or heard each other to be reluctant to come to travel.

Suggestion

Based on the results of the study, expectations and perceptions of tourists on service quality for Staying in Rayong province found that the quality of service affects the hope and perception of a lot of tourists Because before the tourists decide to visit Rayong, must have expecting to find beautiful things in the sea by nature, famous tourist destinations and good service, whether in restaurants or accommodation. It is expected that the staff will take good care of them and when they come back, things will be in a good direction and will benefit. But if it comes then the feeling goes in Negative directions may affect the province. Because of word-of-mouth telling that the number of tourists decreased. The research team therefore proposed the following important guidelines:

1. Government agencies and community members should help each other in public relations. Tourism in Rayong to attract tourists to travel and stay in longer periods and must join together to raise awareness for people in Rayong and tourists to have love in nature and give cooperate in environmental conservation so that the tourist attractions remain perfectly beautiful.

2. Hotel business operators should focus on services that expect tourists to be aware of their stay by applying other principles in service quality such as SERQUAL model.

3. Tangible: Entrepreneurs should have controlling the cleanliness of the accommodation area maintaining the naturalness of visual and operational control of employees to be in good standards.

4. Reliability of service (Reliability) service as published correctly, every step and standard control to be the same standard without discrimination.

5. Responsiveness of employees (Responsiveness) Provide training to increase your efficiency, service to have adequate staff and have speed in solving problems.

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