

FACTORS INFLUENCING DECISION MAKING OF FOREIGN TOURIST IN SELECTING SERVICES FROM TRAVEL AGENTS IN BANGKOK

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Abstract

This research is focus on factors influencing decision making of foreign tourists in selecting services by travel agent in Bangkok. 333 samples were selected by accidental sampling. The Multiple Correspondence Analysis is approach to analyze the data. The results show that:

1. The factors influence the using of travel agency service for the package tour are the female tourists whose age are between 26 – 30 years, income between 2,501 – 7,500 USD/month, with bachelor degree education, resided in Africa, working in private company. And the opinion level which effecting their decision concerning company such as image, location and promotion are high, low and moderate respectively.
2. The factors influence the using of travel agency service for the ticket booking are the male tourists whose age are between 31 – 35 years, income between 1,001 – 2,500 USD/month, with certificate or diploma education, resided in Europe and North America and the opinion level which effecting their decision concerning company such as image, product and service, promotion and staff are moderate, price and location are low and high respectively.
3. The factors influence the using of travel agency service for the hotel booking are the male tourists whose age are between 31 – 35 years, income between 1,001 – 2,500 USD/month, with certificate or diploma education, resided in Europe and North America and the opinion level which effecting their decision concerning company such as image, promotion, product and service, price and staff are high.

Key Words: Multiple Correspondence Analysis, Travel agent, Tourist

JEL Code: C, M

Introduction

Tourism industry is a crucial aspect of Thailand's economy as it has created a large income for the country. For this reason, many other related businesses have been established, for example, hotel industry, catering industry, and many others. The entrepreneurs, therefore, have adopted many strategies to compete with each other. In consequence, Thailand has attracted a large number of tourists each year. This can be seen from the fact that Bangkok was awarded the World's Best Award by the

magazine Travel & Leisure in 2011 along with Florence and Rome. There are many factors that attract tourists to visit Thailand, for instance, the campaigns supporting tourism, new tourist destinations, the cost of travelling, which help motivate the tourists to visit the country.

Travel agents business has a very important role in supporting tourism of the country as it is the means to provide information for tourists such as transportations, restaurant, and tourist attractions. Especially for tourists who have never been to Thailand before, this business is the means to provide these tourists with reasonable tour packages. Also this agent could make travelling easier for those who have never travelled before. There are many travel agents companies in Bangkok for the tourists to choose from. These companies have various packages to accommodate all needs of the tourists.

Therefore, this research aimed to investigate the travel agent industry focusing on the criteria the tourists in Bangkok have used to choose the guided tour companies and the reasons they had in choosing those companies.

Objective

This research is focus on factors influencing decision making of foreign tourists in selecting services by travel agent in Bangkok.

Method and materials

We use the questionnaire as material in this study. The data were collected at Suvarnabhumi Airport, Thailand. The 333 sample were used to obtain with complete questionnaire. And Multiple Correspondence Analysis is used to analyze data.

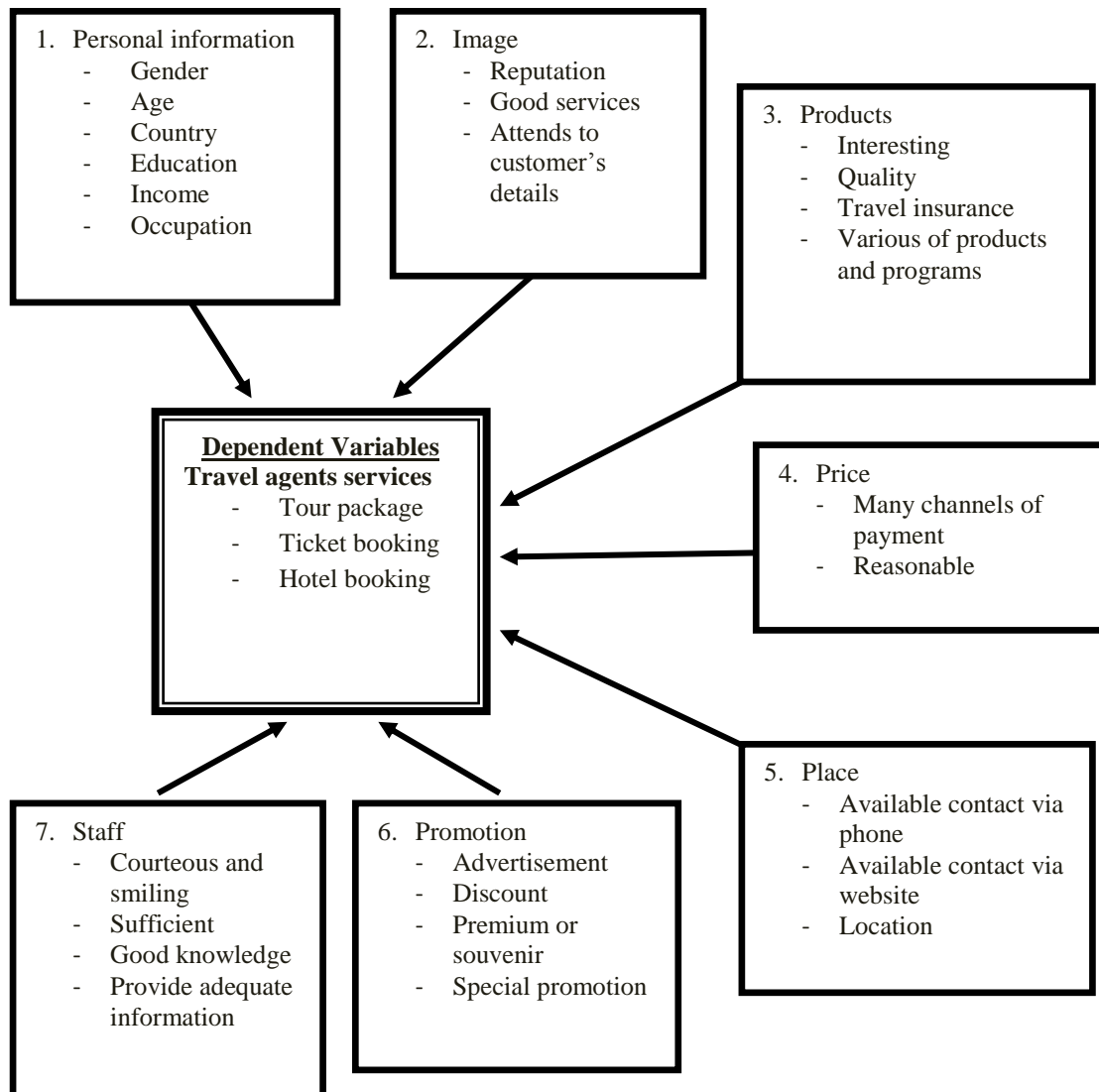
Correspondence analysis concept

Correspondence Analysis (CA) is a statistical visualization method for picturing the associations between the levels of a two-way contingency table. The only statistical concept to which CA is linked is the Pearson chi-square statistics, which is regularly computed for cross-tabulations, in order to assess the significance of the association between the two quantitative variables. CA usually use as the descriptive statistics but it is a good method to figure out the association between the variables especially the qualitative variables.

Multiple correspondence analysis

Multiple correspondence analysis (MCA) is a nonlinear multivariate analysis method extension of correspondence analysis to the joint analysis of multiway tables. MCA is introduced as a graphical technique that minimizes distances between connecting points in a graph plot. MCA is used to analyze a set of observations described by a set of nominal or ordinal variables and each variable comprises several levels.

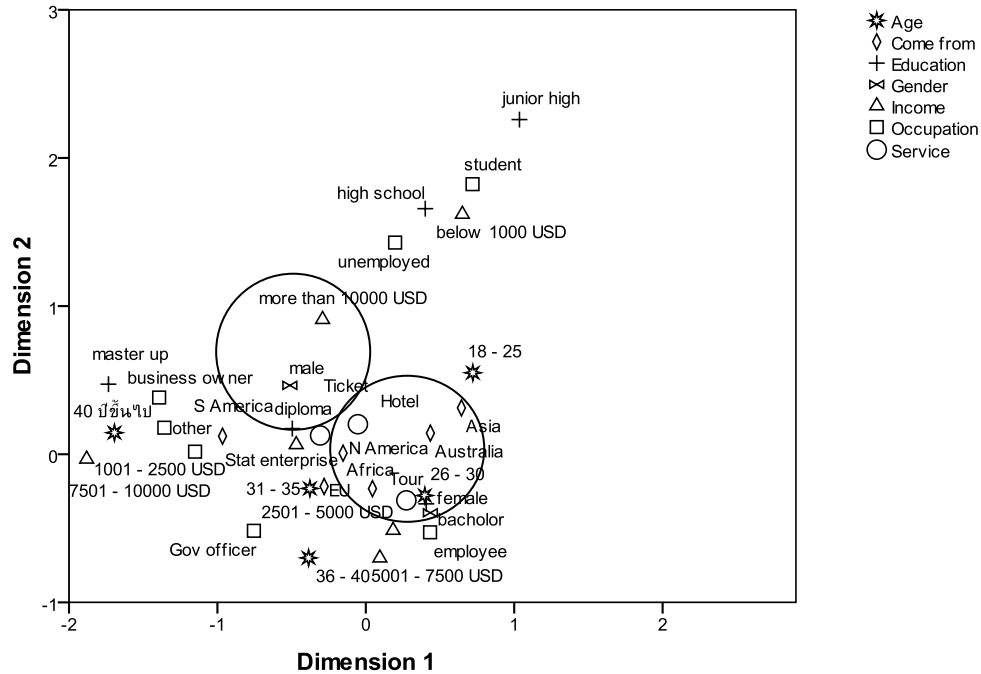
Conceptual framework



Results

From the analysis by using SPSS program, the results show that:

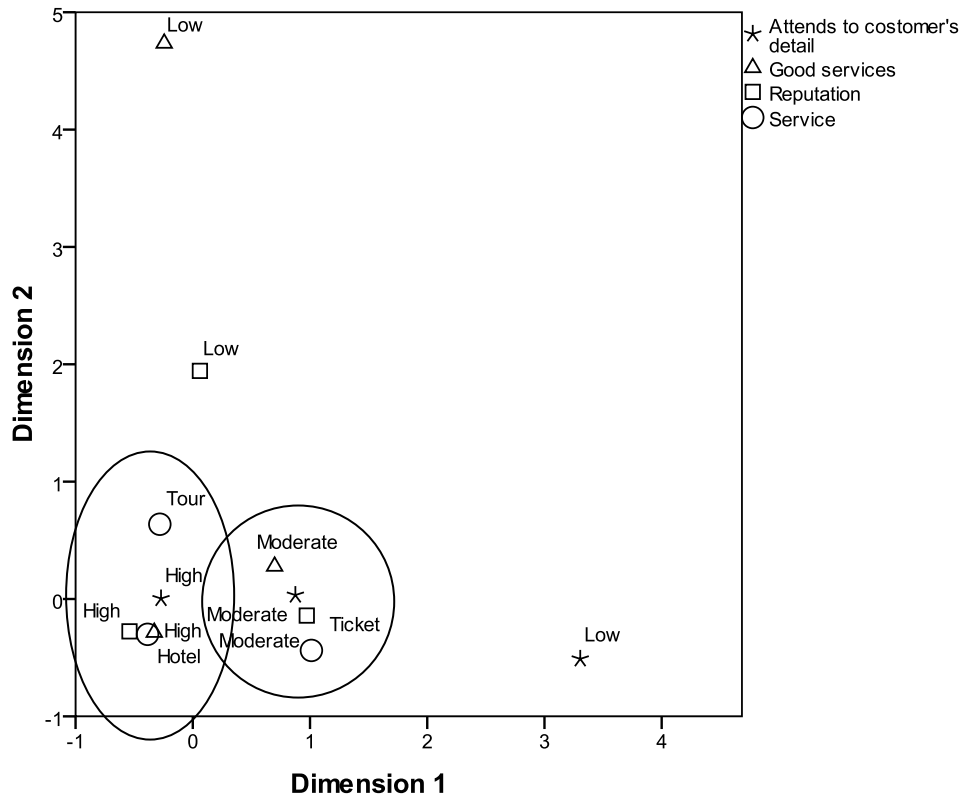
Fig. 1: The association plot between travel agent's services and personal information variables.



From Figure 1, we want to find the association between the travel agent's services: tour package, ticket and hotel booking and personal information: gender, age, education, occupation, income and resident. And we found that

1. The factors influence the using of travel agency service for the package tour are the female tourists whose age are between 26 – 30 years, income between 2,501 – 7,500 USD/month, with bachelor degree education, resided in Africa and working in private company.
2. The factors influence the using of travel agency service for the ticket and hotel booking are the male tourists whose age are between 31 – 35 years, income between 1,001 – 2,500 USD/month, with certificate or diploma education, resided in Europe and North America.

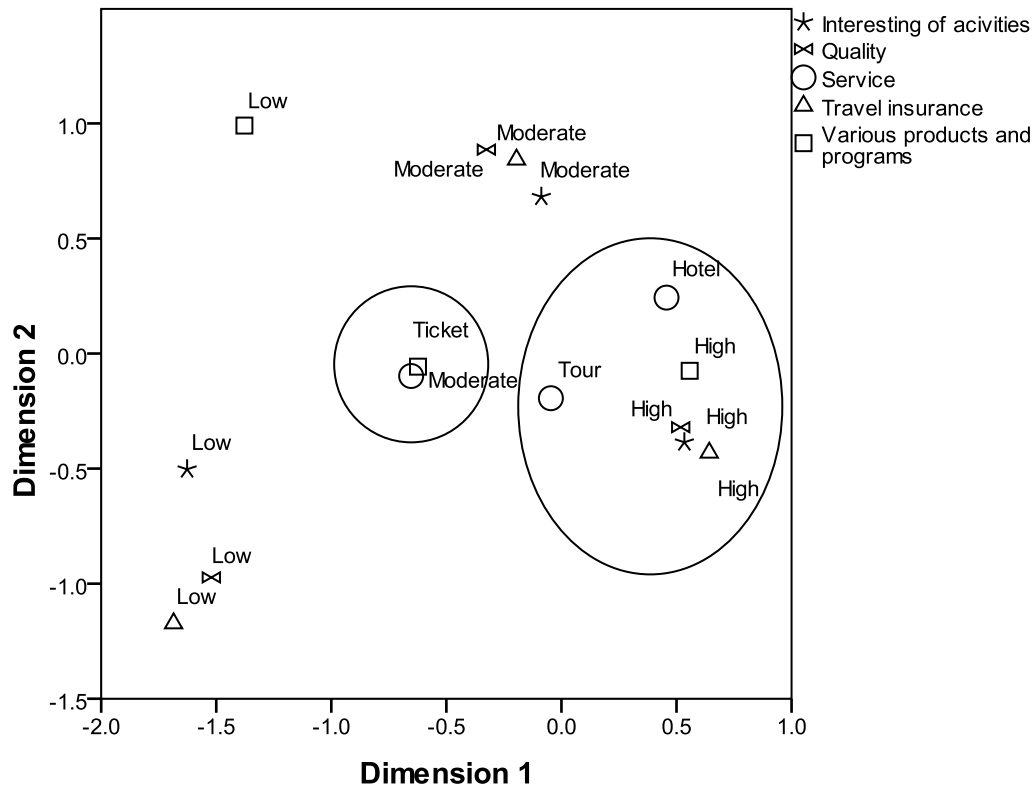
Fig. 2: The association plot between travel agent's services and company image variables.



From Figure 2, the association between the travel agent's service and the company image: attendance of customer's detail, convenient and friendly service and reputation show that

1. The factors influence the using of travel agency service for the tour package and hotel booking is the tourists who have the opinion level which effecting their decision concerning company for image are high.
2. The factors influence the using of travel agency service for the ticket booking are the tourists who have opinion level which effecting their decision concerning company for image are moderate.

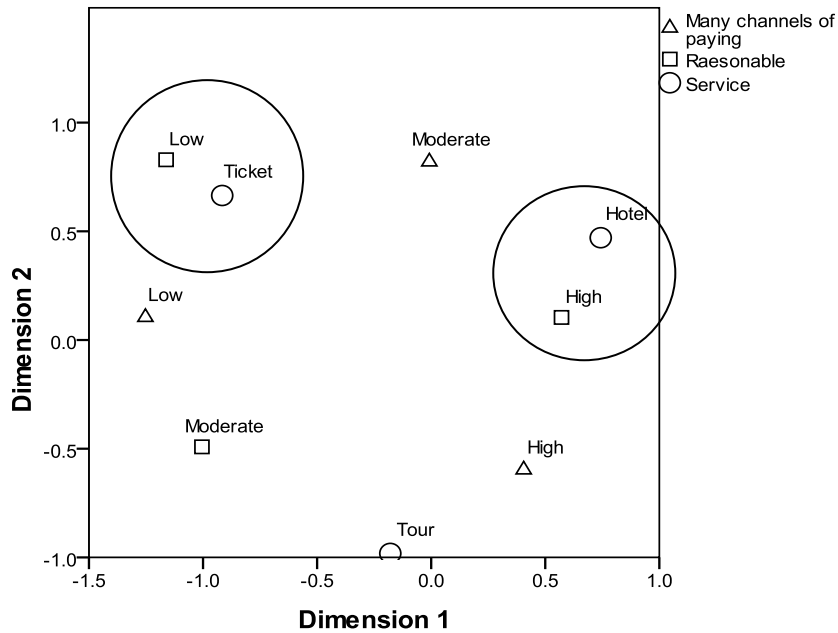
Fig. 3: The association plot between travel agent's services and company's product variables.



From Figure 3, the association between the travel agent's service and the company's product: the attractiveness of activities, quality, travel insurance and variety of products and programs show that

1. The factors influence the using of travel agency service for the tour package and hotel booking are the tourists who have the opinion level which effecting their decision concerning company for product are high.
2. The factors influences the using of travel agency service for the ticket booking are the tourists who have the opinion level which effecting their decision concerning company for variety of products and programs are moderate.

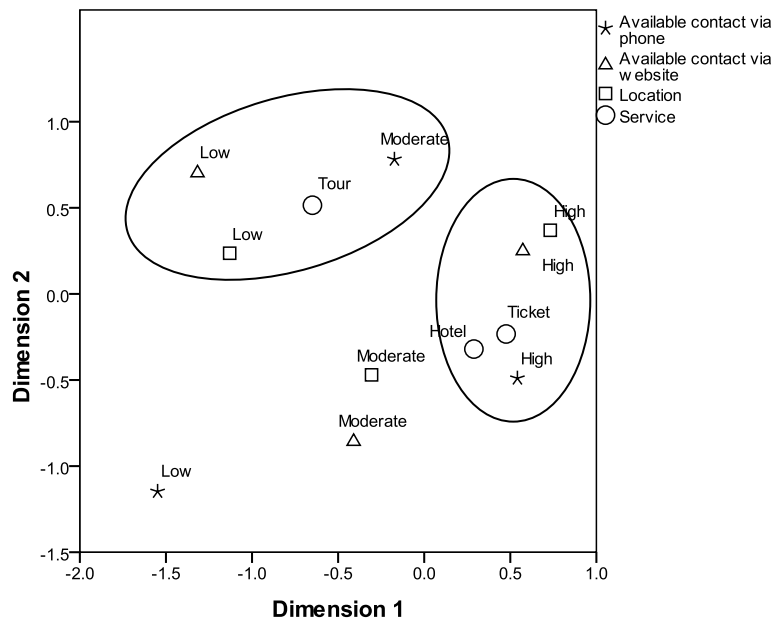
Fig. 4: The association plot between travel agent's services and price variables.



From Figure 4, the association between the travel agent's service and price: payment variety and reasonable show that

1. The factors influence the using of travel agency service for the ticket booking are the tourists who have the opinion level which effecting their decision concerning company for reasonable price are low.
2. The factors influences the using of travel agency service for the hotel booking are the tourists who have the opinion level which effecting their decision concerning company for reasonable price are high.

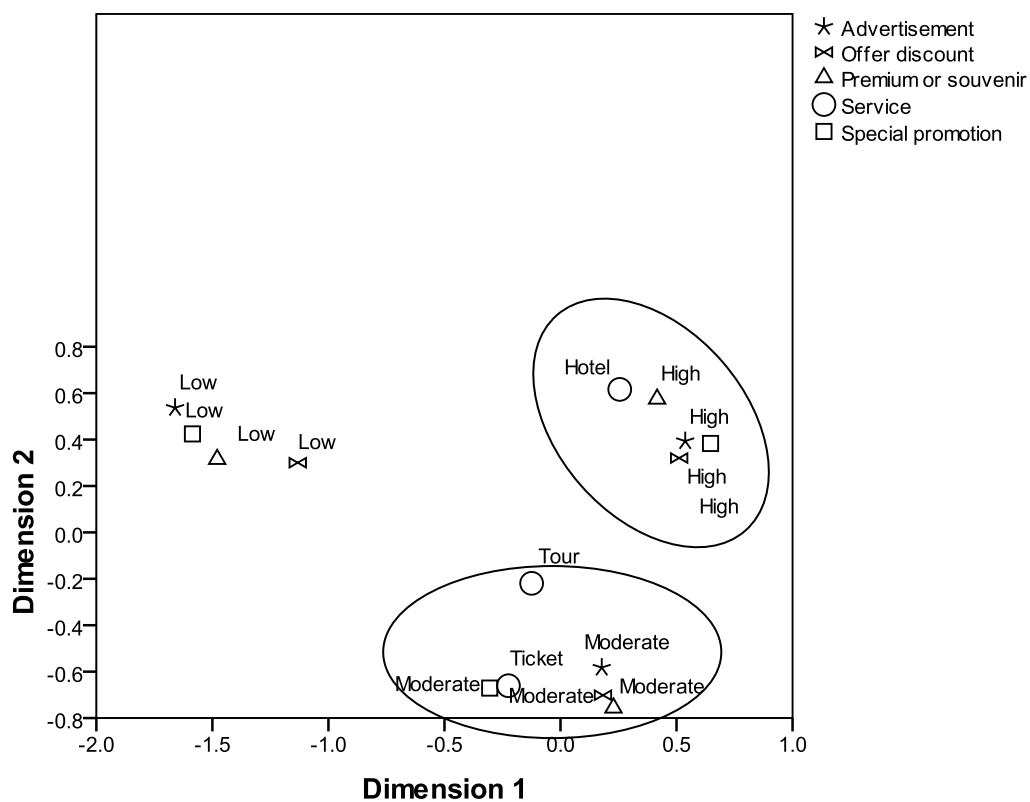
Fig. 5: The association plot between travel agent's services and place variables.



From Figure 5, the association between the travel agent's service and place: available contact via phone and website and location show that

1. The factors influence the using of travel agency service for tour package are the tourists who have the opinion level which effecting their decision concerning company for available contact via phone and location are low and for available contact via website are moderate.
2. The factors influences the using of travel agency service for the ticket and hotel booking are the tourists who have the opinion level which effecting their decision concerning company for the place variables are high.

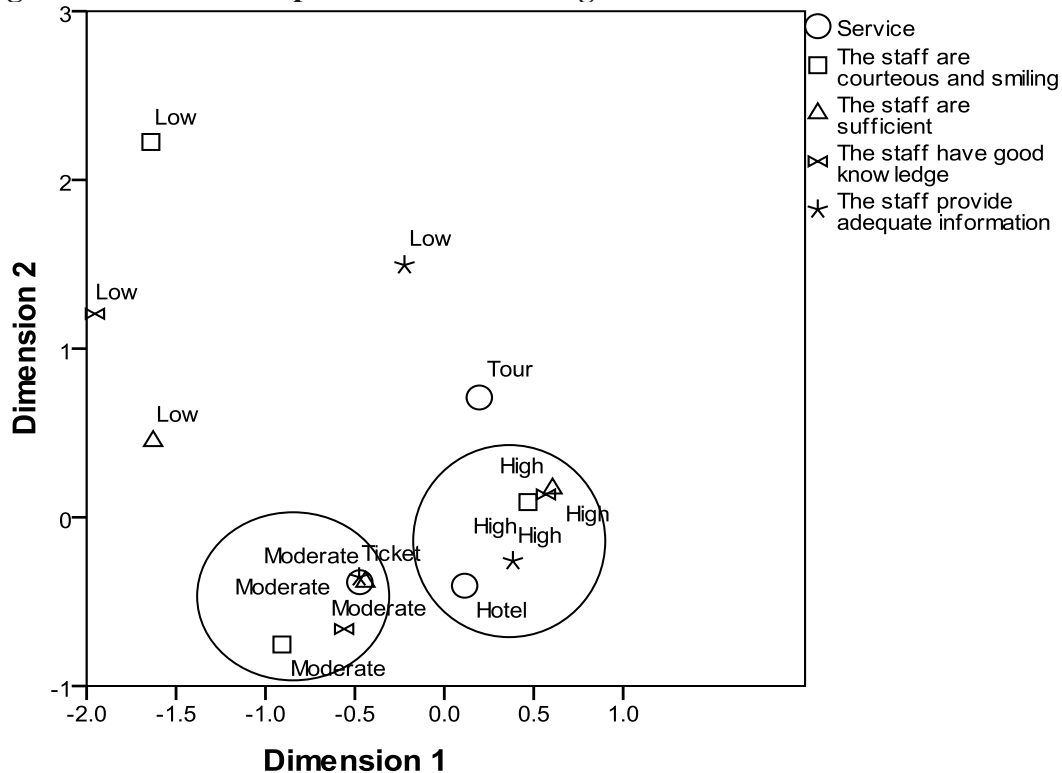
Fig. 6: The association plot between travel agent's services and promotion variables.



From Figure 6, the association between the travel agent's service and the company's promotion: advertisement, offer discount, premium or souvenir and special promotion show that

1. The factors influence the using of travel agency service for the tour package and ticket booking are the tourists who have the opinion level which effecting their decision concerning company for promotion variables are moderate.
2. The factors influences the using of travel agency service for the hotel booking are the tourists who have the opinion level which effecting their decision concerning company for promotion variables are high.

Fig. 7: The association plot between travel agent's services and staff variables.



From Figure7, the association between the travel agent's service and the company's service and staff variable: the staffs are courteous and smiling, sufficient, good knowledge and provide adequate information show that

1. The factors influence the using of travel agency service for the ticket booking are the tourists who have the opinion level which effecting their decision concerning company for services and staff variables are moderate.
2. The factors influences the using of travel agency service for the hotel booking are the tourists who have the opinion level which effecting their decision concerning company for services and staff variables are high.

CONCLUSIONS AND DISCUSSIONS

From 333 samples and analyze by using Multiple correspondence analysis, the results show that

1. The factors influence the using of travel agency service for the package tour are the female tourists whose age are between 26 – 30 years, income between 2,501 – 7,500 USD/month, with bachelor degree education, resided in Africa, working in private company. And the opinion level which effecting their decision concerning company for image and product are high, for contact via website and promotion are moderate and for available contact via phone and location are low
2. The factors influence the using of travel agency service for the ticket booking are the male tourists whose age are between 31 – 35 years, income between 1,001 – 2,500 USD/month, with certificate or diploma education,

resided in Europe and North America and the opinion level which effecting their decision concerning company for the place variables are high, for image, variety of products and programs, promotion and services and staff are moderate and for reasonable price are low

3. The factors influence the using of travel agency service for the hotel booking are the male tourists whose age are between 31 – 35 years, income between 1,001 – 2,500 USD/month, with certificate or diploma education, resided in Europe and North America and the opinion level which effecting their decision concerning company for image, product, reasonable price, place, promotion and services and staff are high.

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