

The food factor price impact at Suvarnabumi airport

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Abstract

Suvarnabhumi Airport is an airport located at Thepparat Road and Burapha Withi Expressway. In Nong Prue Subdistrict and Racha Thewa District, Bang Phli District, Samut Prakan Province. The government has designated Suvarnabhumi International Airport as the main airport of Thailand instead of Don Mueang Airport. And aiming to become an aviation hub in Asia. As well as focusing on improving the quality of the airport's service to be ranked as one of the 10 best quality airports in the world in 2010. Currently, Squadron Suthirawat Suwan Watt is the director of Suvarnabhumi Airport. When it comes to Airport We often think of floor 4 and floor 2 Departure Arrival Airport as well as the fact there are Tier 3. Which I am interested in why the restaurants outside or restaurant in the mall are cheaper than restaurant in the airport. Introduction

Keywords

“Airport”, “Floor”, “In”, “Restaurant”

Introduction

“Why the restaurant in the airport to more expensive restaurants outside. At this point you Pairin said is both cheap and expensive. Like the general International Airport .The complaints that shops won't sell water bottle 10), focusing on selling only mineral water bottle 40 baht. At this point you.Pairin said is not true. The price of drinks sold in convenience stores, such as 7 - eleven or familymart, That is sold from RA. The bottle is 7 baht after through immigration formalities (immigration), the airport has provided the fountain drink and hot and cold running take. Their passengers in the area near the exit door (Gate) before the plane without charge, but if the passengers want to drink a soda or Snacks, can be to press at vending machines. The soda is close to the convenient stores.

Issue 2 shop, food and beverage comply with the terms of the contract or not Mr Pailin said. How to determine the price of food and beverages sold in restaurants, brand name that is easy to airport officials. Had to go to the menu (menu) of the brand-name restaurants in the airport compared to food items sold in leading department stores in Bangkok. It is advised that sell the more expensive restaurants in the city, more than 25% or not this point I had ordered. Committee was formed to monitor the prices of food in airports compared to restaurants in the city, according to the terms of the contract or not. To prepare a survey report, food prices and the satisfaction of customers every month. Prices of food, drinking water is an expensive pair of airports across the country. It is increasingly common for consumers who have to bear an unnecessary burden for so long. Both agencies are responsible for food price controls whether the Central Committee that the price of goods and services. Office of Consumer Protection and Department of Internal Trade But this problem can not be solved. Turns out pending issues that consumers had to endure Heat the Ombudsman as "Big oud". Gen. Rchta scholar Rananand be shot into space exploration for its own "Big oud", said the area was. Food prices affect the public interest. The mouth of the people who use the airport. The inspectors have the authority to put forward for consideration."From the survey showed that food prices are relatively higher than the 85-200 percent compared to the normal price sold in department stores such as rice duck rice, chicken curry and rice at 150-200 baht per dish. the price is too high. If food 2 people have money in their pockets than 500 baht.

Research Methodology

Objective

- To know how to fix the problem
- To find a way to find cheap restaurants
- To know where to prepare before boarding

1.The main demand and supply and Complex shipping process

Airports around the world are in a high security zone, which means that most of the passengers may not be able to store food easily. This means demand for food and drink, it's even higher. If the airport is an airport with the volume of passengers crowded the airport, it could not meet the needs of passengers. And Delivery process complex. The delivery from the warehouse to stores in the airport during rush hour is difficult and time constraints. The goods to be imported for resale in the airport must pass a strict inspection measures. Of course, these costs are included in the price higher.

The research methodology is specific to a qualitative method. Questions that asking.

1. Why restaurant in the airport to more expensive restaurants outside?
2. Why do passengers have to eat in restaurants rather expensive?

1.1 First question, The first thing that travelers arrive at the airport check-in counter is that it is not allowed to go out, find out what outside. Traveller, there is no alternative to relying on the shop in the airport is expensive.

2.1 Last question, Example from bonchon restaurant in Suvarnabhumi Airport



2.1 And Bonchon restaurant in The mall

PICK A PART AND SIZE				
				
	BONCHON WINGS Bonchon Wings	BONCHON DRUMSTICKS Bonchon Drumsticks	BONELESS BREASTS OR THIGHS Bonchon Boneless Breasts or Thighs	BONCHON COMBO Bonchon Combo
S 150.-	6 pcs. 6 ฿	3 pcs. 3 ฿	6 pcs. 6 ฿	1 drum 4 wings ดรัม 4 อก 4
M 230.-	10 pcs. 10 ฿	5 pcs. 5 ฿	10 pcs. 10 ฿	2 drums 6 wings ดรัม 2 อก 6
L 380.-	18 pcs. 18 ฿	9 pcs. 9 ฿	18 pcs. 18 ฿	4 drums 18 wings ดรัม 4 อก 18

CHOOSE A FLAVOR		
SOY GARLIC ซอสกระเทียม	HOT ฮอต	MIX (available for M and L only) ดรัม ซอสพิเศษ M and L only

SELECT A SIDE (PICK 2 FOR SIZE L)			
COLESLAW คอสสลัด	KIMCHI COLESLAW คอสสลัดกิมจิ	JAPANESE RICE ข้าวญี่ปุ่น	STICKY RICE ข้าวเหนียว

ADDITIONAL SIDES			
PICKLED RADISH ผักดอง	40.-	COLESLAW คอสสลัด	40.-
JAPANESE RICE ข้าวญี่ปุ่น	35.-	KIMCHI กิมจิ	55.-
STICKY RICE ข้าวเหนียว	35.-	CLEAR MUSHROOM SOUP ซุปเห็ด	40.-

You can see that the price is quite different from the Bon Chon Chicken. Set in a 199 baht Suvarnabhumi Bon Chon Chicken, but in a small package store price is 150 baht. The main problem at the airport, more expensive than outside shops because. Affordable rents The open retail stores in the airport area. Comes with affordable rents. The operating costs of the airport is high. As a result, rents, retailers are costly as well. So what makes a restaurant in the airport is definitely survive. Price increases rather than outside restaurants. Prices are higher on many factors. Not only rents .The pricing within the airport. Must not exceed 10-15 percent of the auction price of the rental. This is the normal process. It must have cost many employees have both the training, the safety of the airport. Language in service with To be working at the airport.

"We bow to the government policy to assist people. But the price reduction down to 50 baht per dish would be impossible menu. Some menus may have Or as an alternative to food prices for consumers. We still need to talk to the operators to cooperate. We have a food court. Cheap parking area, 7th floor, but people still do not know. After this, navigate to label clearly. As an alternative to the consumer.

"While the public service users Complaining that this issue Food prices expensive, it is a problem for a long time. As long as we think is typical of the airport. Sometimes we wonder why the government does not help people. But we do not. If we have to come up files from 8 o'clock in the morning, we had to come waktag airport. It is essential that we have to pay for food at higher prices than usual. That we have no choice. That means that the restaurants in these airports are open an average of 16-18 hours per day. Therefore, these restaurants will have higher labor costs and other restaurants outside the airport, it would be that expensive to extract, as a matter of feeling. It is important to control the destination according to the contract price. The price must be higher than 25% of sales in department stores, frankly, because if I was

or not. Standard of Thailand could be another one. But if a person is traveling abroad, so let's say to the United States. If you eat hot cooked. Do not use a microwave The price will be about 7 billion US dollars, so the price of food hot and the airport, we were in the 2 US dollars, so I think it is possible. The convenience store is a choice. Offering travelers who want to spend the budget. The price of food in the airport. There are people in social media that really at this price since 2553, or 8-9 years ago.

Conclusion

These are only the basic factors why prices of goods sold in the airport, so it is more expensive than the market. For the airport in Thailand, the top of the Airports of Thailand, which is the agency responsible for this direct measures to help passengers with requests for cooperation from operators to distribute food to add carte or set menu price. At least one item must include a price tag on every item sold. In addition, AOT. Has provided free drinking water dispenser. The shops in the welfare budget to the airport of choice for passengers. To solve the problem to passengers who need to travel frequently, and to have benefits for passengers and are expensive because they must take into account the quality and quantity of restaurants, because if these impairments will result in airlines, passengers must continue the storyline may be damaged. Because if the diarrhoea. The airline will be sued and be responsible for all. And these restaurants open late at night. Not open like restaurants and nice storyline must hire-hire at a price higher than the restaurant outside because employees need to speak up to three languages and can get the mood of foreigners because foreigners are mainly Chinese people would rather have an issue lot. We must ask ourselves whether the restaurants in the international airport should be? The answer is to have diversity because countries are Thailand's delicious food. We wanted to show that visitors see the diversity in both quality and quantity. Here is the source of the dietary management of suvarnabhumi airport, the airport food is cheap or expensive, so. Should consumers choose certain people want to eat leisurely, then there are others. Some people want affordable restaurant and services themselves. Here is a concept of operations to suvarnabhumi and Don Muang restaurants. It has also delegated to the airports of Thailand public company limited (), or AOT acceleration public relations for tourists to know the country's airport, Thailand has a variety of restaurants, the choice of services. And receive by Minister of Tourism and Sports, said the Ministry of Tourism's help is. PR tourists know Food prices are at the point where the airport. What is the price structure and some menus According to an informed decision. The Ministry of Tourism has not owned locations. The mission of the Ministry of Tourism has therefore been the subject of a proposition from the service told. The explanation from the carrier to say again that the way to deal with

this matter does.

At the meeting, the Mr. Arkom Termpittayapaisith Minister of Transport said that the AOT. It should serve as a set. It's not just that the business is located. If a question is not straight. The remaining details will follow not only this. The Minister of Transport also wanted a spot for children to play in the airport. Or a variety of activities for tourists who come to the airport in the morning. Or a control tower that has not already been used to open a restaurant for tourists.

Discussion and Recommendation

From the study of why restaurants in suvarnabhumi to more expensive restaurants outside private thought it reasonable alternative transport which must pass what many nooks is a very difficult one to come clean and they have a serious process, thus making the prices restaurants in suvarnabhumi so expensive it's not wrong because they would rather take into consideration consumers is very much against dining outside, because they no longer want what many times through the airport because the airport restaurants need to have prudence overboard to feed passengers who must travel per.

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