

## **The image of Suvarnabhumi airport**

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### **Abstract**

At present, many people often choose to use to travel by the aircraft. Because travel by air is convenient and fast. It's Suitable for people who travel long distances to save their time. So one thing important as same as aircraft, It's the airport because It's a place for passenger rest before travel.

Suvarnabhumi Airport is Bangkok's new international airport, built to replace The crowded Don Mueang Airport , with the goal of requiring this airport to be the transportation hub of Asia With modern, beautiful and convenient to travel into the city At present, Suvarnabhumi Airport has become the main airport of Thailand.

The purpose of this research was to study the Facilities of Suvarnabhumi airport by bring all of reviews who have been to Suvarnabhumi airport for improve and develop this airport by focusing on the complaint review and bad comments from last year. For instance Terminal Seating, Terminal Cleanliness and all of accommodation in airport. In additional to find out what passenger satisfaction in Suvarnabhumi airport for analyzing.

Keywords:

“Suvarnabhumi Airport”, “Aircraft”, “Passenger ”.

### **Introduction**

Nowadays, the airport has been greatly developed. To provide comfort to passengers and to efficiently transport goods, it can be said that the airport in every country is considered a necessary infrastructure for a city with more than 500,000 people and many cities have airports that support more than 1 airport, which modern concepts in every country are aimed at developing airports. Is a combination of convenience for humans while traveling which includes eating, sleeping, entertainment and recreation / sports at the same time. Thus I choose one of the largest airport in Thailand which is Suvarnabhumi airport.

Suvarnabhumi name Means "Golden Land" is the name given by King Bhumibol Adulyadej Boromart Bophit. It currently has only one passenger terminal with a height of 9 floors and has been recorded as the largest passenger terminal in the world. The building is divided into domestic passenger zones on the left side of the building. (Check-in counters 1-5) and use the aircraft building A and B, the rest are international passenger zones.

Suvarnabhumi Airport is the main airline base for 2 airlines, including Thai Airways and Bangkok Airways. It is also the location of the Star Alliance partner airlines. Flying to serve more than 100 international and domestic flights covering Asia, Australia and Europe.

## **Research methodology**

### **Objective**

- 1) To study the Facilities of Suvarnabhumi airport.

From the study about the Facilities of Suvarnabhumi airport found what is the Facilities of Suvarnabhumi airport. There are many factor that Administrator want it to become Airport of Smiles.

To study Facilities of Suvarnabhumi airport from the research indicated Suvarnabhumi airport need to improve services in every aspect, for become the best airport in the world and top 10 by follow Strategy "Airport of Smiles". Also there are many factor for instant Security, Facilities, Service, Capacity and Design.

- 1.1 Security: They use new security, it is Centralized Screening System for increase the ability of security and Change the wheelchair model to be light weight more conveniently, change the direction signs for passengers to see clearly and add to 3 languages.

#### 1.2 Facilities:

- 130 passport control checkpoints for arrivals, 72 for departures.
- 26 customs control checkpoints for arrivals, 8 for departures.
- 22 baggage conveyor belts.
- 360 check-in counters. There are 100 additional counters for passengers without luggage.
- 107 moving walkways.
- 102 elevators.
- 83 escalators.

1.3 Capacity: The airport has 2 parallel runways (60 m. wide, 4,000 m. and 3700 m. long) and 2 parallel taxiways to accommodate simultaneous departures and arrivals. It has a total of 120 parking bays (51 with contact gates and 69 remote gates) and 5 of these are capable of accommodating the Airbus A380 aircraft. With a capacity of handling 76 flight operations per hour, both international and domestic flights will share the airport terminal but will be assigned to different parts of the concourse. In the initial phase of construction, it will be capable of handling 45 million passengers and 3 million tonnes of cargo per year. Between the airport hotel and the terminal building are the two 5-storey car park buildings with a combined capacity of 5,000 cars.

1.4 Design: *“Petch Yod Mongkut”, the gateway to Siam Country, an airport with a rich architectural value and full of unique Thai identity”.*

1.5 Service: For passengers' convenience, the new airport offers services and facilities such as the 600-room hotel (Novotel Suvarnabhumi Airport Hotel) covering initially 120,000 square meters, 2 car parking buildings of 22,550 square meters housing parking areas, vehicle maintenance office, car rental center, service area, washing service and other facilities with a beginning capability of 5,000 cars. In addition, an underground station is planned for public transportation.

2) To find what passenger satisfaction in Suvarnabhumi airport.

From the review who have been to Suvarnabhumi airport found that there are many factor that passenger satisfaction about Suvarnabhumi airport from SKYTRAX or other website.

Many passengers who have been to Suvarnabhumi airport, passengers were not satisfied much with the Suvarnabhumi Airport's service. Also Mainly passenger need to improved facilities or Service in the airport for instant Smoking area, Wi-Fi, Navigation inside the terminal, Walking distance, Check-in and Staff.

- 2.1 Smoking area: No smoking room or designed smoking area inside waiting flight area for smoker. This is a international airport and cigarettes are not a banned product.
- 2.2 Wi-Fi: The airport should offer free Wi-Fi service or free for some specific amount of time.
- 2.3 Navigation inside the terminal: They should provide customer service assistance to help passengers inside the terminal for both landside and airside areas.
- 2.4 Walking distance: Bangkok Suvarnabhumi Airport is very big and there is a lot of walking to passport control. So it make passenger spend a lot of time.
- 2.5 Check-in: They don't use technology for self-service check-in for passengers with no bags and/or with bags to drop off at the check-in counter.
- 2.6 Staff: The efficiency of staff. Too few security and custom staff wait time way too long. Process needs to be speeded up because it may be make passengers delay.

## **Conclusion**

Image of Suvarnabhumi airport is one of the coolest transport hubs in the world. The facilities are excellent and a unique design it is one of the most Instagrammed places in the world, but the satisfaction of passengers were not satisfied much with the Suvarnabhumi Airport's service attributes. Furthermore, passengers desired serious improvement for: Internet access/Wi-Fi, ease of navigation inside the terminal, walking distance inside the terminal, the efficiency of check-in staff, and waiting time at passport control. This means the service attributes were important to the passenger, but the airport performance was not adequate.

## **Discussion and Recommendation**

Suvarnabhumi Airport's management team should examine the process details of all attributes, especially the service attributes that passengers suggest need urgent improvement. The airport should offer free Wi-Fi service or free for some specific amount of time. They should check availability and legibility of signs as well as provide customer service assistance to help passengers inside the terminal for both landside and airside areas. In the meantime, the automatic passenger movement system should be implemented to link between each concourse. In regards to check-in, there should be technology for self-service check-in for passengers with no bags and/or with bags to drop off at the check-in counter. This way passengers can check-in from home or use a mobile phone as a boarding pass. In accordance with this suggestion, the airport must provide a barcode reader machine in order to facilitate the self-service check-in system.

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