

## **The Review of Chiang Mai Airport**

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### **Abstract**

Chiang Mai is a major gateway to Northern Thailand that is becoming an increasingly popular tourist destination and its international airport welcomes over 2 million visitors per year, receiving 130 flights a week from Bangkok as well as Singapore, China, Taiwan, Myanmar, and Laos. The airport has a full range of facilities to offer to its visitors. The purpose for research this topic is in order to bring all of the reviews from a passenger in every aspect to improve and develop this airport by focusing on the complaint review and bad comments from last year. For instance Terminal Seating, Terminal Cleanliness, Queuing Times. In additional to find out what passenger satisfaction in Chiang Mai airport for analyzing in the research. The data were gained from the passenger reviews base on Skytrax. As a result, these things can make this study and research to become one of the announcers for promoting the Chiang Mai airport reputation and so on.

*Keywords:* Airport, Review, Passenger.

### **Introduction**

Airport plays a key role in air transport. it has a big impact on the development of economics in a country. Freight passengers and cargo to any part of the world and it allows aircraft to land and take off. An airport has to have a proper infrastructure, which consists of runways, taxiways, apron, terminal for arrival and departure of passengers, terminal for freight and ground interchange. It should have a wide range of facilities; lounge for passengers, shops and a food court. One of the airport that I chose to do research is Chiang Mai airport. As a person who wants to represent about Thai people feeling of the Chiang Mai airport that we might think it good enough but in the other hand for the foreigner passenger they might think in a different way from Thai people in some reason. Because foreigner passengers have a lot of different point of view or attitude from Thai people such as eating behavior and anything else.

## Research Methodology

### Objective

- To review customer's satisfaction at Chiang Mai airport

1. Negative : From my case study, the review about the customer satisfaction of Chiang Mai airport found that there are many factors and their perspective that passenger viewed about Chiang Mai airport. Most of customer review and critic they are quite thinking in the same way which is the space, facilities, and food in the airport are not enough for them for instance in this case, I would like to bring some comments which I think might be one of the most benefit reviews from a passenger, he said “Airport very crowded, sometimes not enough seats and seats were uncomfortable, lack of facilities and not enough space for all the people” And also the staff insufficient problem as well. Not only from reviews of passenger at the website but also I pick one of the comments from an acquaintance that were used to be there before. He said “The service about transportation is so bad because the place to wait for a bus is not certainly and another bad thing is the decoration for this place is very old, they don’t modernize it also the equipment inside the terminal as well” So, my own view on the matter is if this place can renovate the whole new image of airport to be more modern this will be a new way to make income in the future I think. As a result, These reasons will become a big impact for Chiang Mai airport to improve their infrastructure and increase their airport staff to taking care of passenger in the future.
2. Positive : According to research, Many passengers who have been to Chiang Mai airport. They were satisfied with queuing times and terminal cleanliness too. For example, these are some passengers said “queueing times minimal, No queues at check-in and outbound passport processing very quick” Moreover, most of the passengers were given 5 stars review of terminal cleanliness to Chiang Mai airport which means this airport can look after their cleaning staff to sustain the cleanliness in the terminal as well. Therefore, all of these reasons can bring a Chiang Mai airport to be one of the Cleanest airports in the northern part of Thailand. In the other hand, even the airport is small but they also have a good thing like this passenger said “Chiang Mai airport is small but manageable and easy to use” and the other one said “small but user friendly airport” which means many people think that this airport can be able to serve almost everyone and coverage of all ages from kids to old people. Furthermore, I was also asking from the acquaintance that was used to be there before, He said “Even though the airport staff is not enough to taking care passenger but the staff that I face it, they’re very polite and also the other thing that I really like is staff also spoke the traditional northern language that’s very impressive for me” So I found that the language can be a thing which can create a first impression for stranger as well.

## **Conclusion**

Passengers were not satisfied much with the Chiang Mai Airport such as the basic facilities, space and the amount of the staff which not enough to take care of the passenger when they need. Meanwhile, some of many passengers were satisfied with queuing times and terminal cleanliness as well. In conclusion, even the space of Chiang Mai airport is small but that also means the cleaning staffs are able to make it all clean and also the airport is manageable and easy to use for everyone. Not only from website review but also from an acquaintance that being said about the renovation of the interior of Chiang Mai airport because it seems old and the equipment that they're using is very fall behind. In my opinion, if they want to gain more income from the airport, they have to renovate every perspective inside the airport and buy more new equipment to facilitate a passenger in everywhere inside the airport. Therefore something has to improve but something has to keep and maintain the good quality too.

## **Discussion and Recommendation**

From my point of view, Chiang Mai Airport's management team should check all the airport tools and equipment and buy all new of them for a good capability and modernize the interior of the airport for a better image and so on. In addition, even the staff are well trained already but they have to hire more airport staff to cover all of the airport areas. And another suggestion from me is they have to build a proper bus stop in front of the airport to prevent the uncertainty of the bus that they've never stopped in the same position every time. Lastly, Chiang Mai airport can be the best hub of the northern part of Thailand if we know the point for improvement and fix it correctly.

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