

Motivation and Needs' of International Tourist towards Selecting Hostels at inner Bangkok (Rattanakosin area)

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Abstract

The purpose of this research is to study motivation of hostel entrepreneur to start up in hostel business, to study the motivation and the needs of international tourist on hostel in current situation towards selecting hostels at inner Bangkok area (Rattanakosin area).

Qualitative and quantitative were used, qualitative used to interview hostel owner and quantitative used for studying motivation and the needs of international tourist.

The result of this research has found that international tourists at inner Rattanakosin area mostly are male, 26 to 35 years old, travelled with friends, and these are their first time to visited Bangkok.

The result of questionnaire has found that mostly when international tourists choose hostel they will choose from safety, facilities, location, reviews and another two factors that is staff and price.

The sample of motivation of Hostel entrepreneur to starts up in hostel business because they want to manage their building to make their income, now a day hostel business is growth rapidly Thailand is top 5 hostel market leaders in Southeast Asia.

The customer target group are European, service is the most important of hostel, friendly environment, informative, communicative, and responsive staff.

Keywords: Hostel entrepreneur, Motivation, and International tourist

Introduction

Hostels is a type one of accommodation have been developed many years ago Now a day it become extremely popular in Thailand, especially group of young people and tourists travel on budget.

A hostel is a form of accommodation for travelers, backpackers and tourists that houses shares a room, living room, bathrooms, common rooms or kitchen and Some hostel they have private zone such as ladies zone Hostels are accommodation that low-price, good location, social interaction, and meet new friend.

In this research, the author would like to study current situation motivation of entrepreneur, motivation and need of international tourists toward to selecting hostel in inner Rattanakosin Area, Bangkok, Thailand a heart of Bangkok's main historical attractions, the author would like this research to be benefit for who want to start up in hostel business that growth rapidly and bring my research to adaptable marketing for another hostel owner.

Objective

1.To study motivation of international tourist in current situation towards selecting hostel at inner Bangkok area (Rattanakosin Area)

2.To study need of international tourist toward hostel in current situation towards selecting hostel in inner area of Bangkok (Rattanakosin Area)

Literature Review

A.Demand Hostel in Riga

To study about theory of demand, history and statistics in hostel business, make a survey for guests of Riga hostels, According to research, qualitative and quantitative methods were used . She has interview owner and E-mail interview.

The result of quantitative, there were no people older than 50 years old Most of them is solo travelers, traveling with friends, tour group and couples. The important criteria are Location, Safety and Price. Less important is Cleanliness, Good reviews, Ambience and local flavor, and Variety of facilities.

The interviews were conducted via email with managers and receptionists of five hostels in Riga.

The interview result was about the busiest part of the year for hostels. Most of the interviewees mentioned big holidays as popular time. Hostel's customers are solo travelers, couples, groups and even families with kids.

Typical requests and customer's needs, as most of the hostels are located in the Old Town and city center, customers complain about street noises and loud neighbors.

B. Impact of budget hotels towards tourism industry

The main aim of this paper is to examine the economic impacts of budget hotels in the tourism sector of Sarawak. The study was used both quantitative and qualitative methodology.

The main aim of this study focused on the impacts of budget hotels, to examine the employment generation potential of the budget hotels and to examine the customer satisfaction towards the budget hotels.

The international tourists are mostly from Singapore, Japan, UK, and Germany. Based on gender, a higher percent of male tourists visits Sarawak, compared to female tourists.

This research has found that most of visitors are choose the budget hotel from price, food and beverage, culture and heritage, accommodation, location and accessibility, service quality, safety, climate and natural attraction, infrastructure and transportation

C. Foreign Tourists' Satisfaction towards Selecting the Accommodation Service (Hostel) in Bangkok

This research have objective to study satisfaction level in factor of satisfaction in service, price, hostel staff, service process, and physical characteristic of foreign tourists' that stay in 3 hostels located in Sukhumvit, Bangkok.

The result has found mostly are single male, 20-29 years old, student who came from the Europe college or university from 60 of samples the most important criteria are physical characteristics, the service of hostel staff, the service process, the satisfaction in price, and the satisfaction in service and accommodation.

Methodology

Data collection

During this research the qualitative and quantitative were used, the interviews were conducted with hostel's owner and questionnaire were used to collected data of international tourist towards selecting hostel in inner Bangkok area (Rattanakosin area).

Qualitative, author have contact with hostel's owner to make appointment for interview and go to hostel to collect the data of 5 hostel.

Quantitative collect the data by the questionnaire of international tourists about 50 people.

Data analysis

Author use mix method, qualitative and quantitative by interview and questionnaire.

The questionnaire uses important criteria, 5 is the most important, 4 is very important, 3 is important, 2 is not important and 1 is the least important.

The interview has 3 part as following

Part 1, question is about the motivation to start up in hostel business and their goal in hostel business.

Part 2 is about how the hostels' owner operating their business, and their method to increase lifeline of their business.

Part 3, to study the guest complaint and improve their service quality to maintain their standard.

Result

Questionnaire was created with aimed to study current situation of international tourist's need and motivation to selecting hostel, the questionnaire contains the general question and the important criteria.

From data analysis obtained from questionnaires of international tourist 50 samples.

Male are 27 peoples, Female are 23 peoples, 18-25 years old are 21 peoples , 26-35 years old are 28 peoples, and 36-65 years old is 1 people.

Travelled with friends are 28 peoples, travelled with family are 19 peoples, couples are 3 peoples, and first time to visited Bangkok are 42 peoples and 2-3 times are 8 peoples.

Important Criteria	\bar{x}	S.D.
1.Safety	3.78	2.64
2.Facility	3.67	1.10
3.Location	3.38	2.60
4.Reviews	3.27	1.10

5. Staff	3.21	1.22
6. Price	2.66	1.01

This table have aimed to analyze the important motivation of international tourist toward select the hostel.

Following the table are the important factor when international tourist selecting the hostel, Safety is the most important of international tourist that have 3.78 of mean.

Facility is the facility that hostel have for guest such as towels, free wi-fi or dryer hair a general facility, all having mean as 3.67 of mean.

Location is about hostel located on city center, tourist attraction, near the convenience store, quiet surrounding, or transportation, all having mean as 3.38.

Reviews can effect to image of hostel now a day reviews is very important factor for guest to select the hostel, all having mean as 3.27.

Staff is also the important factor staff can make the environment to guest for hostel should be friendly environment staff should communicated with guest with informative, responsive and communicative, all having mean as 3.21.

In the final factor, price is not important for international tourist who selected the hostel, all having mean as 2.66.

Important Criteria	\bar{x}	S.D.
1. Airport shuttle bus	4.34	1.255
2. Quality of room	4.08	1.87
3. Friendly staff	3.96	1.255
4. Tourist attraction	3.74	1.06
5. High rating for safe, and service	3.58	1.126
6. Price include breakfast	2.98	1.05

This table have aimed to analyze the needs of international tourist toward selecting hostel.

From table the needs of international tourist are airport shuttle bus to make guest more comfortable, all having 4.34 of mean.

Quality of room having 4.08 of mean on second ranking that mean quality of room is important need of international tourist.

Friendly staff is one of signature of hostel, friendly environment, informative staff, communicative and staff is one of important factor for international tourist to select the hostel, all having mean as 3.96.

Tourist attraction, Rattanakosin area is city center close to the historical attraction and it will be the important factor for international tourist, all having mean as 3.74.

High rating for safe, and service in the online website is one of the important things to select the hostel if the hostel have high ranking of review it will be the image of the hostel because international tourist selecting the hostel on website online, all having mean as 3.58.

Price include breakfast will be better for the international tourist on the morning before leaving beginning their journal, all having mean as 2.98.

Qualitative, Part 1, the hostel entrepreneur start up in hostel business because in the old day another country like Europe country very popular on hostel business the Thai hostel entrepreneur try to start up hostel business in Thailand and now a day it is growth rapidly especially at inner Bangkok area.

Part 2 is Service mind is a heart of this business because the signature of hostel is friendly environment to make guest feel very relax and be responsive, informative and communicative.

Part 3, The problem of hostel in Rattanakosin area is noise surrounding because it always have car drive passed the hostel so the staff communicate or announce that the hostel have this kind of problem that they cannot fix.

Conclusion

The purpose of this research is to study motivation of hostel entrepreneur to start up in hostel business, to study the motivation and the needs of international tourist on hostel in current situation towards selecting hostels at inner Bangkok area (Rattanakosin area)

Qualitative and quantitative were used, Qualitative result is hostel entrepreneur have motivation to make income and hostel of Thailand is 1 of top 5 hostel market in Southeast Asia, the highest ranking of hostel marketing.

The hostel entrepreneur want to expand the hostel business to be well known by set the goal to be receive hostel award to qualified their service and product, however service mind are the most important of hostel business.

Quantitative, the motivation of international tourist is stafety. Facility, location, reviews, staff, and price.

Finally, the need of international tourist that should provide for them is airport shuttle bus, quality of room, friendly staff, high rating for safe, and service, and price include breakfast will be the last important factor.

Discussion and Recommendation

From my study I has found the important criteria will be not the same another authors because people have different thought, and the most important criteria is safety, facility, location different from Demand for Hostels In Riga, the most important criteria location, safety and price.

Safety have the same respond that international need safety first and in my case study the second criteria is facility may be in Thailand have variety of facility better than another country. Location is also important to international tourist to select the hostel such as infrastructure, transportation, or famous tourist attraction and In my case study price is not the most important criteria.

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